



**AGENDA**  
**CITY OF DAWSONVILLE**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**City Hall, G.L. Gilleland Council Chambers**  
**Thursday, November 9, 2023**  
**5:30 P.M.**

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1. Call to Order
  2. Roll Call
  3. Invocation and Pledge
  4. Approval of the Agenda
  5. Approve Meeting Minutes
    - Regular Meeting held September 25, 2023
  6. Review Financials through September 2023
  7. Director's Report – Amanda Edmondson
    - i. Christmas Decorating Contest and Sponsorship (Light Up Dawsonville)
    - ii. Banners
    - iii. Gospel in the Park
    - iv. Strategic Plan

**NEW BUSINESS**

8. Amicalola EMC Economic Development Donation
9. Acknowledgement of Ongoing New Member Appointment Process by City Council

**ANNOUNCEMENTS**

**ADJOURNMENT**

*The next scheduled meeting is Monday, January 22, 2024*

*Those persons with disabilities who require reasonable accommodations in order to allow them to observe and/or participate in this meeting or who have questions regarding the accessibility of the meeting, should contact the Clerk at Dawsonville City Hall at 706-265-3256 at least two (2) business days prior to the meeting.*



DOWNTOWN DEVELOPMENT  
AUTHORITY  
EXECUTIVE SUMMARY FOR  
AGENDA ITEM # 5

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SUBJECT: **APPROVE MEETING MINUTES**

DDA MEETING DATE: 11/09/2023

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PURPOSE FOR REQUEST:

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**TO REQUEST APPROVAL FOR THE MINUTES**

- **REGULAR MEETING HELD SEPTEMBER 25, 2023**
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HISTORY/ FACTS / ISSUES:

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OPTIONS:

**APPROVE, AMEND OR DENY**

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RECOMMENDED SAMPLE MOTION:

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REQUESTED BY: Beverly Banister, City Clerk

**MINUTES**  
**CITY OF DAWSONVILLE DOWNTOWN DEVELOPMENT AUTHORITY**  
**G.L. Gilleland Council Chambers, City Hall 2<sup>nd</sup> Floor**  
**Monday, September 25, 2023**  
**5:30 P.M.**

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1. **CALL TO ORDER:** William Illg called the meeting to order at 5:35 pm.
2. **ROLL CALL:** Present were members Jonathan Campbell, Tasha Howell, Dwight Gilleland and William Illg.  
  
Jamie McCracken was not present at the meeting.  
  
City Staff in attendance included City Clerk Beverly Banister, Downtown Development Director Amanda Edmondson and City Manager Bob Bolz.
3. **INVOCATION AND PLEDGE:** Invocation and pledge were led by D. Gilleland.
4. **APPROVAL OF THE AGENDA:** Motion to amend the agenda to add item #16 November 27, 2023 DDA Meeting made by D. Gilleland; second by T. Howell. Vote carried unanimously in favor.  
  
Motion to approve the agenda as amended made by T. Howell; second by D. Gilleland. Vote carried unanimously in favor.
5. **APPROVE MEETING MINUTES**
  - Regular Meeting held July 24, 2023Motion to approve the minutes as presented made by D. Gilleland; second by J. Cambell. Vote carried unanimously in favor.
6. **REVIEW FINANCIALS THROUGH AUGUST 2023:** Board reviewed financials. No questions or comments.
7. **DIRECTOR'S REPORT – AMANDA EDMONDSON:** Director Edmondson provided an overview of the recent downtown development activity. She reported on the status of the Strategic Plan and a successful kick-off meeting; she appreciated those who attended and reminded the Board of the future dates. She spoke briefly on the status of the Historic Resource Survey project and provided the current artwork displayed on the Hwy 53 billboard.

**NEW BUSINESS**

8. **RECOGNITION OF KEITH STONE'S SERVICE TO THE CITY:** Director Edmondson acknowledged the many years of service by Keith to the City and the DDA Board emphasizing that he will be greatly missed in the community. A recognition award to commemorate his service will be given to his family.
9. **ACKNOWLEDGEMENT OF NEED TO REPLACE DDA MEMBERS/APPOINT CHAIRPERSON:** Director Edmondson expressed the need for the Board to appoint a new chairperson and also the absence of two seats on the Board which need to be filled.  
  
Motion to appoint William Illg as chairperson for the Board made by D. Gilleland; second by T. Howell. Vote carried unanimously in favor.  
  
Motion to appoint Jonathan Campbell as Vice-Chairperson (to replace William Illg) for the Board made by D. Gilleland; second by T. Howell. Vote carried unanimously in favor.
10. **2024 MEETING CALENDAR:** Motion to schedule the May and November 2024 DDA meetings to May 9, 2024 and November 7, 2024 made by D. Gilleland; second by J. Campbell. Vote carried unanimously in favor.  
  
Motion to move the November 27, 2023 DDA meeting to November 9, 2023 at 5:30 pm made by D. Gilleland; second by T. Howell. Vote carried unanimously in favor.
11. **CHRISTMAS DECORATING CONTEST AND SPONSORSHIP:** Discussion occurred regarding the idea of being a sponsor for a Christmas decorating contest within the community and the logistics of the contest itself including prize money.  
  
Motion to approve sponsorship of the Christmas decorating contest in the amount of \$1,250.00 unless no other sponsors participate then the Board will increase their sponsorship to \$2,500.00 made by J. Campbell; second by D. Gilleland. Vote carried unanimously in favor.

**MINUTES**  
**CITY OF DAWSONVILLE DOWNTOWN DEVELOPMENT AUTHORITY**  
**G.L. Gilleland Council Chambers, City Hall 2<sup>nd</sup> Floor**  
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**5:30 P.M.**

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- 12. GOSPEL IN THE PARK:** Director Edmondson presented the details of the Gospel in the Park event scheduled for May 11, 2024; discussion occurred regarding the event.

Motion to approve sponsoring the first gospel act for the Gospel in the Park event in the amount of \$2,500.00 made by J. Campbell; second by D. Gilleland. Vote carried unanimously in favor.

**OLD BUSINESS**

- 13. DOWNTOWN DAWSONVILLE HISTORIC PHOTO CONTEST:** Director Edmondson presented the only three photos submitted in response to the Downtown Dawsonville Historic Photo Contest in which the Board sponsored; she requested the Board award the prize money for each photo. All three photos were submitted by Regina Waters from United Community Bank.

Motion to award 1<sup>st</sup> place for the photo of the oldest bank building (Exhibit "A"), 2<sup>nd</sup> place for the photo of the bank lobby (Exhibit "B") and 3<sup>rd</sup> place for the photo of the previous bank building (Exhibit "C") made by D. Gilleland; second by T. Howell. Vote carried unanimously in favor.

- 14. BANNERS:** Director Edmondson provided a quote to add additional banners throughout the City Hall Complex/Main Street Park/Farmers Market areas and for banners to be placed downtown on Highways 53 and 9 and around the Historic Courthouse; discussion occurred.

Motion to approve the purchase of twenty banners with installation and hardware as presented to be placed in the downtown area on the roads coming into the City for approximately \$5,300.00 made by D. Gilleland; second by T. Howell. Vote carried unanimously in favor.

- 15. BBQ COMPETITION/FESTIVAL:** The Board determined not to take any action on this event at this time.

- 16. NOVEMBER 27, 2023 DDA MEETING:** Discussed during item #10.

**ANNOUNCEMENTS**

**ADJOURNMENT:**

At 7:19 p.m. a motion to adjourn the meeting was made by T. Howell; second by D. Gilleland. Vote carried unanimously in favor.

***Approved this 9<sup>th</sup> day of November 2023.***

**By: DOWNTOWN DEVELOPMENT AUTHORITY**

\_\_\_\_\_  
Vacant

\_\_\_\_\_  
William Illg, Chairperson

\_\_\_\_\_  
Tasha Howell, Treasurer/Secretary

**MINUTES**  
**CITY OF DAWSONVILLE DOWNTOWN DEVELOPMENT AUTHORITY**  
**G.L. Gilleland Council Chambers, City Hall 2<sup>nd</sup> Floor**  
**Monday, September 25, 2023**  
**5:30 P.M.**

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\_\_\_\_\_  
Dwight Gilleland

\_\_\_\_\_  
Jamie McCracken

\_\_\_\_\_  
Jonathan Campbell, Vice Chairperson

\_\_\_\_\_  
Vacant

Attest: \_\_\_\_\_  
Beverly A. Banister, City Clerk

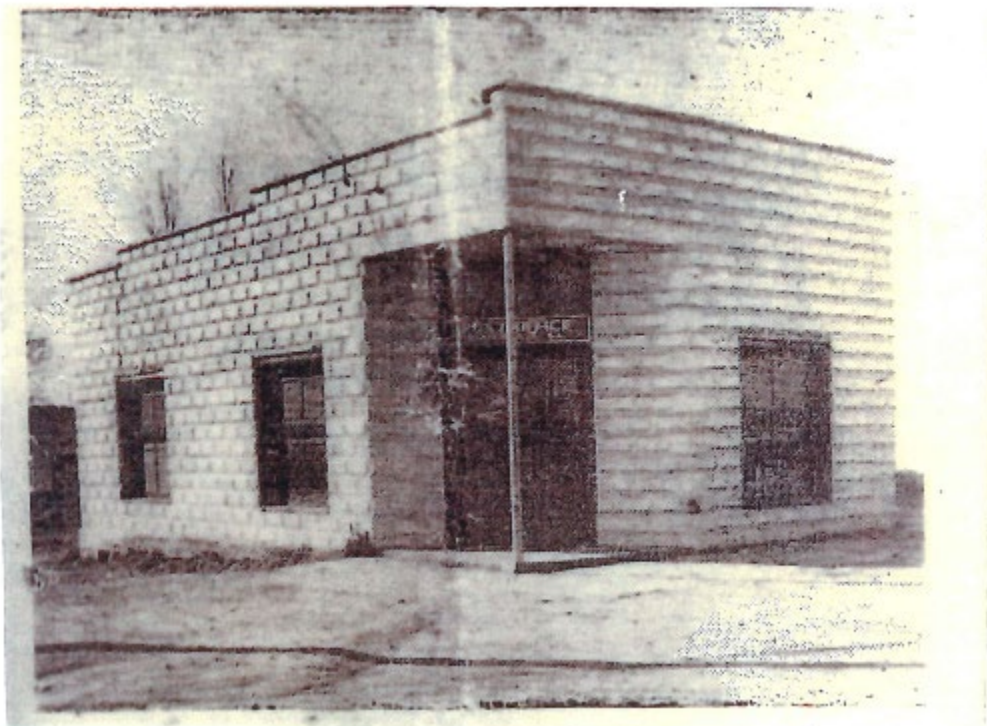


Exhibit "A"



Exhibit "B"

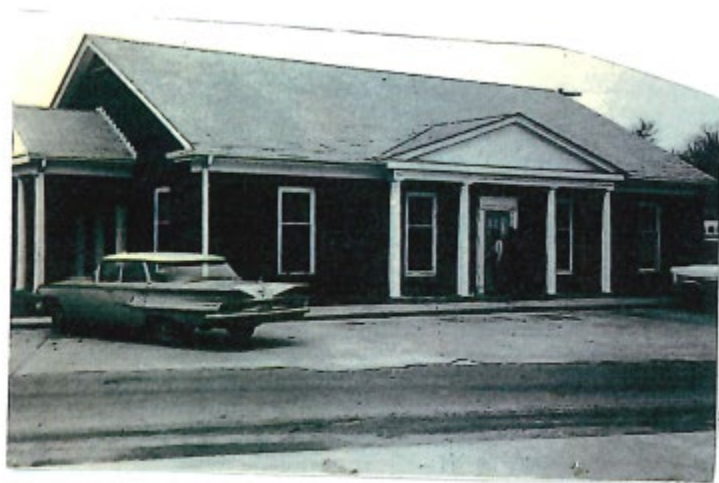


Exhibit "C"





DOWNTOWN DEVELOPMENT  
AUTHORITY  
EXECUTIVE SUMMARY FOR  
AGENDA ITEM # 6

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SUBJECT: **REVIEW FINANCIALS THROUGH SEPTEMBER 2023**

DDA MEETING DATE: 11/09/2023

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PURPOSE FOR REQUEST:

**TO REVIEW DDA CHECKING ACCOUNT ACTIVITY THROUGH SEPTEMBER 2023**

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HISTORY/ FACTS / ISSUES:

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OPTIONS:

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RECOMMENDED SAMPLE MOTION:

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# FY 2023-2024 DDA Checking Account Activity

<u>FY</u> <u>2023-24</u>	<u>Cleared Activity</u>	<u>Beg. Balance</u>	<u>Deposits</u>	<u>Checks/Debits</u>	<u>Ending Balance</u>
Begin Bal.		\$ 9,942.19			
Jul-23	Debit Card Purchase - Vistaprint	\$ 9,942.19	\$ -	\$ 225.75	\$ 9,716.44
Aug-23	Deposits for Billboard/Debits for Mashburn Outdoor	\$ 9,716.44	\$ 2,400.00	\$ 950.00	\$ 11,166.44
Sep-23	Mashburn Outdoor	\$ 11,166.44	\$ -	\$ 475.00	\$ 10,691.44
Oct-23		\$ 10,691.44	\$ -	\$ -	\$ 10,691.44
Nov-23		\$ 10,691.44	\$ -	\$ -	\$ 10,691.44
Dec-23		\$ 10,691.44	\$ -	\$ -	\$ 10,691.44
Jan-24		\$ 10,691.44	\$ -	\$ -	\$ 10,691.44
Feb-24		\$ 10,691.44	\$ -	\$ -	\$ 10,691.44
Mar-24		\$ 10,691.44	\$ -	\$ -	\$ 10,691.44
Apr-24		\$ 10,691.44	\$ -	\$ -	\$ 10,691.44
May-24		\$ 10,691.44	\$ -	\$ -	\$ 10,691.44
Jun-24		\$ 10,691.44	\$ -	\$ -	\$ 10,691.44
			\$ 2,400.00	\$ 1,650.75	

<u>Checks/Debits Cleared</u>		<u>Check #</u>	<u>Amount</u>
<u>Date</u>	<u>To Whom</u>		
7/11/2023	Vistaprint - Purchase for Table Tents (Downtown Development)		\$225.75
8/15/2023	Mashburn Outdoor (Billboard)		\$475.00
8/30/2023	Mashburn Outdoor (Billboard)		\$475.00
9/25/2023	Mashburn Outdoor (Billboard)		\$475.00



**DOWNTOWN DEVELOPMENT  
AUTHORITY  
EXECUTIVE SUMMARY FOR  
AGENDA ITEM # 7**

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**SUBJECT: DIRECTOR'S REPORT – AMANDA EDMONDSON**

**DDA MEETING DATE: 11/09/2023**

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**PURPOSE FOR REQUEST:**

**TO REPORT ON CURRENT PROGRESS REGARDING DOWNTOWN DEVELOPMENT**

- **CHRISTMAS DECORATING CONTEST AND SPONSORSHIP -  
LIGHT UP DAWSONVILLE; SEE ATTACHED FLYER**
  - **BANNERS**
  - **GOSPEL IN THE PARK**
  - **STRATEGIC PLAN**
- 

**HISTORY/ FACTS / ISSUES:**

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**OPTIONS:**

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**RECOMMENDED SAMPLE MOTION:**

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# Light-Up DAWSONVILLE

## COMMUNITY DECORATING CONTEST

### CATEGORIES: WINNERS \$500 EACH

1. BEST INDIVIDUAL HOME | \$25 ENTRY FEE
2. BEST BUSINESS OR INDUSTRY | \$100 ENTRY FEE
3. BEST NEIGHBORHOOD ENTRANCE \$100 ENTRY FEE
4. BEST INSTITUTION: SCHOOL OR GOV'T | \$100 ENTRY FEE
5. BEST CHURCH | \$100 ENTRY FEE

PLUS A GIFT BASKET FOR THE "PEOPLE'S CHOICE WINNER"

ENTER BY DECEMBER 11TH

WINNERS ANNOUNCED ONLINE  
DECEMBER 18TH



Participation helps to  
bring joy and supports  
your community!

**100% of the entry fees  
goes to "The Place" to  
help Dawson County  
residents with food &  
other basic needs.**

### THANK YOU TO OUR SPONSORS





**DOWNTOWN DEVELOPMENT  
AUTHORITY  
EXECUTIVE SUMMARY FOR  
AGENDA ITEM # 8**

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**SUBJECT: AMICALOLA EMC ECONOMIC DEVELOPMENT DONATION**

**DDA MEETING DATE: 11/09/2023**

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**PURPOSE FOR REQUEST:**

**TO APPROVE ACCEPTANCE OF THE \$20,000 DONATION FROM AMICALOLA EMC FOR  
ECONOMIC DEVELOPMENT AND TO REPORT ON THE EXPENDITURE OF THE FUNDS**

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**HISTORY/ FACTS / ISSUES:**

**THIS IS THE SECOND YEAR THE DDA HAS BEEN AWARDED THIS DONATION. THE FUNDS  
ARE FROM UNCLAIMED CAPITAL CREDIT MONEY.**

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**OPTIONS:**

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**RECOMMENDED SAMPLE MOTION:**

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**REQUESTED BY: Amanda Edmondson, Director of Downtown Development**



**Amicalola Electric  
Membership Corporation**

*"Owned by Those We Serve"*

544 Hwy. 515 South  
Jasper, GA 30143  
Telephone: (706) 253-5200  
Fax: (706) 253-5213

**Economic Development Donation Acceptance Form**

Please read over the following information. If you agree to the terms and conditions, please sign and return the form to the address below.

- I agree the funds provided will be used for economic development.
- I agree to provide Amicalola Electric Membership Corporation with a final evaluation stating what the funds were used for by February 1, 2024.
- I agree that any publicity for this project will include the name of Amicalola Electric Membership Corporation.

**Organization:** The City of Dawsonville, Downtown Development Authority

**Contact:** Amanda Edmondson, Director of Downtown Development

**Signature:**  **Date:** October 30th, 2023

**Implementation Date:** By December 31, 2023 (Ordering Equipment)

**Anticipated Completion Date of Project:** May 2024 (anticipated space build-out)

**Details of project:** The City of Dawsonville Downtown Development Authority will use these funds for the purchase of restaurant equipment to facilitate and expedite the build-out of a vacant downtown Dawsonville space to be utilized as a restaurant.

This project will aid in achieving the following local economic development goals:

- **Quality of life:** In the course of public participation for Downtown Dawsonville, a new restaurant is one of the most frequently requested businesses to better accommodate residents as well as those working in the City (which is the County seat). Quality of life is currently a key site selection factor for economic development in the current environment.
- **Business recruitment:** This project will enable one additional business to open in the City of Dawsonville / Dawson County. This pending business desires to be located in the downtown area yet needs a food service enabled site and will open upon site completion. The subject space is owned by the City of Dawsonville, who has rate flexibility to help business succeed.
- **Job expansion:** This project will directly enable the creation of 5-10 potential new jobs in the City of Dawsonville / Dawson County, potentially others indirectly.

- **Business retention:** The addition of a restaurant in the downtown area will provide visitors passing through town with an additional reason to stay longer and engage with other businesses. Being located next to City Hall, the restaurant may also be utilized to host a regular meeting of Downtown Dawsonville businesses to discuss economic development issues.
- **Workforce development:** This restaurant space creates an opportunity for students in the Dawson County CTAE Culinary Arts program to have access to meaningful on-the-job training and real-world experience.
- **Tourism:** This restaurant space is adjoining the GRHOF in the City Hall complex and will provide a much-needed amenity to accommodate visitors to Dawsonville.





**DOWNTOWN DEVELOPMENT  
AUTHORITY  
EXECUTIVE SUMMARY FOR  
AGENDA ITEM # 9**

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**SUBJECT: ACKNOWLEDGEMENT OF ONGOING NEW MEMBER APPOINTMENT BY CITY COUNCIL**

**DDA MEETING DATE: 11/09/2023**

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**PURPOSE FOR REQUEST:**

**TO ACKNOWLEDGE THE ONGOING PROCESS BY THE CITY COUNCIL OF VETTING AND APPOINTING NEW DDA MEMBERS**

**GOAL IS TO HAVE NOMINATED MEMBERS RECOMMENDED TO THE CITY COUNCIL AT THEIR FIRST MEETING IN DECEMBER**

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**HISTORY/ FACTS / ISSUES:**

- **TO FILL KEITH STONE'S VACANCY**
  - **TO FILL KEVIN HAMMOND'S VACANCY**
  - **TO RE-APPOINTMENT DWIGHT GILLELAND AND JONATHAN CAMPBELL**
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**OPTIONS:**

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**RECOMMENDED SAMPLE MOTION:**

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**REQUESTED BY: Amanda Edmondson, Director of Downtown Development**