



AGENDA
CITY OF DAWSONVILLE
DOWNTOWN DEVELOPMENT AUTHORITY
City Hall, G.L. Gilleland Council Chambers
Monday, September 23, 2024
5:30 P.M.

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1. Call to Order
 2. Roll Call
 3. Invocation and Pledge
 4. Approval of the Agenda
 5. Approve Meeting Minutes
 - Regular Meeting held July 22, 2024
 6. Public Input
 7. Review Financials
 8. Director's Report – Amanda Edmondson

OLD BUSINESS

9. Branding Committee Results
10. Highway 53 Billboard Contract

NEW BUSINESS

11. Purchase of Artwork use Rights for Downtown Branding
12. Allocation for Initial Marketing Package
13. Light Up Dawsonville

ADJOURNMENT

The next scheduled meeting is Thursday, November 7, 2024

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.

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, 2024Motion 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 GRANT APPLICATION:** The Purple Corn will employ 1 employee but will hopefully be able to increase hours and hire more associates.

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.

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- 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 23rd day of September 2024.

By: DOWNTOWN DEVELOPMENT AUTHORITY

William Illg, Chairperson

Jonathan Campbell, Vice Chairperson

Tasha Howell, Secretary/Treasurer

Jamie McCracken

Dwight Gilleland

Mary Wright

Trey Thomas

Attest:

Tracy Smith, Deputy City Clerk

