

MINUTES
CITY OF DAWSONVILLE DOWNTOWN DEVELOPMENT AUTHORITY
G.L. Gilleland Council Chambers, City Hall 2nd Floor
Tuesday, January 28, 2025
5:30 P.M.

1. **CALL TO ORDER:** Will Illg called the meeting to order at 5:30 pm.
2. **ROLL CALL:** Present were members Mary Wright, Jonathan Campbell, Tasha Howell and Dwight Gilleland. Jamie McCracken was absent. City Staff in attendance included City Manager, Bob Bolz, Downtown Development Director Amanda Edmondson, and Deputy City Clerk Tracy Smith.
3. **INVOCATION AND PLEDGE:** Invocation and pledge were led by William Illg.
4. **APPROVAL OF THE AGENDA:** Motion was made to approve agenda by D. Gilleland; second by M. Wright. Vote carried unanimously in favor.
5. **APPROVE MEETING MINUTES**
 - **Regular Meeting held November 7, 2024**Motion to approve minutes as presented was made by T. Howell; second by D. Gilleland. Vote carried unanimously in favor.
6. **PUBLIC INPUT:** None
7. **REVIEW FINANCIALS:** Director Edmondson reported on recent activity of the DDA's checking account with questions regarding amount of funds left for Grants.
8. **DIRECTOR'S REPORT – AMANDA EDMONDSON:** Director Edmondson reported on the BUILD Grant. Winners for the Light up Dawsonville 2024 was announced. She provided an update on articles in publications. Postcards have really taken off and response is very positive.

OLD BUSINESS

9. **DOWNTOWN LOGO MURAL PROPOSAL-UPDATE:** Members would like a quote on Mural for next meeting.
10. **DDA MEMBER RESIGNATION AND OPEN SEAT- UPDATE:** Candidate is almost through the vetting process.

NEW BUSINESS

11. **DDA GRANT-EL RIOS:** Update was done on the outside of the building. Work has been completed. A motion was made by D. Gilleland to approve the grant in the amount of \$5,000; second by J. Campbell. Vote carried unanimously in favor.
12. **GAMIFICATION OF DOWNTOWN DAWSONVILLE BROCHURE:** Director Edmondson presented a plan to make the brochure interactive using QR codes and turned into a game by collecting stickers from businesses and turning the filled brochure into City Hall for a DDA t-shirt. A motion was made by M. Wright to gamify the brochure; second by D. Gilleland. Vote carried unanimously in favor.
13. **GOSPEL IN THE PARK ANNUAL EVENT; DOWNTOWN DAWSONVILLE FAMILY FEST:** A motion was made to fund the stage for 2 festivals by D. Gilleland; second by T. Howell. Vote carried unanimously in favor. Discussion was made to have one family friendly event and one different genre. No specific amount was provided. No specific dates were given.
14. **RURAL ZONE DESIGNATION INCENTIVE PROGRAM:** Director Edmondson explained the program and encouraged spreading the news of the program to other business owners.
15. **REGIONAL ADVERTISEMENT OPTIONS:** A motion was made to spend up to \$10,000 for advertising by J. Campbell; second by M. Wright. Vote carried unanimously in favor. These funds are to be used for billboard advertising.

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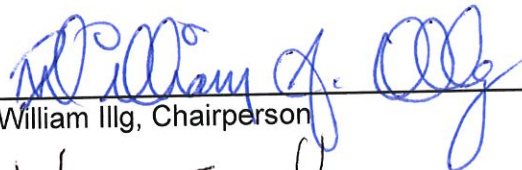
16. **DAWSON COUNTY NEWSPAPER NEW BUSINESS CO-OP AD:** A motion was made to proceed with Co-op ad by D. Gilleland; second by T. Howell. Vote carried unanimously in favor. No specific amount was provided.

ADJOURNMENT

At 7:12 pm, a motion was made to adjourn the meeting by T. Howell; second by D Gilleland. Vote carried unanimously in favor.

Approved this 24th day of March 2025.

By: DOWNTOWN DEVELOPMENT AUTHORITY



William Ilg, Chairperson



Jonathan Campbell, Vice Chairperson




Tasha Howell, Secretary/Treasurer

absent

Jamie McCracken



Dwight Gilleland

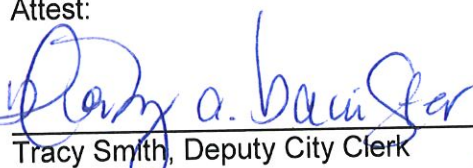


Mary Wright



Vacant

Attest:



Tracy Smith, Deputy City Clerk

*on
behalf
of*

