



CITY OF DAHLONEGA

Main Street Advisory Board Agenda

August 20, 2026, 9:00 AM

McCullough Council Chambers – 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.

1. Call to Order

- Member introductions (name, background, and interest in serving)

2. Overview of the Dahlonega Main Street Program

Discussion:

"What makes downtown Dahlonega unique, and what do we want it to look like in the next 5–10 years?"

3. Main Street America and the Four-Point Approach

Overview of the Four Points:

- Economic Vitality
 - Business recruitment and retention
 - Entrepreneurship
 - Downtown investment
- Design
 - Historic preservation
 - Public spaces
 - Beautification
 - Wayfinding and streetscape improvements
- Promotion
 - Events and marketing
 - Branding and tourism
 - Social media and community engagement
- Organization
 - Partnerships
 - Volunteer development

- Fundraising and board leadership

4. The Role of the Dahlonaga Main Street Advisory Board

5. Review of Current Main Street Initiatives and Programs

6. Annual Work Plan and Committee Structure

7. Main Street 101 Training Requirements

8. Adjournment

Guideline Principles - The City of Dahlonaga 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, Dahlonaga commits to Transparency and Honesty, Dedication and Responsibility, Preservation and Sustainability, Safety and Welfare ...for ALL!
