

**AGENDA**  
**CITY OF DAWSONVILLE DOWNTOWN DEVELOPMENT AUTHORITY**  
**City Hall, G.L. Gilleland Council Chambers**  
**Monday, November 22, 2021**  
**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 27, 2021
6. Review Financials through October 2021

**BUSINESS**

7. Creekstone Phase 2 Slope Grading Easement
8. Art Contest Awards
9. Development of DDA Logo – Quotes
10. Marketing Ideas

**ANNOUNCEMENTS**

**ADJOURNMENT**

*The next scheduled meeting is Monday, January 24, 2022*

*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: 11/22/2021

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PURPOSE FOR REQUEST:

**TO REQUEST APPROVAL FOR THE DDA MEETING MINUTES HELD ON SEPTEMBER 27, 2021**

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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 27, 2021**  
**5:30 P.M.**

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1. **CALL TO ORDER:** Keith Stone called the meeting to order at 5:33 pm.
2. **ROLL CALL:** Present were members Kevin Hammond, Keith Stone, Dwight Gilleland, Jamie McCracken and William Illg. Tasha Howell was not present.  
  
Also present was City Clerk Beverly Banister and City Manager Bob Bolz.
3. **INVOCATION AND PLEDGE:** Invocation and Pledge were led by William Illg.
4. **APPROVAL OF THE AGENDA:** Motion to approve the agenda made by W. Illg; second by K. Hammond. Vote carried unanimously in favor.
5. **APPROVE MEETING MINUTES:**
  - Regular Meeting held July 26, 2021Motion to approve the minutes as submitted made by K. Hammond; second by J. McCracken. Vote carried unanimously in favor.
6. **REVIEW FINANCIALS THROUGH AUGUST 31, 2021:** DDA financials presented through August 31, 2021. No questions or comments.

**BUSINESS**

7. **REQUEST APPROVAL TO RATIFY LETTER OF SUPPORT TO THE GEORGIA RACING HALL OF FAME:** Motion to ratify approval for the letter of support to the Georgia Racing Hall of Fame made by W. Illg; second by J. McCracken. Vote carried unanimously in favor.
8. **PRESENTATION BY MANDY POWER, DAWSON COUNTY CHAMBER OF COMMERCE:** Mandy Power presented an overview of the Chamber highlighting their support and promotion of local businesses through networking, special events, programs and ribbon cuttings. She also spoke about priority development areas being residential and making downtown a community destination and also shared various demographics within the City limits and throughout Dawson County.  
  
Discussion occurred surrounding the challenges to attract higher payer jobs, increasing traffic to the downtown area from the 400 corridor and capitalizing on the park to encourage a walkable downtown to develop a eat, shop and play atmosphere.
9. **PLAN TO SUPPORT DOWNTOWN BUSINESSES:** Councilmember Illg stated he believes a good way to support the downtown businesses would be to partner with the Chamber to support the businesses and to consider creating a marketing strategy to attract people to the downtown. They determined a logo should be developed and approved first to assist with their branding.
10. **DOWNTOWN DEVELOPMENT AUTHORITY LOGO:** Discussion occurred about the development of the DDA logo. The sample logos provided at the last meeting were considered as well as other DDA logos which mostly incorporate the "Main Street" look; all agreed this option was favorable. Further discussion occurred regarding what the staples are which define downtown Dawsonville. Ideas included racing, Main Street Park, the Georgia Racing Hall of Fame and the Pool Room. The Board discussed the option of working with a local business who specializes in the development of a logo and how the logo could be used to market the downtown. The Board will research companies to provide a quote for the logo.
11. **REVIEW OF DAWSONVILLE DOWNTOWN MASTER PLAN:** City Manager Bolz discussed the challenges associated with implementing the downtown master plan emphasizing the need for a bypass to remove the truck traffic through the downtown area. Bolz reported he has met with Georgia Mountain Regional Commission (GMRC), Appalachian Regional Commission (ARC) and Department of Community Affairs (DCA), who all agree, a realistic strategic plan needs to be developed for the existing downtown and an option to move the downtown closer to City Hall and the Main Street Park area. He stated the City Council approved the City to move forward in applying for a grant through ARC which will be administered by GMRC to fund a strategic downtown plan. An intergovernmental agreement will need to be in place for the DDA to partner with the City. Bolz further listed the items

**MINUTES**  
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that have been recommended to be included in the plan and spoke about the possibility of employing or contracting with an economic development person to implement the plan. Kevin Hammond spoke about the importance of working with property owners downtown concerning the façade of the buildings. He stated UGA had previously been able to develop an improved look for a section/block of downtown for a reasonable cost; this can be presented to property owners with the possibility of a grant to implement the changes. He will check with UGA to see if the program is still available.

**ANNOUNCEMENTS:**

Jamie McCracken expressed his thanks to the Board for permitting him to attend the Georgia Downtown training; he said it was very informational.

**ADJOURNMENT:**

At 7:01 p.m. a motion to adjourn the meeting was made by K. Stone; second by J. McCracken. Vote carried unanimously in favor.

***Approved this 22<sup>nd</sup> day of November 2021***

**By: DOWNTOWN DEVELOPMENT AUTHORITY**

\_\_\_\_\_  
Keith Stone, Chair

\_\_\_\_\_  
Kevin Hammond, Vice Chair

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

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

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

\_\_\_\_\_  
William Illg, Councilmember



DOWNTOWN DEVELOPMENT  
AUTHORITY  
EXECUTIVE SUMMARY FOR  
AGENDA ITEM # 6

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SUBJECT: REVIEW FINANCIALS THROUGH OCTOBER 2021

DDA MEETING DATE: 11/22/2021

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PURPOSE FOR REQUEST:

**TO REVIEW DDA CHECKING ACCOUNT ACTIVITY THROUGH OCTOBER 2021.**

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HISTORY/ FACTS / ISSUES:

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OPTIONS:

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RECOMMENDED SAMPLE MOTION:

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**FY 2021-2022 DDA Checking Account Activity**

<u>FY</u> <u>2021-22</u>	<u>Cleared Activity</u>	<u>Deposits</u>	<u>Interest</u>	<u>Checks</u>	<u>Ending Balance</u>
Begin Bal.		\$ 17,576.09			
Jul-21	Check #5123	\$ 17,576.09		\$ 47.00	\$ 17,529.09
Aug-21	Check #5124 + #5125	\$ 17,529.09	\$ -	\$ 715.00	\$ 16,814.09
Sep-21	Check #5126	\$ 16,814.09	\$ -	\$ 776.52	\$ 16,037.57
Oct-21	Check #5127	\$ 16,037.57	\$ -	\$ 240.37	\$ 15,797.20
Nov-21		\$ 15,797.20			\$ 15,797.20
Dec-21		\$ 15,797.20			\$ 15,797.20
Jan-22		\$ 15,797.20			\$ 15,797.20
Feb-22		\$ 15,797.20			\$ 15,797.20
Mar-22		\$ 15,797.20			\$ 15,797.20
Apr-22		\$ 15,797.20			\$ 15,797.20
May-22		\$ 15,797.20			\$ 15,797.20
Jun-22		\$ 15,797.20			\$ 15,797.20
		<u>\$ -</u>		<u>\$ 1,778.89</u>	

<b>Checks Cleared</b>			
<u>Date</u>	<u>To Whom</u>	<u>Check #</u>	<u>Amount</u>
6/18/2021	Miles, Hansford & Tallant	5123	\$47.00
8/2/2021	Georgia Downtown Assoc	5124	\$590.00
8/25/2021	Georgia Downtown Assoc	5125	\$125.00
9/28/2021	COD - Reimburse Lodging for JM Training	5126	\$776.52
10/1/2021	Jamie McCracken - Travel Expense	5127	\$240.37

\$1,778.89



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

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**SUBJECT: CREEKSTONE PHASE 2 SLOPE GRADING EASEMENT**

**DDA MEETING DATE: 11/22/2021**

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**PURPOSE FOR REQUEST:**

**HARDEMAN HOMES IS REQUESTING THE CITY TO ENTER INTO AN AGREEMENT TO ALLOW THEM TO INSTALL A CUT SLOPE ON DDA PROPERTY TO AVOID CONSTRUCTING A SEVENTEEN-FOOT-TALL RETAINING WALL ON LOTS 27-29.**

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**HISTORY/ FACTS / ISSUES:**

- **HARDEMAN SENT THE INITIAL EASEMENT REQUEST TO THE CITY REQUESTING THE EASEMENT IN EXCHANGE FOR \$10.00.**
  - **CITY REVIEWED THE PROPOSAL AND COUNTERED PERMISSION WITH FIVE STIPULATIONS: 1) \$25,000.00 COMPENSATION 11,513 SF X \$2.17. 2) EASEMENT VALID FOR 3 MONTHS FROM DATE OF RECORDING. 3) REPLACE ANY DAMAGED FENCE. 4) ESTABLISH PERMANENT VEGETATION AND WARRANTY FOR 12 MONTHS. 5) INSTALL ONE ROW OF EVERGREEN TREES ON HARDEMAN PROPERTY ALONG DDA PROPERTY LINE AT 10 FEET CENTERS AND WARRANTY FOR 12 MONTHS.**
  - **HARDEMAN ACCEPTED ALL CONDITIONS EXCEPT HE PROPOSED \$15,000.00 COMPENSATION 11,513 SF X \$1.30.**
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**OPTIONS:**

**APPROVE OR DENY**

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**RECOMMENDED SAMPLE MOTION:**

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Requested by: David Picklesimer, Planning & Zoning Director

RETURN TO: ANGELA GRANT CLARK  
P.O. BOX 611  
DAHLONEGA, GA 30533

**EASEMENT**

STATE OF GEORGIA  
COUNTY OF DAWSON

THIS INDENTURE, made this \_\_\_\_ day of \_\_\_\_\_ in the Year of Our Lord Two Thousand and Twenty-One, between **Downtown Development Authority of Dawsonville, Georgia**, Party of the First Part, and **Hardeman Communities, Inc.**, Party of the Second Part,

WITNESSETH: That the said party of the first part, for and in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, in hand paid, at and before the sealing and delivery of these presents, the receipt of which is hereby acknowledged, grants unto party of the second, a perpetual easement over, through and across the following lands, to-wit:

ALL THAT TRACT OR PARCEL OF LAND, LYING AND BEING IN LAND LOT 516 OF THE 14<sup>TH</sup> DISTRICT, 1<sup>ST</sup> SECTION, OF DAWSON COUNTY, GEORGIA, AND BEING THAT CERTAIN EASEMENT FOR GRADING AND MAINTENANCE AS SHOWN ON THAT CERTAIN PLAT OF SURVEY BY DAVIS ENGINEERING AND SURVEYING ATTACHED HERETO AS EXHIBIT "A".

THE EASEMENT herein granted shall bind the successors and assigns of the undersigned party, and shall inure to the benefit of the successors in title of the grantee.

IN WITNESS WHEREOF, the said party of the first part has hereunto set hand and seal, this \_\_\_\_ day of \_\_\_\_\_, 2021.

Signed, sealed and delivered  
in the presence of:

AS TO: Downtown Development Authority of  
Dawsonville, Georgia

\_\_\_\_\_  
Unofficial Witness

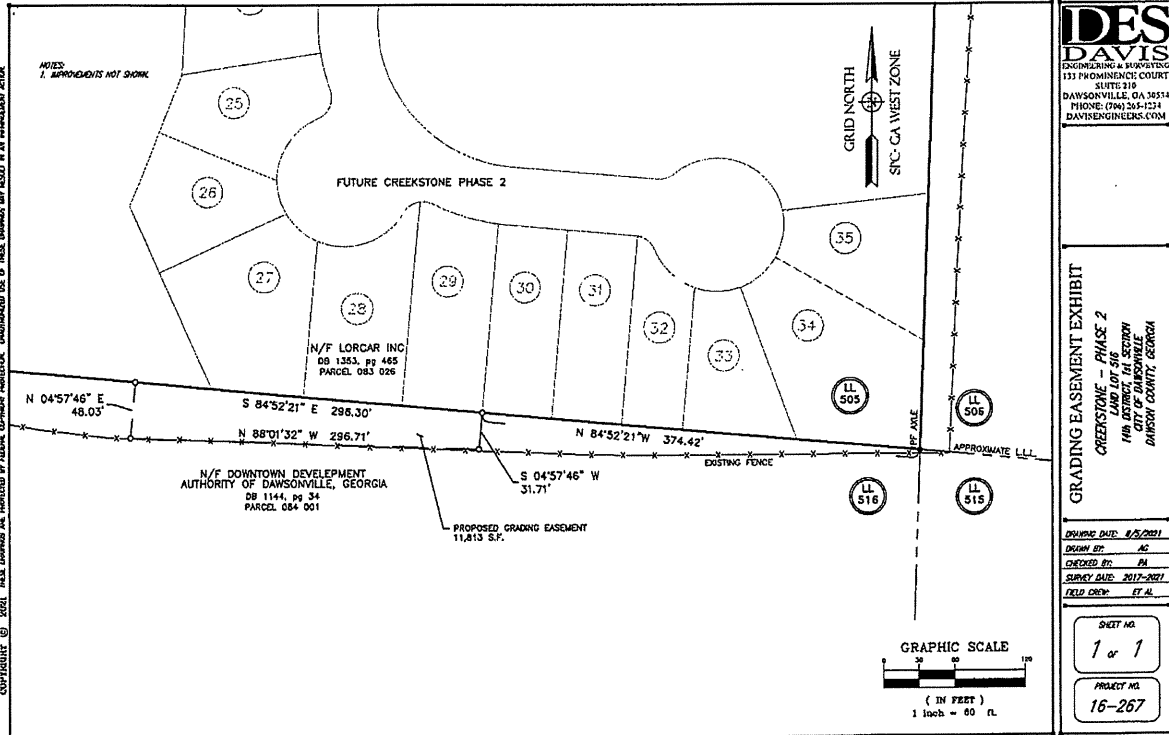
By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

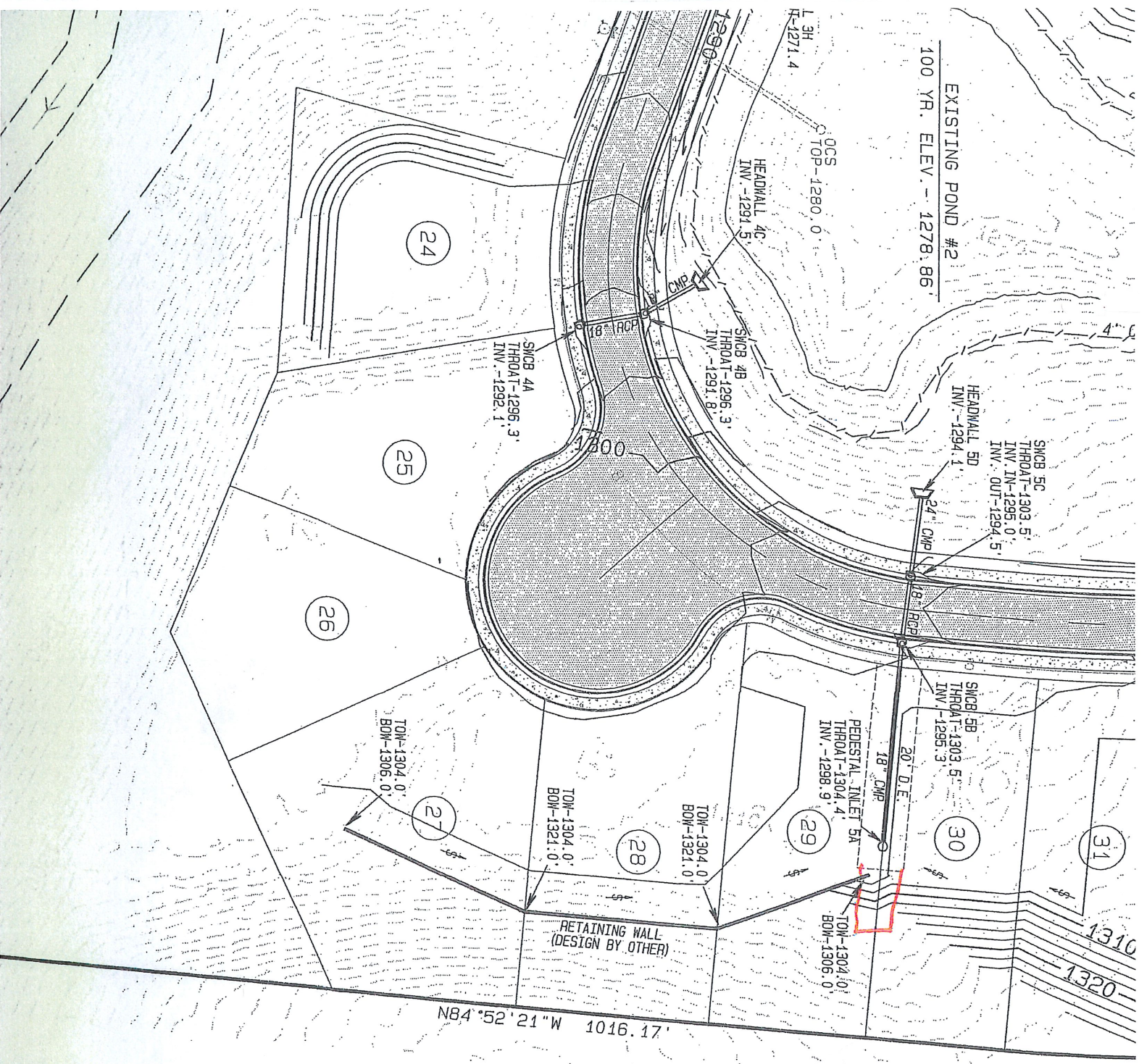
\_\_\_\_\_  
Notary Public  
State of Georgia

Attest: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_



EXHIBIT "A"





N/F  
DOWNTOWN DEVELOPMENT  
AUTHORITY OF DAMSONVILLE  
PARCEL 084 001

# DRAINAGE / DRAINAGE PLAN

REVISION	DATE
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DOWNTOWN DEVELOPMENT  
AUTHORITY  
EXECUTIVE SUMMARY FOR  
AGENDA ITEM # 8

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SUBJECT: ART CONTEST AWARDS

DDA MEETING DATE: 11/22/2021

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PURPOSE FOR REQUEST:

**TO CONSIDER COVERING COSTS FOR AWARDS FOR AN ART CONTEST**

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HISTORY/ FACTS / ISSUES:

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OPTIONS:

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RECOMMENDED SAMPLE MOTION:

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REQUESTED BY: Bob Bolz, City Manager



DOWNTOWN DEVELOPMENT  
AUTHORITY  
EXECUTIVE SUMMARY FOR  
AGENDA ITEM # 9

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SUBJECT: DEVELOPMENT OF DDA LOGO - QUOTES

DDA MEETING DATE: 11/22/2021

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PURPOSE FOR REQUEST:

**TO CONSIDER QUOTE PROPOSALS FOR THE DEVELOPMENT OF THE DDA LOGO**

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HISTORY/ FACTS / ISSUES:

**SEE ATTACHED QUOTES FROM:**

- **STUDIO ONE O ONE**
  - **400 INK**
  - **HINGE CREATIVE**
- 

OPTIONS:

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RECOMMENDED SAMPLE MOTION:

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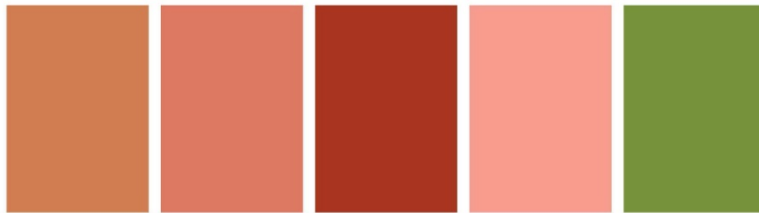
# Studio One O One, Inc.

Our design rate for a single high resolution vector logo would run \$250. This includes 3 rounds of edits. Any additional edits will be \$50 per edit beyond that scope.

For us to do a package of high resolution vector logos that include a full spec branded logo and 2-3 complimentary logos (sample shown), would start at \$350 with the same guidelines as mentioned above.

All of these items will include branding colors in CMYK, RGB, & HEX Format, along with typography to be included with all pieces for uniformity.

Please let me know if you have any questions and thank you again for the opportunity.



AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

AABBCCDD EEEF GGHH IJJJ KLLL MNNN OOPP QQQR RRSSTT UUVV WWWW XXXY YZZZ

## **400 Ink**

We have a very talented team of designers and can definitely design a logo to exceed your expectations.

Our logo designs start at \$250 and this price includes a 30 minute consult with our designer and 3 hours of artwork. The consult will help us better understand the end goal of the logo. This can be done over the phone or in person.

Once the 3 hour timeframe has been exceeded, we would charge \$80/Hour. We will keep you informed of the time to ensure you know what the final charge will be.



# PRICING

PROJECT OPTIONS	COST
Blush Package	\$3,000
Teal Package	\$5,000
Gold Package	\$7,500
Brand Boost	\$2,000+ <i>depending on project specifics</i>
Monthly Design Retainer	\$1,500/month+ <i>depending on project specifics</i>
Quick Consult	\$300

**Payment Options (for non-retainer packages)**  
To offer our clients more flexibility when they invest in our services, we offer options to segment costs into monthly payments.

*Example \$3,000 project billing options:*

- One time payment at beginning of the process: **\$3,000**
- Two payments **+10% total project amount (\$1,659 x 2 = \$3,300)**
- Three payments **+20% total project amount (\$1,200 x 3 = \$3,600)**

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**Contact Info:**

Hannah Groseclose

[hannah@hingecreativeco.com](mailto:hannah@hingecreativeco.com)

Caroline Windham

[caroline@hingecreativeco.com](mailto:caroline@hingecreativeco.com)

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DOWNTOWN DEVELOPMENT  
AUTHORITY  
EXECUTIVE SUMMARY FOR  
AGENDA ITEM # 10

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SUBJECT: MARKETING IDEAS

DDA MEETING DATE: 11/22/2021

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PURPOSE FOR REQUEST:

**TO DISCUSS MARKETING IDEAS**

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HISTORY/ FACTS / ISSUES:

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OPTIONS:

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RECOMMENDED SAMPLE MOTION:

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REQUESTED BY: William Illg, Councilmember