

**MINUTES**  
**CITY OF DAWSONVILLE DOWNTOWN DEVELOPMENT AUTHORITY**  
**G.L. Gilleland Council Chambers, City Hall 2<sup>nd</sup> Floor**  
**Monday, March 25, 2024**  
**5:30 P.M.**

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1. **CALL TO ORDER:** William Illg called the meeting to order at 5:34 pm.
2. **ROLL CALL:** Present were members Mary Wright, Jonathan Campbell, Tasha Howell, Dwight Gilleland, Jamie McCracken and William Illg.  

Trey Thomas was not in attendance.

City Staff in attendance included Downtown Development Director Amanda Edmondson, City Clerk Beverly Banister, Deputy City Clerk Tracy Smith and City Manager Bob Bolz.
3. **INVOCATION AND PLEDGE:** Invocation and pledge were led by Dwight Gilleland.
4. **APPROVAL OF THE AGENDA:** Motion to approve the agenda as presented made by T. Howell; second by D. Gilleland. Vote carried unanimously in favor.
5. **APPROVE MEETING MINUTES**
  - Regular Meeting held January 22, 2024

Motion to approve the minutes as presented made by T. Howell; second by D. Gilleland. Vote carried unanimously in favor.
6. **REVIEW FINANCIALS THROUGH FEBRUARY 2024:** Amanda Edmondson presented the financial report. Beverly Banister discussed the new layout, which shows the account in real time. Future expenditures will continue to be included as they are presented.
7. **DIRECTOR'S REPORT – AMANDA EDMONDSON:**
  - **DOWNTOWN BANNERS:** The additional 20 street post banners have been installed. The Board can give some thought as to whether they would want to order additional runs.
  - **COLLABORATIVE NASCAR ADVERTISEMENT:** This has been published.
  - **BILLBOARD PROGRAM:** Picked up a third business and the background color has been changed to yellow as requested.
  - **COMMUNITY CALENDAR ADDITION:** This is a short term calendar where we post items from local downtown businesses.
  - **GOSPEL IN THE PARK:** All acts have been secured. William Illg thanked Lighthouse Baptist Church for their sponsorship of the event.
  - **DOWNTOWN COMPREHENSIVE STRATEGIC PLAN:** Final meeting was held on January 25, 2024 and the materials have been posted on DowntownDawsonville.com. Final draft has been given to us by TSW.

## GRANTS

8. **CONSIDERATION OF GRANT APPLICATION – TIM COSTLEY (TABLED FROM JANUARY 22, 2024):**

Motion to approve grant in the amount of \$11,000 made by J. McCracken; second by D. Gilleland. Vote carried unanimously in favor.
9. **CONSIDERATION OF GRANT APPLICATION – SOFIA BROWN:** Motion to approve the grant in the amount of \$14,000 made by T. Howell; second by D. Gilleland. Vote carried unanimously in favor.
10. **CONSIDERATION OF GRANT APPLICATION – MEGAN KIMSEY:** Motion to table the item to the May 9, 2024 meeting made by J. McCracken; second by J. Campbell. Vote carried unanimously in favor.

## NEW BUSINESS

11. **CONSIDERATION OF PLACEMAKING HISTORY & ART MURAL/ORAL HISTORY PROJECT:** Amanda Edmondson provided information about an opportunity to have a mural painted on the side

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of Food Lion using public art to connect with Dawsonville's history. The Board stated they could consider the project in the future once permissions has been granted for the placement of the mural on the Food Lion building.

- 12. CONSIDERATION OF "DOWNTOWN DAWSONVILLE" BRANDING CONCEPT/PROCESS:** Amanda Edmondson spoke to the Board regarding the idea of developing specific branding for Downtown Dawsonville; discussion occurred. Board determined to have some local companies present their ideas, previous examples and pricing at a future meeting.

**ANNOUNCEMENTS**

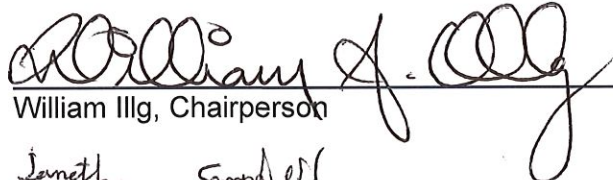
- 13. UPDATE CHECKING ACCOUNT AUTHORIZED SIGNATURES AND DEBIT CARD/ONLINE BANKING**  
**14. TRAINING FOR MARY WRIGHT & TREY THOMAS**  
**15. BUDGET CALL FOR MAY 9, 2024 MEETING**

**ADJOURNMENT:**

At 6:41 p.m. a motion to adjourn the meeting was made by J. McCracken; second by D. Gilleland. Vote carried unanimously in favor.

**Approved this 9<sup>th</sup> day of May 2024.**

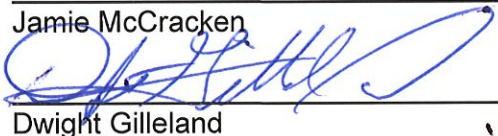
**By: DOWNTOWN DEVELOPMENT AUTHORITY**

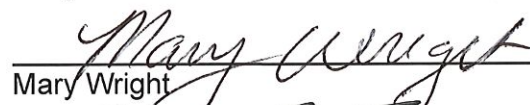
  
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William Ilg, Chairperson

  
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Jonathan Campbell, Vice Chairperson

  
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Tasha Howell, Secretary/Treasurer

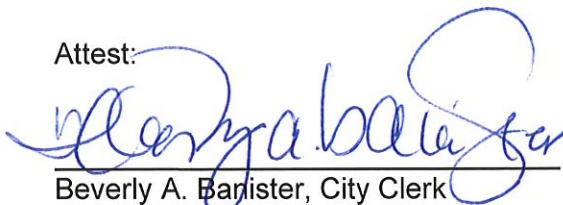
*Absent*  
\_\_\_\_\_  
Jamie McCracken

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

  
\_\_\_\_\_  
Mary Wright

  
\_\_\_\_\_  
Trey Thomas

Attest:

  
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Beverly A. Barister, City Clerk

