

**AGENDA**  
**CITY OF DAWSONVILLE DOWNTOWN DEVELOPMENT AUTHORITY**  
**City Hall, G.L. Gilleland Council Chambers**  
**Monday, March 28, 2022**  
**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 November 22, 2021
  - Special Called Meeting held February 17, 2022
6. Review Financials through February 2022

**BUSINESS**

7. Development of DDA Logo - Studio One O One Presentation
8. Update on Fireworks – City Manager Bob Bolz

**ANNOUNCEMENTS**

**ADJOURNMENT**

*The next scheduled meeting is Monday, May 23, 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: 03/28/2022

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PURPOSE FOR REQUEST:

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**TO REQUEST APPROVAL FOR THE MINUTES**

- **REGULAR MEETING HELD NOVEMBER 22, 2021**
  - **SPECIAL CALLED MEETING HELD FEBRUARY 17, 2022**
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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, November 22, 2021**  
**5:30 P.M.**

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1. **CALL TO ORDER:** Keith Stone called the meeting to order at 5:46 pm.
2. **ROLL CALL:** Present were members Keith Stone, Kevin Hammond, Tasha Howell and William Illg. Jamie McCracken and Dwight Gilleland were not present.  
  
Also present were Deputy City Clerk Tracy Smith, City Manager Bob Bolz, Planning Director David Picklesimer and City Attorney Kevin Tallant.
3. **INVOCATION AND PLEDGE:** Invocation and Pledge were led by William Illg.
4. **APPROVAL OF THE AGENDA:** Motion to add item #11 Georgia Downtown Association (GDA) Membership to the agenda made by W. Illg; second by K. Hammond. Vote carried unanimously in favor.  
  
Motion to approve the agenda as amended made by W. Illg; second by T. Howell. Vote carried unanimously in favor.
5. **APPROVE MEETING MINUTES:**
  - Regular Meeting held September 27, 2021Motion to approve the minutes as submitted made by K. Hammond; second by W. Illg. Vote carried unanimously in favor.
6. **REVIEW FINANCIALS THROUGH OCTOBER 31, 2021:** DDA financials presented through October 31, 2021. No questions or comments.

**BUSINESS**

7. **CREEKSTONE PHASE II SLOPE GRADING EASEMENT:** Planning Director Picklesimer informed the Board that Hardeman Homes is requesting to enter into an agreement to allow them to install a cut slope on the Downtown Development Authority property to avoid constructing a seventeen-foot-tall retaining wall on lots #27-29. Discussion occurred regarding the proposal.  
  
Motion to stay with the fair market value of \$25,000 for the temporary three-month easement made by K. Hammond; motion dies for lack of a second.  
  
Motion to approve the easement for the following conditions and to allow the Chairman to sign the agreement made by W. Illg:
  - \$25,000 compensation
  - Easement valid for three months from date of recording
  - Replace any damaged fencing
  - Establish permanent vegetation and warranty for twelve months
  - Install one row of evergreen trees on Hardeman Property along Downtown Development Authority Property line at ten-foot centers and warranty for twelve monthsSecond by K. Hammond. Vote carried unanimously in favor.
8. **ART CONTEST AWARDS:** City Manager Bolz explained to the Board the desire to develop interest in the community outside of just the Christmas Tree Lighting and Parade. He approached Robinson Elementary School to involve students in a Gingerbread House decorating contest. He also shared the Art Contest the high schoolers participated in by decorating the City Hall/Museum window fronts. Bolz is seeking approval of the Board to cover the costs for the awards and participation.  
  
Motion to approve sponsoring and providing compensation for a \$25 prize for the elementary school Gingerbread House contest and a pizza party and to provide prize money for the high school art contest for \$100 for 1<sup>st</sup> Place, \$75 for 2<sup>nd</sup> Place, \$50 for 3<sup>rd</sup> Place and \$25 for 4<sup>th</sup> Place made by W. Illg; second by K. Hammond. 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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- 9. DEVELOPMENT OF DDA LOGO - QUOTES:** Councilmember Illg reviewed the quotes received to develop a Downtown Development Authority logo.

Motion to table this item to the January 24, 2022 regular meeting made by W. Illg; second by K. Hammond. Vote carried unanimously in favor.

- 10. MARKETING IDEAS:** Keith Stone asked how the Christmas Tree Lighting & Parade has been advertised. City Manager Bolz told the Board all the ways it has been advertised and explained the overview of the event. Keith Stone suggested having a table to decorate a stocking for the 2022 event. Bolz provided information on his research to have a temporary ice-skating rink at the park; he reported the costs were high. The Board asked about having a television brought in for the Christmas event to broadcast the UGA football game but likely there will be issues with licensing.

Keith Stone asked about having fireworks downtown for Independence Day. Bolz reported the feedback from the Fire Marshal who has stated it cannot be done downtown. Stone requested to have the Dawson County Fire Marshal and Fire Chief attend the next DDA meeting. Discussion occurred about a potential 4<sup>th</sup> of July event in 2022.

- 11. GEORGIA DOWNTOWN ASSOCIATION (GDA) MEMBERSHIP:** Motion to approve obtaining a membership to the Georgia Downtown Association made by W. Illg; second by T. Howell. Vote carried unanimously in favor.

**ADJOURNMENT:**

At 6:42 p.m. a motion to adjourn the meeting was made by T. Howell; second by K. Hammond. Vote carried unanimously in favor.

***Approved this 28<sup>th</sup> day of March 2022***

**By: DOWNTOWN DEVELOPMENT AUTHORITY**

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

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

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

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

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

\_\_\_\_\_  
Jonathan Campbell

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

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

**MINUTES**  
**CITY OF DAWSONVILLE DOWNTOWN DEVELOPMENT AUTHORITY**  
**SPECIAL CALLED MEETING**  
**G.L. Gilleland Council Chambers, City Hall 2<sup>nd</sup> Floor**  
**Thursday, February 17, 2022**  
**5:30 P.M.**

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1. **CALL TO ORDER:** Keith Stone called the meeting to order at 5:35 pm.
2. **ROLL CALL:** Present were members Keith Stone, William Illg, Kevin Hammond and Jonathan Campbell.  
  
Jamie McCracken, Dwight Gilleland and Tasha Howell were not present.  
  
Also present were City Clerk Beverly Banister, City Manager Bob Bolz. Dawson County Fire Marshall Jeff Bailey and Fire Chief Danny Thompson.
3. **INVOCATION AND PLEDGE:** Invocation and Pledge were led by William Illg.  
  
Chairman Stone welcomed Jonathan Campbell as the Authority's newest Board member.
4. **APPROVAL OF THE AGENDA:** Motion to approve the agenda as presented made by W. Illg; second by K. Hammond. Vote carried unanimously in favor.

**BUSINESS**

5. **FIREWORKS DISCUSSION:** The Dawson County Fire Marshall Jeff Bailey discussed the requirements their department adheres to concerning a public display of fireworks and provided the Rules and Regulations of the State of Georgia Code for fireworks displays. He spoke about the requirements to contract with a licensed company, obtaining a permit from the probate court and insurance requirements; all of which he stated a licensed company would be aware of these requirements. Stone asked about setting the fireworks off from the High School and have spectators located at Main Street Park. Bailey talked about the distances required from an occupied building, the location of spectators, the North Georgia Assisted Living facility and the propane storage facility. He also stated the department has the authority to reduce the distances, but safety is their highest concern. He suggested reaching out to a licensed company and allow them to work out the plan so it can be presented to the fire department. The Board discussed contacting Zambelli who has been the provider in the past for Sparks in the Park. City Manager Bolz said he would reach out to Zambelli.
6. **MOUNTAIN MOONSHINE FESTIVAL:** Dwight Gilleland asked for this item to be on the agenda and although he could not attend this meeting, he provided his concerns via email. Kevin Hammond spoke on his behalf. The concern is that now the Moonshine Festival is held at the City Hall Complex, the businesses located away from City Hall are not getting any traffic during festival. He would like to see some advertising through newsletters, digital sign, newspaper, etc. letting people know the businesses are open. Ideas were discussed to try and get the people who are coming to the festival to know there are businesses open downtown through possible means of a billboard advertisement, signs at the festival, a scavenger hunt and a newspaper advertisement. The Board said they could brainstorm more ideas closer to October.
7. **CONSIDERATION OF GRANT APPLICATION – DAWSONVILLE HISTORY MUSEUM:** The grant cannot be considered until the City has approved the project. A structural engineer is being consulted by the museum to determine the feasibility of the project and the City is talking with the Christmas Tree company as well. The project is to cover the winner's circle in front of the museum.
8. **DEVELOPMENT OF DDA LOGO – REVIEW QUOTES AND CONSIDER CHOOSING A COMPANY:** The quotes for the development of the DDA logo were discussed. Motion made by W. Illg to take the item off the table; second by K. Hammond. Vote carried unanimously in favor.  
  
Further discussion of the quotes and the detail of the services the companies would provide. Motion to select Studio One O One and their package to develop the logo starting at \$350 made by W. Illg; second by J. Campbell. Stone asked if he would consider amending the motion to select the company only and have them attend the next meeting to provide examples of the differences in their packages. Motion amended by W. Illg to select Studio One O One and request they attend the next DDA meeting; second by J. Campbell. Vote carried unanimously in favor.  
  
Councilmember Illg stated he will contact Studio One O One and invite them to the next meeting.

**MINUTES**  
**CITY OF DAWSONVILLE DOWNTOWN DEVELOPMENT AUTHORITY**  
**SPECIAL CALLED MEETING**  
**G.L. Gilleland Council Chambers, City Hall 2<sup>nd</sup> Floor**  
**Thursday, February 17, 2022**  
**5:30 P.M.**

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**ANNOUNCEMENTS:** City Manager Bolz stated the pre-application for the grant to develop a downtown strategic plan was submitted to the Appalachian Regional Commission for consideration.

**ADJOURNMENT:**

At 6:19 p.m. a motion to adjourn the meeting was made by K. Hammond; second by W. Illg. Vote carried unanimously in favor.

*Approved this 28<sup>th</sup> day of March 2022.*

**By: DOWNTOWN DEVELOPMENT AUTHORITY**

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

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

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

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

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

\_\_\_\_\_  
Jonathan Campbell

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

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



DOWNTOWN DEVELOPMENT  
AUTHORITY  
EXECUTIVE SUMMARY FOR  
AGENDA ITEM # 6

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SUBJECT: REVIEW FINANCIALS THROUGH FEBRUARY 2022

DDA MEETING DATE: 03/28/2022

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PURPOSE FOR REQUEST:

**TO REVIEW DDA CHECKING ACCOUNT ACTIVITY THROUGH FEBRUARY 2022**

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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	No Activity	\$ 15,797.20	\$ -	\$ -	\$ 15,797.20
Dec-21	Check(s) #5128-5130, 5135, 5137	\$ 15,797.20	\$ -	\$ 350.00	\$ 15,447.20
Jan-22	Deposit (grant app)/Check #5136	\$ 15,447.20	\$ 50.00	\$ 117.50	\$ 15,379.70
Feb-22	Deposit (Creekstone Easement)/Check #5138, 5139	\$ 15,379.70	\$ 25,000.00	\$ 784.50	\$ 39,595.20
Mar-22		\$ 39,595.20			\$ 39,595.20
Apr-22		\$ 39,595.20			\$ 39,595.20
May-22		\$ 39,595.20			\$ 39,595.20
Jun-22		\$ 39,595.20			\$ 39,595.20
		\$ 25,050.00		\$ 3,030.89	

<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
12/20/2021	Kaylee Hinson - 1st PI Window Painting	5128	\$100.00
12/20/2021	Kendall Huston - 2nd PI Window Painting	5129	\$75.00
12/20/2021	Chandler Bagley - 3rd PI Window Painting	5130	\$50.00
12/21/2021	Amy Swafford - Class of Gingerbread House Winner	5135	\$25.00
12/23/2021	Food Lion - Gift Card for Pizza Party	5137	\$100.00
1/4/2022	Miles, Hansford & Tallant	5136	\$117.50
2/22/2022	City of Dawsonville - Reimbursement for GDA Membership	5138	\$300.00
2/28/2022	Miles, Hansford & Tallant	5139	\$484.50
		\$ 3,030.89	





DOWNTOWN DEVELOPMENT  
AUTHORITY  
EXECUTIVE SUMMARY FOR  
AGENDA ITEM # 7

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SUBJECT: DEVELOPMENT OF DDA LOGO – STUDIO ONE O ONE PRESENTATION

DDA MEETING DATE: 03/28/2022

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PURPOSE FOR REQUEST:

**PRESENTATION FROM STUDIO ONE O ONE REGARDING THE DDA LOGO AND ASK  
QUESTIONS**

**BOARD CAN VOTE TO MOVE FORWARD WITH THE DEVELOPMENT OF THE LOGO IF  
DESIRED**

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HISTORY/ FACTS / ISSUES:

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OPTIONS:

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RECOMMENDED SAMPLE MOTION:

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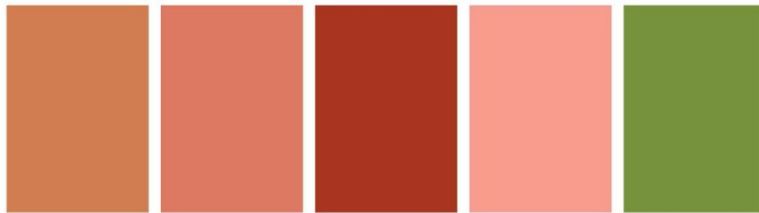
# Studio One O One, Inc.

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

AABBCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz



DOWNTOWN DEVELOPMENT  
AUTHORITY  
EXECUTIVE SUMMARY FOR  
AGENDA ITEM # 8

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SUBJECT: UPDATE ON FIREWORKS – CITY MANAGER BOB BOLZ

DDA MEETING DATE: 03/28/2022

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PURPOSE FOR REQUEST:

**CITY MANAGER BOB BOLZ WILL UPDATE THE BOARD ON FIREWORKS**

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HISTORY/ FACTS / ISSUES:

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OPTIONS:

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RECOMMENDED SAMPLE MOTION:

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