

MINUTES
CITY OF DAWSONVILLE DOWNTOWN DEVELOPMENT AUTHORITY
G.L. Gilleland Council Chambers, City Hall 2nd Floor
Monday, July 22, 2024
5:30 P.M.

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

William Illg was not in attendance.

Jamie McCracken arrived at 5:37 pm.

City Staff in attendance included Downtown Development Director Amanda Edmondson and Deputy City Clerk Tracy Smith.

3. **INVOCATION AND PLEDGE:** Invocation and pledge were led by Tasha Howell.
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 March 25, 2024

Motion to approve the minutes as presented made by T. Thomas; second by M. Wright. Vote carried unanimously in favor.

6. **PUBLIC INPUT:** None.

7. **REVIEW FINANCIALS:** Director Edmondson reported on recent activity of the DDA's checking account. Motion made to accept financials by T. Thomas; second by J. McCracken. Vote carried unanimously in favor.

8. **DIRECTOR'S REPORT – AMANDA EDMONDSON:** Director Edmondson presented that Amicalola EMC Grant of \$20,000 was made and spent on equipment for the new restaurant. Last meeting you choose Peter Carpenter of Thoroughbred Design Group. We have given him the down payment and choose a Branding Committee Members. Director Edmondson provided an overview of the PIN Internship program which the City has participated in and the downtown placemaking projects developed by the interns.

Joanna Zwemke explained her projects focused on Historical Preservation and beautification for the downtown which included streetscape murals and a historic scavenger hunt. She provided the details for both projects and discussed their overall benefits to the community. Andrew Purcell explained his projects which related to Dawsonville's Living History Trail through preserving and interpreting the history through public art. He presented a "cause and effect" installation project and a hall of local hero's project which would be included in the City's new downtown center.

Director Edmondson further spoke about another project the interns worked on together for a mural on the Food Lion building called Stories of Dawsonville which would connect to an online story map containing oral histories, documents, and other historical information utilizing public art. Ultimately, she is seeking feedback, suggestions and support for the projects in order to be able to apply for any available grants not requiring a match but have a limited timetable which could be utilized to implement the placemaking projects within the downtown. City Council granted permission to seek these grants.

NEW BUSINESS

9. **CONSIDERATION OF GRANDDADDY MIMM'S GRANT APPLICATION:** Granddaddy Mimms will hire 3 employees and hope to create 10-12 jobs within 3 years.
10. **CONSIDERATION OF THE PURPLE CORN BOUTIQUE:** The Purple Corn will employ 1 employee but will hopefully be able to increase hours and hire more associates.

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A joint motion was made for both items #9 & #10 as follows: Motion was made to award Granddaddy Mims \$17,000 and The Purple Corn \$8,000 by J. McCracken; second was made by T. Howell. Vote carried unanimously in favor.

11. **REQUEST FOR NEW BRANDING MARKETING PACKAGE PROPOSAL FOR SEPTEMBER 23, 2024 MEETING:** Director Edmondson reviewed the branding proposal. By the next meeting we should decide what you would like for the next meeting. There are 2 more branding meetings before the next meeting in September. Hopefully, we can get the branding done and having merchandise available for the Moonshine Festival.

ADJOURNMENT

At 6:31 p.m. a motion to adjourn the meeting was made by J. McCracken; second by D. Gilleland. Vote carried unanimously in favor.

Approved this 25th day of September 2024.

By: DOWNTOWN DEVELOPMENT AUTHORITY

Absent

William Illg, Chairperson

Jonathan Campbell

Jonathan Campbell, Vice Chairperson

Tasha Howell

Tasha Howell, Secretary/Treasurer

Absent

Jamie McCracken

Dwight Gilleland

Dwight Gilleland

Mary Wright

Mary Wright

Absent

Trey Thomas

Attest:

Tracy Smith

Tracy Smith, Deputy City Clerk

