



**AGENDA
CITY OF DAWSONVILLE
DOWNTOWN DEVELOPMENT AUTHORITY
City Hall, G.L. Gilleland Council Chambers
Monday, November 28, 2022
5:30 P.M.**

1. Call to Order
2. Roll Call
3. Invocation and Pledge
4. Approval of the Agenda
5. Approve Meeting Minutes
 - Regular Meeting held September 26, 2022
6. Review Financials through October 2022

BUSINESS

7. Recap of Billboard Advertising Program
8. Review of Research Regarding Advertising at the Outlet Mall
9. Banner Program Ideas

ANNOUNCEMENTS

ADJOURNMENT

The next scheduled meeting is Monday, January 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

SUBJECT: APPROVE MEETING MINUTES

DDA MEETING DATE: 11/28/2022

PURPOSE FOR REQUEST:

TO REQUEST APPROVAL FOR THE MINUTES

- **REGULAR MEETING HELD SEPTEMBER 26, 2022**
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HISTORY/ FACTS / ISSUES:

OPTIONS:

APPROVE, AMEND OR DENY

RECOMMENDED SAMPLE MOTION:

REQUESTED BY: Beverly Banister, City Clerk

MINUTES
CITY OF DAWSONVILLE DOWNTOWN DEVELOPMENT AUTHORITY
G.L. Gilleland Council Chambers, City Hall 2nd Floor
Monday, September 26, 2022
5:30 P.M.

1. **CALL TO ORDER:** Keith Stone called the meeting to order at 5:30 pm.
2. **ROLL CALL:** Present were members Jonathan Campbell, Tasha Howell, Kevin Hammond, Keith Stone, Dwight Gilleland and William Illg.

Jamie McCracken was not present at the meeting.

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 as presented made by W. Illg; second by D. Gilleland. Vote carried unanimously in favor.
5. **APPROVE MEETING MINUTES**
 - Regular Meeting held July 25, 2022

Motion to approve the minutes as presented made by K. Hammond; second by T. Howell. Vote carried unanimously in favor.
6. **REVIEW FINANCIALS THROUGH AUGUST 2022:** City Clerk Banister reviewed the recent financial activity of the Board through August 2022.

BUSINESS

7. **INTRODUCTION OF THE DOWNTOWN DEVELOPMENT MANAGER:** City Manager Bolz introduced the City's newest hire, Amanda Edmondson, as the Director of Downtown Development, Tourism and Historic Preservation. Ms. Edmondson provided a short biography of her educational and professional experience; she was warmly welcomed by the Board.
8. **DDA GRANT FUNDS REQUEST:** The Board was presented with a grant fund request from Appalachian Armory. The applicant was not present at the meeting. Chairman Stone provided a history of the grant and the current guidelines; the Board held a discussion regarding the grant request.

Motion to approve grant funds in the amount of twenty-five thousand dollars (\$25,000) to Appalachian Armory for the renovations as specified on the grant application made by D. Gilleland; second by W. Illg. Vote carried unanimously in favor.
9. **DONATION FROM AMICALOLA EMC:** City Manager Bolz reported on the details concerning the donation to be provided by Amicalola EMC to the Downtown Development Authority.

Motion to accept the donation from Amicalola EMC and pass it to the City to provide safety netting at the playground in Main Street Park made by W. Illg; second by D. Gilleland. Vote carried unanimously in favor.
10. **DISCUSS ADVERTISING FOR DOWNTOWN DURING MOONSHINE FESTIVAL:** Dwight Gilleland stated his concern about the businesses located downtown who remain open during the Moonshine Festival but do not receive visitors because it is assumed the downtown businesses are closed. Discussion occurred.

Motion to approve the Director of Downtown Development, Amanda Edmondson to develop and spend up to \$2,500 for marketing purposes to advertise that downtown businesses are open during the Moonshine Festival and promoting the downtown during the Christmas event made by W. Illg; second by K. Hammond. Dwight Gilleland suggested a contest for the best Christmas decorations for downtown businesses. Vote carried unanimously in favor.

ANNOUNCEMENTS

City Manager Bolz reported the City officially purchased the seventeen acre tract across the street. He also announced the City received a grant from the Appalachian Regional Commission to develop a downtown strategic plan. Lastly, he provided renderings of a potential plan for the seventeen acre

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tract recently purchased and invited the Board to review it. City Clerk Banister stated she provided the Board with a copy of the 2023 meeting calendar dates which were adopted by the City Council.

ADJOURNMENT:

At 6:23 p.m. a motion to adjourn the meeting was made by D. Gilleland; second by W. Illg. Vote carried unanimously in favor.

Approved this 28th day of November 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



DOWNTOWN DEVELOPMENT
AUTHORITY
EXECUTIVE SUMMARY FOR
AGENDA ITEM # 6

SUBJECT: REVIEW FINANCIALS THROUGH OCTOBER 2022

DDA MEETING DATE: 11/28/2022

PURPOSE FOR REQUEST:

TO REVIEW DDA CHECKING ACCOUNT ACTIVITY THROUGH OCTOBER 2022

HISTORY/ FACTS / ISSUES:

OPTIONS:

RECOMMENDED SAMPLE MOTION:

FY 2022-2023 DDA Checking Account Activity

<u>FY</u> <u>2022-23</u>	<u>Cleared Activity</u>	<u>Beg. Balance</u>	<u>Deposits</u>	<u>Interest</u>	<u>Checks</u>	<u>Ending Balance</u>
Begin Bal.		\$ 39,468.20				
Jul-22	DDA Basic Training - Jonathan Campbell	\$ 39,468.20	\$ -	\$ -	\$ 275.00	\$ 39,193.20
Aug-22	No Activity	\$ 39,193.20	\$ -	\$ -	\$ -	\$ 39,193.20
Sep-22	Dep - Grant app/AEMC Donation - Deposit Slips	\$ 39,193.20	\$ 10,050.00	\$ -	\$ 56.90	\$ 49,186.30
Oct-22	Check #s 5142, 5144 and 5145	\$ 49,186.30	\$ -	\$ -	\$10,438.63	\$ 38,747.67
Nov-22		\$ 38,747.67				\$ 38,747.67
Dec-22		\$ 38,747.67				\$ 38,747.67
Jan-23		\$ 38,747.67				\$ 38,747.67
Feb-23		\$ 38,747.67				\$ 38,747.67
Mar-23		\$ 38,747.67				\$ 38,747.67
Apr-23		\$ 38,747.67				\$ 38,747.67
May-23		\$ 38,747.67				\$ 38,747.67
Jun-23		\$ 38,747.67				\$ 38,747.67
			\$ 10,050.00		\$10,770.53	

Checks Cleared			
<u>Date</u>	<u>To Whom</u>	<u>Check #</u>	<u>Amount</u>
7/27/2022	Payback to City - J. Campbell Training	5141	\$275.00
9/28/2022	Deposit Slips	-	\$56.90
10/17/2022	Travel Reimbursement - J. Campbell Training	5142	\$88.63
10/7/2022	Donation from AEMC transferred to City	5144	\$10,000.00
10/12/2022	Studio 101 - Logo Creation	5145	\$350.00

\$10,770.53



DOWNTOWN DEVELOPMENT
AUTHORITY
EXECUTIVE SUMMARY FOR
AGENDA ITEM # 7

SUBJECT: RECAP OF BILLBOARD ADVERTISING PROGRAM

DDA MEETING DATE: 11/28/2022

PURPOSE FOR REQUEST:

TO PROVIDE A RECAP OF BILLBOARD ADVERTISING PROGRAM

HISTORY/ FACTS / ISSUES:

OPTIONS:

RECOMMENDED SAMPLE MOTION:

Agenda Item A. Recap of Billboard Advertising Program:

Contract: Reeves Shaw Media / TG Shaw
Amount: \$2,200 DDA / \$600 City of Dawsonville
Contract Dates: 10/10 – 11/6/22 (4 Weeks)
Actual Dates: Bonus Days Run: 10/7-10/9 & 11/7 - 11/19/22 (16 Additional Days)
Locations: DDA – GA 400 @ Publix Shopping Center – (Northbound view only)
City – GA 400 @ New Harmony Church Road – (Southbound view only)
Artwork:

Mountain Moonshine Festival Ran October 7th – October 23rd



Ran October 24th – November 19th

(3 Ads in rotation) – Tree Lighting, Jingle Market & Christmas Parade



Ran October 24th – November 19th

(3 Ads in rotation) – Tree Lighting, Jingle Market & Christmas Parade



Ran October 24th – November 19th

(3 Ads in rotation) – Tree Lighting, Jingle Market & Christmas Parade





DOWNTOWN DEVELOPMENT
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EXECUTIVE SUMMARY FOR
AGENDA ITEM # 8

SUBJECT: REVIEW OF RESEARCH REGARDING ADVERTISING AT THE OUTLET MALL

DDA MEETING DATE: 11/28/2022

PURPOSE FOR REQUEST:

TO REVIEW INFORMATION CONCERNING ADVERTISING AT THE OUTLET MALL

HISTORY/ FACTS / ISSUES:

OPTIONS:

RECOMMENDED SAMPLE MOTION:

Agenda Item B. Review of research regarding advertisement at NGPO Mall:

- Concept:** Advertise Downtown Dawsonville shops to NGPO Mall shoppers / walkers;
- Pricing Source:** Simon - Area Director of Marketing & Business Development;
- Advantage:** High foot-traffic, NGPO Mall shoppers may be unaware of Downtown shops;
- Disadvantage:** High monthly rental costs, short-term use of high fabrication cost.
- Options 1-3:**

1.



Walkway Standing Banner

\$1,500/MO

SITE RENTAL ONLY

(EXCLUDING PRODUCTION COST)

PRODUCTION COST EST \$250

2.



Pole Banner

\$600/MO (\$1800 MIN. TOT.)

SITE ONLY – 3 POLE MIN.

(EXCLUDING PRODUCTION COST)

PRODUCTION COST EST \$130 EA

3.



Kiosk Poster

\$900/MO

SITE RENTAL ONLY

(EXCLUDING PRODUCTION COST)

PRODUCTION EST \$50

Example Budget 1 Month:

- 1 Walkway Standing Banner = \$1500 + \$250 = \$1,750
- 3 Post Banners = \$600 + \$130 x 3 = \$2,190
- 1 Kiosk Poster = \$900 + \$50 = \$950

Example Budget Total: \$4,890



DOWNTOWN DEVELOPMENT
AUTHORITY
EXECUTIVE SUMMARY FOR
AGENDA ITEM # 9

SUBJECT: **BANNER PROGRAM IDEAS**

DDA MEETING DATE: **11/28/2022**

PURPOSE FOR REQUEST:

TO CONSIDER BANNER PROGRAM IDEAS

HISTORY/ FACTS / ISSUES:

OPTIONS:

RECOMMENDED SAMPLE MOTION:

Agenda Item C. Banner Program Ideas:

- Concept:** Advertise Downtown Dawsonville shops at Mainstreet Park & GRHOF;
- Basis:** Apply same marketing concepts used at the NGPO Mall on-site at the City;
- Advantage:** Close / convenient proximity to downtown; reach walkers at park & tourists at GRHOF (capture many of the same target audience as at the mall), longer use / return on fabrication investment, no rental cost, enhance park visual interest;
- Disadvantage:** Additional cost for hardware and installation, less views / foot-traffic, approvals needed from Georgia Power;

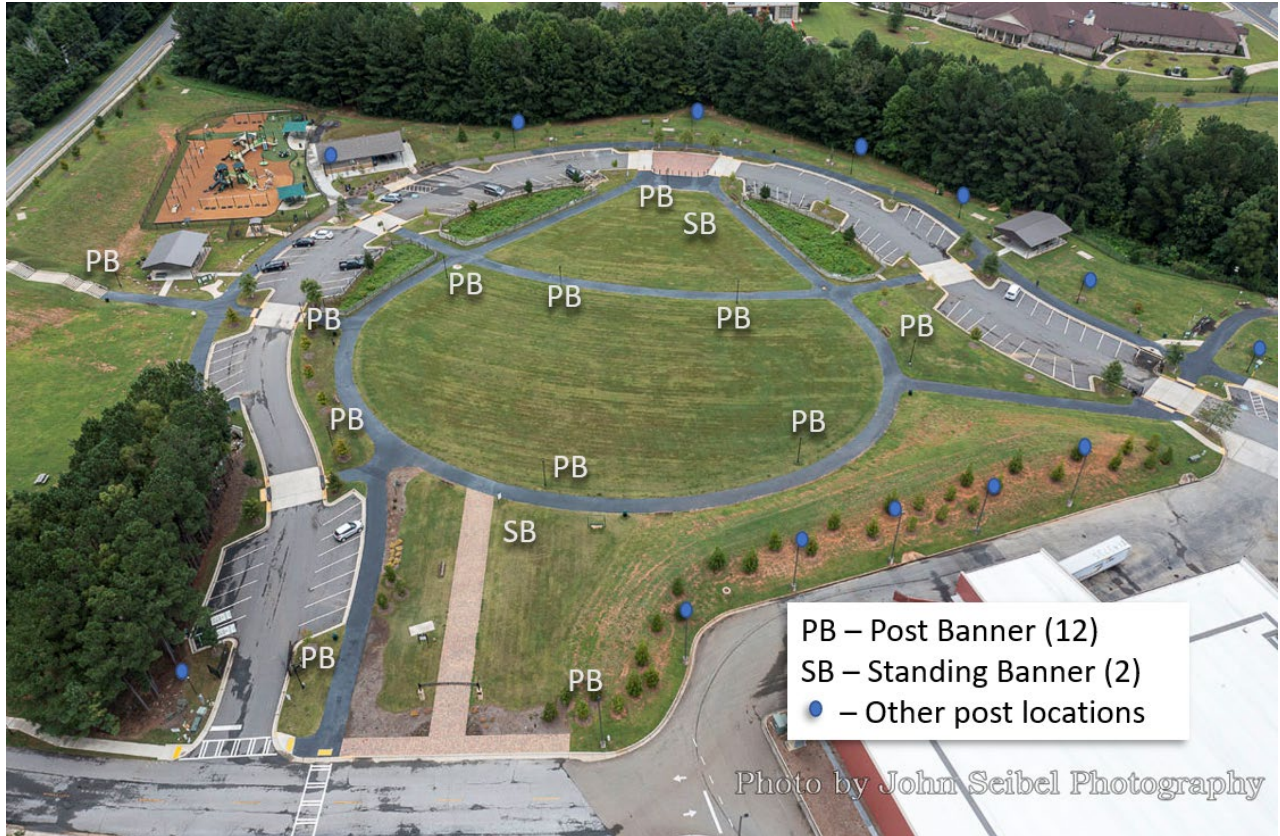
Project considerations for discussion:

- Pedestrian scale walkway posts and / or larger street light posts along roadside
- Alternate “Shop Downtown Dawsonville” & DDA Logo Banners (double-sided)
- Standing Signs along park walking path for special events
- One general post banner design, or 4 seasons
- Size: 18” x 36” Side by Side, or 24” X 36” Single Side (both options double-sided)
- Complete in phases
- Budget



Post Banner
(10) locations at GRHOF





Example Budget:

- 12 Post Banners at Mainstreet Park
- 2 Standing Walkway Banners at Mainstreet Park
- 10 Post Banners at GRHOF
- Cost examples:
 - \$175 / 22 Brackets (On one side only) = \$3,850
 - \$130 / 22 Double-sided sewn banners with pole pockets = \$2,860
 - \$50 / 22 Bracket Installation = \$1,100
 - **Total est. 22 pole banners \$7,810**
 - \$500 / 2 Standing Sign Frames = \$1,000
 - \$250 / 2 Standing Sign Banners = \$500
 - **Total est. 2 standing banners \$1,500**

Example Budget Only - Total: \$9, 310