

MINUTES
CITY OF DAWSONVILLE DOWNTOWN DEVELOPMENT AUTHORITY
G.L. Gilleland Council Chambers, City Hall 2nd Floor
Thursday, May 9, 2024
5:30 P.M.

1. **CALL TO ORDER:** William Illg called the meeting to order at 5:31 pm.
2. **ROLL CALL:** Present were members Trey Thomas, Mary Wright, Jonathan Campbell, Tasha Howell, Dwight Gilleland and William Illg.

Jamie McCracken was not in attendance.

City Staff in attendance included Downtown Development Director Amanda Edmondson, 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 T. Thomas; second by T. Howell. Vote carried unanimously in favor.
5. **APPROVE MEETING MINUTES**
 - Regular Meeting held March 25, 2024

Motion to approve the minutes as presented made by T. Howell; second by D. Gilleland. Vote carried unanimously in favor.
6. **PUBLIC INPUT:** Joey Homans, 272 Hwy. 9 South, Dawsonville – Mr. Homans spoke with the Board regarding the complex process of requirements in order to remodel his downtown business building. He understands the Board has no regulatory authority and is not disputing the requirements he has to fulfill for the remodel, but he suggested the Board help develop a package for business owners that would assist them through the process of rebuilding or remodeling their downtown buildings.
7. **REVIEW FINANCIALS:** City Clerk Banister reported on recent activity of the DDA's checking account.
8. **DIRECTOR'S REPORT – AMANDA EDMONDSON:**
 - **DOWNTOWN STRATEGIC PLAN:** The final documents have been posted on the City of Dawsonville DDA page; implementation strategies are being developed and options are being explored for potential investors and partnerships.
 - **WELCOME PACKET:** Documents are being developed to guide new business or prospective businesses to available resources and/or programs.
 - **DDA GRANT FOLLOW UP:** Superior Arbor Management's grant is complete and site development has started to accommodate IGY6. Peachy Paws Pet Spa's grant is also complete and the business is up and running. Granddaddy Mimm's has withdrawn their application.
 - **AMICALOLA EMC GRANT:** The equipment has been purchased for the restaurant.
 - **GOSPEL IN THE PARK:** Details for the event can be found on www.dawsonvilleevents.com including a schedule of the artists and a layout of the seating, food, vendors, etc.
 - **OTHER:** The checking account signer process is complete; options for basic training for Mary Wright and Trey Thomas are still being sought and two interns from the GA Tech PIN Partnership will work here this summer to implement some portions of the strategic plan.

OLD BUSINESS

9. **CONSIDERATION OF GRANDDADDY MIMM'S GRANT APPLICATION:** William Illg reported this grant request has been withdrawn. They are considering resubmitting the grant later this year for a different project.
10. **FY 2025 DOWNTOWN DEVELOPMENT AUTHORITY BUDGET ALLOCATION:** Motion made by T. Thomas to request funding for the FY 2025 budget in the amount of \$80,000 to be allocated as \$20,000 for events; \$15,000 for advertising and promotions; \$15,000 for beautification and \$30,000 for the grant; second by D. Gilleland. Vote carried unanimously in favor.

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11. DOWNTOWN DAWSONVILLE COMMUNITY BRANDING PROCESS: Director Edmondson reviewed the need to begin the process of developing a Downtown Dawsonville brand for promotions and merchandise. Three graphic design professional proposals were presented for consideration. Discussion occurred regarding the proposals. Mary Wright and Trey Thomas volunteered to be included in a committee to work on the process with staff and the design professional.

Motion to accept the proposal from Thoroughbred Design Group in the amount of \$2,700 made by D. Gilleland; second by M. Wright. Vote carried unanimously in favor.

NEW BUSINESS

12. CONSIDERATION OF ADDITIONAL DOWNTOWN BILLBOARD CONTRACT: Motion to approve an additional billboard contract in the amount of \$475.00 per month for thirteen billing periods made by T. Thomas; second by J. Campbell. Vote carried unanimously in favor.

ANNOUNCEMENTS: Gospel in the Park is this Saturday, May 11, 2024.

ADJOURNMENT

At 6:55 p.m. a motion to adjourn the meeting was made by T. Thomas; second by J. Campbell. Vote carried unanimously in favor.

Approved this 22nd day of July 2024.

By: DOWNTOWN DEVELOPMENT AUTHORITY

Absent

William Illg, Chairperson

Jonathan Campbell

Jonathan Campbell, Vice Chairperson

Tasha Howell

Tasha Howell, Secretary/Treasurer

Jamie McCracken

Jamie McCracken

Dwight Gilleland

Dwight Gilleland

Mary Wright

Mary Wright

Trey Thomas

Trey Thomas

Attest:

Tracy Smith

Tracy Smith, Deputy City Clerk

