



CITY OF DAHLONEGA

Downtown Development Authority Minutes

June 05, 2025, 8:30 AM

Dahlonega City Hall

In compliance with the Americans with Disabilities Act, those requiring accommodation for Council meetings should notify the City Clerk's Office at least 24 hours prior to the meeting at 706-864-6133.

Vision – Dahlonega will be the most welcoming, thriving, and inspiring community in North Georgia

Mission Statement - Dahlonega, a City of Excellence, will provide quality services through ethical leadership and fiscal stability, in full partnership with the people who choose to live, work, and visit. Through this commitment, we respect and uphold our rural Appalachian setting to honor our thriving community of historical significance, academic excellence, and military renown.

Vision Statement

Downtown Dahlonega will retain its role as the heart of the region and the center for community and economic development. It will have an inviting appearance, highlighted by historic architecture. It will enhance the civic, cultural, and economic vitality of the entire community.

Mission Statement

The purpose of Downtown Dahlonega is to stimulate and sustain economic development in downtown area by encouraging cooperation and building leadership; by advancing a positive image of downtown and promoting it as an exciting place to live, shop, and invest; by sustaining and improving the appearance of downtown; and by strengthening and expanding the economic base of downtown.

PRESENT

Chair Awtrey Moore

Vice Chair Zach Payne

Board Member Melanie Dunlap

Board Member Erick Jones

Board Member Deb Rowe

Call to Order

Chair Moore called the meeting to order at 8:35 a.m.

Approval of Agenda

Motion to Approve made by Board Member Rowe. Seconded by Vice Chair Payne.

Voting Yea: Vice Chair Payne, Board Member Dunlap, Board Member Jones, Board Member Rowe.

Approval of Minutes

1. Downtown Development Authority/Main Street Program Work Session - May 1, 2025
Ariel Alexander, DDA Director

Motion to Approve made by Board Member Jones, Seconded by Board Member Dunlap.

Voting Yea: Vice Chair Payne, Board Member Dunlap, Board Member Jones, Board Member Rowe.

Partner Agencies

1. City of Dahlonega
2. University of North Georgia

No report.

3. Tourism/CVB

No report.

4. Chamber of Commerce/DALC

Director Robb Nichols shared a report on the upcoming Chamber of Commerce events and offered to discuss the feasibility study item further as it arose on the agenda.

5. Downtown Dahlonega Business Association

President Fiona Bagley shared plans to host a members' mixer later in the summer. She expressed her appreciation to the City for attending their meetings and for soliciting input from business owners on ordinance reviews.

Organization

- a. Housing Summary from Madison Trip

Ariel Alexander, DDA Director

The board agreed to postpone this discussion for a later work session due to the depth of the topics.

- b. Feasibility Study Proposal

Ariel Alexander, DDA Director

Director Alexander presented the proposal for a community-wide hotel feasibility study, in partnership with the Development Authority of Lumpkin County and the Convention and Visitors Bureau. The three entities would split the cost of the study, which would encompass several sites in the city and one in the county. The board agreed it would be a beneficial product to invest in to attract and court developers. Chair Moore called for a motion to approve or deny the funding of the study, which has a total cost of \$5,233.00.

Motion to Approve made by Vice Chair Payne and Seconded by Board Member Jones.

Voting Yea: Vice Chair Payne, Board Member Dunlap, Board Member Jones, Board Member Rowe.

- c. Financials

Director Alexander presented the financial report and was available to answer any questions. Chair Moore called for a motion to approve the financials as presented.

Motion Made by Board Member Dunlap and Seconded by Board Member Rowe.

Voting Yea: Vice Chair Payne, Board Member Dunlap, Board Member Jones, Board Member Rowe.

Economic Vitality

- a. Façade Grant Application: Grateful Days

Ariel Alexander, DDA Director

Director Alexander presented the façade grant application for Grateful Days on behalf of the property owners. She stated that the grant could be approved up to a total of \$5,000.00.

Chair Moore called for a motion regarding the approval or denial of the application.

Motion to approve the grant for \$5,000.00 made by Board Member Jones. Seconded by Board Member Rowe.

Voting Yea: Vice Chair Payne, Board Member Dunlap, Board Member Jones, Board Member Rowe.

b. Small Business Improvement Grant: Grateful Days

Ariel Alexander, DDA Director

Director Alexander presented the small business improvement grant for Grateful Days on behalf of the business owners. The grant can be approved for up to 50% of the total cost of the merchandise.

Motion to approve the grant award for the full amount made by Vice Chair Payne. Seconded by Board Member Rowe.

Voting Yea: Vice Chair Payne, Board Member Dunlap, Board Member Jones, Board Member Rowe.

c. Small Business Improvement Grant: Dahlonge Rocks

Ariel Alexander, DDA Director

Director Alexander presented the small business improvement grant for Dahlonge Rocks on behalf of the business owners. The grant can be approved for up to 50% of the total cost of the merchandise.

Motion to approve the grant award for the full amount made by Vice Chair Payne. Seconded by Board Member Dunlap.

Voting Yea: Vice Chair Payne, Board Member Dunlap, Board Member Jones, Board Member Rowe.

d. Façade Grant Application: 22 N. Grove Street

Ariel Alexander, DDA Director

Director Alexander presented the façade grant application for 22 North Grove Street on behalf of the property owners. She stated that the grant could be approved up to a total of \$5,000.00.

Chair Moore called for a motion regarding the approval or denial of the application.

Motion to approve the grant for \$5,000.00 made by Board Member Jones. Seconded by Board Member Rowe.

Voting Yea: Vice Chair Payne, Board Member Dunlap, Board Member Jones, Board Member Rowe.

Promotion

a. Main Street Programs Updates

Skyler Alexander, Main Street Manager

Manager Alexander presented dates and information regarding the First Friday Concert Series, Main Street Movies, and the Dahlonge Farmers Market.

Design

Adjourn

Chair Moore called for a motion to adjourn at 9:55 a.m.

Motion made by Board Member Jones, Seconded by Board Member Dunlap.

Voting Yea: Vice Chair Payne, Board Member Dunlap, Board Member Jones, Board Member Rowe.

Guideline Principles - The City of Dahlonega will be an open, honest, and responsive city that balances preservation and growth and delivers quality services fairly and equitably by being good stewards of its resources. To ensure the vibrancy of our community, Dahlonega commits to Transparency and Honesty, Dedication and Responsibility, Preservation and Sustainability, Safety and Welfare ...for ALL!
