



Hiawassee Downtown Development Authority Meeting Agenda

Date: Tuesday, February 13, 2024
Time: 8:30 AM
Location: 50 River Street

- I. Call to order
- II. Adopt agenda as set or as amended
- III. Welcome Tamela Cooper back to board
- IV. Approval of January 9, 2024, minutes
- V. Approval January 30, 2024 Joint Retreat Minutes
- VI. Financial Report
- VII. Directors Update
 - a. Year End – Compliance
 - b. PBC – Construction update
 - c. USDA Grant Update
 - d. DDA Board candidate update
- VIII. New Business
 - a. New Business Owner – Welcome Chatuge Spa – 3/21 @11 AM
 - b. Façade Grant – Retreat on the Lake
 - c. Made In Georgia Festival – Sponsorship – June 29/30
 - d. Save the Lake – Jenny Cross and Shannon Watson / Mountain Tru
 - e. Joint Planning Retreat
 - i. May 1
 - ii. Facilitator
 - f. Accounting / Financial Assistance - consideration
- IX. Old Business
 - a. PBC Logo
 - b. PBC Update - Babette
 - c. Joint planning retreat – DDA/Council
 - d. Night Market
 - i. Sponsors
 - ii. Musicians
 - iii. Vendors
 - iv. Coordinator
 - e. Art Project
 - i. Fireflies
 - f. Hikeawassee
- X. Executive Session
- XI. Adjourn – general consent



Hiawassee Downtown Development Authority Meeting Agenda

Date: Tuesday, January 9, 2023
Time: 8:30 AM
Location: 50 River Street

- I. Call to order
- II. Adopt agenda as set or as amended
- III. Approval of December 12, 2023, minutes
- IV. Financial Report
- V. Directors Update
 - a. Joint Planning Retreat
 - b. Apartments – YH
 - c. PBC – Construction update
- VI. New Business
 - a. DDA Board members – potential
 - b. DDA program manager
 - c. Night Market Proposal
 - d. Georgia Arts Grant Proposal
 - e. Hikers
 - i. Committee – Monica McKenna Chairperson
- VII. Old Business
 - a. PBC Update - Babette
 - b. Joint planning retreat – DDA/Council
 - c. Night Market
 - i. Sponsors
 - ii. Musicians
 - d. Art Project
 - i. Fireflies
- VIII. Executive Session
- IX. Adjourn – general consent

Hiawassee Downtown Development Authority
Meeting Minutes
January 9, 2024

Board Present: Peggy Gardner, Tyler Osborn, Babette Dunn, Liz Ordiales

Staff Present: Denise McKay

Press Present: Brittany Holbrooks, TC Herald

- I. Peggy called the meeting to order at 8:30 AM
- II. Peggy made a motion to amend the agenda to add Efren's resignation, Loopnet discussion, and Family Connections Resource Fair discussion. Seconded by Tyler. Passed. Tyler made a motion to accept the agenda as amended, seconded by Liz. Passed.
- III. Liz made a motion to approve the December 12, 2023, minutes, seconded by Babette. Passed.
- IV. Tyler made a motion to accept the financial report, seconded by Babette. Passed.
 - a. Primary - \$25,527.56
 - b. DDA INC - \$234,995.47
 - c. PBC Loan - \$73,016.20
- V. Denise gave the following directors update:
 - a. The joint planning retreat will be Jan 30 with Heather Feldman from ARC conducting the meeting.
 - b. The Young Harris apartments are moving forward with 32 on the waitlist.
 - c. PBC is back on schedule with an estimated July finish date. The council worked with the contractors and made cuts that we will need to address to find solutions for.
- VI. New Business
 - a. Denise suggested we present Brad Baso as an option for board member to the council to replace Efren. Liz made a motion to accept this and present it to the council for approval, seconded by Babette. Passed.
 - b. A discussion on the DDA program manager was held.
 - i. Babette wants us to set goals to focus on for the year and look for a manager and how this position will fit into the PBC.
 - ii. Peggy will set up a meeting with the mayor to discuss the position further and define job responsibilities.
 - c. Caitlyn Ayers has submitted a night market proposal to be acting manager for \$15/hour. Based on her proposal, she is qualified for this position. We will wait to hear what the council will be doing for the program manager and decide on this in February.
 - d. Denise has found a Georgia Arts Grant that we could use for art projects. This would help cover the cost of the firefly project. The board decided to wait until the joint work session with the council to hear their thoughts on any future art projects.
 - e. Monica McKenna will head up the hiker campaign again this year. Their first meeting is January 17.

- f. Denise asked if we should attend the Family Connection Resource Fair to promote the PBC and educational opportunities it will present. The board decided this may not be our target audience and decided not to do this.
 - g. Since we have not heard back from the restaurant that submitted the LOI, we will need to start looking for a new tenant ASAP. Peggy suggested we use LoopNet to advertise the space. Denise asked who pays the bill since the city receives the revenue and we are just acting as property managers. Liz suggested the DDA should since it is their project, Tyler suggested asking the city to match what we are spending to make it fair and equal.
 - i. Peggy made a motion to spend up to \$500 to advertise on Loopnet, seconded by Tyler. Passed.
- VII. Old Business
 - a. Babette is working on forms and tracking for PBC, will begin finishing website next. Her and Tyler are working on the logo and will have one to present to the board. We received 3 submissions for logos.
 - b. Denise is working on the joint planning retreat and will reach out to council to make sure the date still works.
 - c. We have secured the stage sponsor for the night market. Tyler and Denise are working on the musicians and several names were discussed on possibilities.
 - d. Peggy is waiting to discuss the future art projects with the council at the joint work session.
 - e. Liz made a motion to accept Efren's Resignation, seconded by Babette. Passed.
- VIII. Executive Session
 - a. Liz made a motion to enter executive session to discuss personnel, seconded by Babette. Passed. The board entered executive session at 10:20 AM. All guest were asked to leave, staff was asked to stay.
 - b. Liz made a motion to adjourn executive session, seconded by Peggy. Passed. The board adjourned executive session at 10:38 AM.
- IX. The board adjourned by general consent at 10:38 AM.

Minutes Recorded By: Tyler Osborn



Hiawassee Downtown Development Authority Special Called Meeting Agenda

Date: Tuesday, February 19, 2024
Time: 2:00 PM
Location: 50 River Street

- I. Call to order
- II. DDA Fundraising
- III. Adjourn – general consent



**Hiawassee Downtown Development Authority
PBC Committee Meeting**

Date: Thursday, February 22, 2024
Time: 10:00 AM
Location: 50 River Street

- I. Call to order
- II. Review and update PBC start-up work plan and schedule
- III. DDA Program Manager Job Description
- IV. Adjourn



Hiawassee Downtown Development Authority Meeting Agenda

Date: Tuesday, March 12, 2024
Time: 8:30 AM
Location: 50 River Street

- I. Call to order
- II. Swearing in new board members – Bonnie Kendrick
 - a. Paul Smith
 - b. Steve Harper
 - c. Amy Barrett
- III. Adopt agenda as set or as amended
- IV. Welcome new board members
- V. Approval of February 13, 2024, minutes
- VI. Approval of February 19, 2024 Special Called meeting minutes
- VII. Financial Report
- VIII. Directors Update
 - a. PBC – Construction update
 - i. Upper-level revision – one/two conference rooms
 - b. Joint Planning Retreat – May 1
- IX. New Business
 - a. Parrot Feather – consideration of donation collection tube(s) 2024 season
 - b. QR Code – Babette
 - c. DDA Bylaws and Officers – discussion purposes only
 - d. Associate DDA members - Peggy
- X. Old Business
 - a. Accounting / Financial Assistance - consideration
 - b. FunDraiser
 - i. Venue comparison - Babette
 - ii. Bands - Denise
 - c. PBC Logo - Tyler
 - d. PBC Update - Babette
 - i. Flyer/brochure distribution for review
 - e. Night Market
 - i. Sponsors
 1. Veterans
 2. Blackbear
 3. Globe
 4. Mountain Quilts
 5. Barrett Agency
 - ii. Coordinator Update - Caitlin
 1. Vendors
 2. Other
 - iii. Musicians
 - f. Art Project
 - i. Fireflies
 - ii. contract
 - g. Hikeawassee
- XI. Executive Session
- XII. Adjourn – general consent



Hiawassee Downtown Development Authority Special Called Meeting Agenda

Date: Wednesday, March 20, 2024
Time: 6:30 PM
Location: 50 River Street

- I. Call to order
- II. Shook House
- III. Adjourn – general consent



Hiawassee Downtown Development Authority Meeting Agenda

Date: Tuesday, April 9, 2024
Time: 8:30 AM
Location: 50 River Street

- I. Call to order
- II. Adopt agenda as set or as amended
- III. Approval of March 12, 2024, minutes
- IV. Approval of March 20, 2024, Special Called meeting minutes
- V. Financial Report
- VI. Directors Update
 - a. PBC – Construction update
 - b. Council Information form
- VII. New Business
 - a. DDA Officers – recommendation officers as listed
 - i. Peggy Gardner – Chairperson
 - ii. Tyler Osborn Vice Chairperson
 - iii. Paul Smith – Treasurer
 - iv. Amy Barrett – Secretary
 - b. Bank Signature Cards – approval to update with new officers
 - c. Coordinator vs program manager position recommendation
 - d. Invoice – Bookkeeper \$1,520
 - e. Directors Insurance renewal, past \$2,049
 - f. July Tours – Lead person –
 - i. VIP donors, regional business and chamber organizations, regional city councils/commissioners, state officials. Two tours 1 for VIP donors, 2nd all others
 - g. Table – Memory Car Show April 26
- VIII. Old Business
 - a. QR Code – Babette
 - b. FunDraiser
 - i. Mountain Graphics order – rack cards & flyers \$582
 - ii. Trips
 - iii. Mailing
 - c. PBC Update - Babette
 - i. Flyer/brochure distribution for review
 - d. Night Market
 - i. Sponsors
 - ii. Coordinator Update - Caitlin
 - 1. Vendors
 - 2. Brick and mortar business
 - 3. Other
 - e. Art Project
 - i. Fireflies
 - f. Hikeawassee
- IX. Executive Session
- X. Adjourn – general consent

Hiawassee Downtown Development Authority
Meeting Minutes
April 9, 2024

Board Members Present: Tyler Osborn, Steve Harper, Paul Smith, Amy Barrett, Tamela Cooper, Babette Dunn
Staff Present: Denise McKay, Catilin Ayers
Guest: Mayor Liz Ordiales, Brittney Holbrooks
Not Present: Peggy Gardner

- I. Tyler called the meeting to order at 8:32 a.m.
- II. Steve made a motion to amend the agenda to discuss membership in the Towns County Civic Association. Seconded by Tamela. Approved unanimously.
- III. Steve made a motion to approve the March 12, 2024, minutes. Seconded by Paul. Approved unanimously.
- IV. Paul made a motion to approve the March 20, 2024, Special Called meeting minutes. Seconded by Amy. Approved unanimously.
- V. Denise presented a summary of the DDA accounts and the Financial Report Package through February 2024. The bookkeeper is still working on the formats for the financial reports. Amy made a motion to approve the financial reports. Seconded by Steve. Approved unanimously.
- VI. Denise gave the Director's Update
 - a. The PBC is still on track to open in September. Working from the building plans and catalogs previously obtained, Denise and Babette prepared a preliminary inventory of furniture and equipment and will tour two furniture showrooms in Atlanta on Monday, April 15. Additional tours will be scheduled for future visits.
 - b. Denise prepared a "Legislative Action Item Agenda Request" for the DDA to use when presenting requests to Council. The form provides consistency and completeness of the information so that all necessary supporting information is included with any request. Amy suggested that Board members also review the City Charter and familiarize themselves with rules and procedures concerning City procedures.
- VII. New Business
 - a. Tamela made a motion to approve the new DDA officers as recommended. Seconded by Steve. Approved unanimously. The new officers are as follows:
Peggy Gardner – Chair
Tyler Osborn – Co-chair
Paul Smith – Treasurer
Amy Barrett – Secretary
 - b. Steve made a motion to update the bank signature cards with the new officers. Seconded by Amy. Approved unanimously.
 - c. Denise introduced a "Legislative Action Item Agenda Request" she will present to Council to create a position of EDD/DDA Program Coordinator and stressed the immediate need for administrative help to support the work of the DDA and the EDD.

- d. Anna (bookkeeper) researched several accounting software packages to determine the one best suited to meet the DDA's needs. QuickBooks was the recommended option. Amy made a motion to approve the Bookkeeper's invoice of \$1,520, which included research time as well as accounting time. Seconded by Tamela. Passed unanimously.
- e. Amy Barrett recused herself from discussion of the Directors Insurance Renewal. Denise requested pre-approval to pay for Directors Insurance Renewal up to \$2,500 annual premium. If the quoted premium exceeds \$2,500, the request will be sent back to the Board for further discussion. Steve made a motion to approve the request. Seconded by Paul. Passed unanimously.
- f. Amy offered to coordinate July tours of the PBC for various groups as previously identified. Steve and Babette offered assistance and support.
- g. The DDA has a table at the Memory Car Show on April 26 at Anderson Music Hall. Peggy, Denise, Babette, Tamela, Paul and Tyler will attend.
- h. Steve presented a request by the Towns County Civic Association for the DDA to join the TCCA at a cost of \$25.00 annually. Following general discussion Babette made a motion to join. Seconded by Tamela. Passed unanimously.

VIII. Old Business

- a. Babette announced that the Hiawassee City Council had voted to fund the QR Code and City Business Map project and requested DDA's approval to proceed with the project as previously presented. Approval was given to proceed and no vote was necessary as the project is funded through the City. The mayor will inquire as to if the funding is reimbursement or to be billed directly to the city and advise.
- b. Fundraiser:
 - i. Amy made a motion to approve \$582 to print rack cards and flyers to publicize the concert fundraiser. Seconded by Steve. Passed unanimously.
 - ii. It was decided not to use commercial programs to manage the silent auction since the cost per swipe (sale) was too high.
 - iii. It was decided to publicize the concert fundraiser heavily using social media and other means rather than send a bulk mailer like last year.
- c. Babette asked for any additional comments/feedback on content of the flyer and brochure previously submitted to the Board for review. With no additional suggestions regarding content, they are ready for final graphic design in preparation for printing and use.
- d. Caitlin presented the Night Market Update.
 - i. There are currently 14 artisan vendors, 7 food vendors and 2 non-profits participating in the first market.
 - ii. Brick and mortar retail stores may participate if they bring local made items or items of local interest.
- e. The Fireflies art project is no longer on hold and moving forward.
- f. The Hikeawasee project has brought at least \$85,000 into the City so far this season. This is money that hikers have spent in town, according to their own reporting in the shuttle bus logbook.

IX. No need for Executive session.

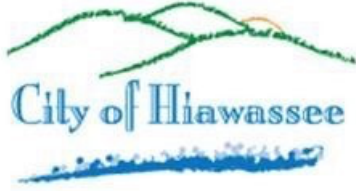
X. Meeting adjourned by general consent at 10:01 a.m.



Hiawassee Downtown Development Authority Meeting Agenda

Date: Tuesday, July 09, 2024
Time: 8:30 AM
Location: 50 River Street

- I. Call to order
- II. Adopt agenda as set or as amended
- III. Approval of May 14, 2024, minutes
- IV. Approval of June 11, 2024, minutes
- V. Financial Report
- VI. Directors Update
 - a. PBC – Construction update
- VII. New Business
 - a. Business Continuity Solutions LLC – PBC low voltage cable bid
- VIII. Old Business
 - a. FunDraiser- update
 - i. Ticket sales
 - ii. Post card mailer
 - iii. Silent Auction
 1. Donations
 2. Caitlin
 - iv. Post event work plan
 - b. PBC Update - Babette - Denise
 - i. Workplan update – Babette
 - ii. Furniture – Denise
 - iii. Anchor space – letter of intent
 - c. Night Market
 - i. Coordinator Update - Caitlin
 1. Review June
 2. July event
- IX. Executive Session
- X. Adjourn – general consent



City of Hiawasse and Hiawasse Downtown Development Authority Joint Strategic Planning Retreat
May 1, 2024
Hinton Center
2330 Hinton Center Road
Hayesville, NC
8:30 AM – 4:30 PM

Agenda

8:30	Welcome – Opening Comments - Most Important Characteristic
9:00	The Optics of Public Service - In the Public Eye; Board and Council Protocol
9:15	Governance; Roles and Responsibilities of Elected and Appointed
9:30	Communication Strategies; Trust: The Dividends and Taxes
10:00	Break
10:15	Community Vision; Review of current Strategic Plans and January Planning Retreat Minutes
11:00	Questionnaire Compilation: Review, Questions
11:30	Staffing: Needs and Action Plan(s) to address needs
12:00	Lunch
1:00	Priorities: Now/2024 – 2025 – Beyond
2:15	Action Plans
2:45	Break
3:00	Action Plans continued
4:00	Reflections – Commitments – Comments
4:30	Adjourn

2024 Joint Planning Retreat – Hiawassee City Council and Hiawassee Downtown
Development Authority
May 1, 2024
Meeting Minutes

Joint Planning Retreat started at 9:05 AM

Michael Hourihan, facilitator, reviewed the purpose of the day.

Opened with the need to have an idea of where the city was going not just today but five, ten and twenty years in the future and how to get there so there would not be remorse in the future and having to say how did we get here, this is not what I had in mind. Identified that a strategic plan will help everyone to come together with something in mind that they are working towards and the way to get there is to begin with the end in mind.

How to get there has many options. The first challenge is to identify where we want Hiawassee to be in 2050. Michael stressed that now is the time to define what they perceive it to be looking like as it is going to look like something and that without planning, they will wonder how it got to be where it is, this explains the purpose of developing a strategic plan.

An action plan is the beginning of pointing us in the right direction and the groundwork to start the development of a strategic plan. An action plan has three parts and sometimes four. First, what exactly are we going to do (emphasis on exactly), example how many miles of road are we going to pave to get to where we said we wanted to get to. The second component of the action plan is who is going to do what. Identify the name or team responsible and hold them accountable. Third component is when on a set timetable. Without a timetable what becomes a wish list of hopes and dreams. The fourth component is how to pay for it. Discussed reactive vs practice budgeting. Reactive is letting the budget set the plan whereas proactive is letting the plan set the budget. In the public sector the plan should set the budget to get to where you want to be in 2050.

Also discussed that the plan is fluid and will change. Yearly review and update is recommended to identify accomplishments, see if items planned are still relevant, have priorities changed, and to adjust as needed. Recommended a GNATT chart be developed for the plan. Look at the end results and work backwards to get to the desired end results. GANTT Is a visionary tool to assist with planning.

Identified that elected officials are in the visionary category. Example given: Elected officials role is not to tell how high to mow the lawn or type of grass to plant, that is public

works role. Discussed separation of powers. Elected officials are the visionary big picture and strategic perspective (identified where greenspace is needed) whereas the staff are the tactical people with boots on the ground. Summarized the above information is the structure of putting together a strategic plan. Also identified the need to come together is a month to six weeks to muddle over the outcome of today and see if participants can still accept that this is the direction to take. And with consensus move forward with hiring a consultant to develop a strategic plan as there are many steps to take to develop the plan.

Moved into discussion on population and future population projections. The tide that is coming and that it cannot be stopped. According to the Governor's Office of Planning and Budgeting the population of Towns County, in the next 25 years, is going to double and that really is not anything that can be done to stop it from coming. However, what can be done when it hits (used a train as an analogy) is when it does hit you can let the people get off and wander around and do whatever they want, you can guide them to where it is they need to go or you can try to block the train tracks but in reality you can't block them. The solution is to manage the train. Identified four Georgia's; 1. North Georgia, it is growing, 2. Metro Georgia areas such as Atlanta, Macon, Valdosta, Augusta, are growing, 3. Savannah coastal is growing, 4. Rural agricultural Georgia is shrinking. Two ways the three areas that are growing from: rural area relocating into one of the growing areas and in-country migration, relocating to Georgia from other states. Summarized this topic with the need to manage appropriately so that in 20 years Highway 76 does not look like Highway 41 in Cobb County.

Open discussion regarding traffic and congestion and preventing it from being year-round vs tourist season. Currently over 5 million cars travel Highway 76 yearly. Also discussed the need for infrastructure planning for public safety and implementing before the need develops as then it is too late. Denise to attach heat maps from Georgia Conservancy to notes that shows the unplanned growth of the last 48 years.

Michael encouraged participants to be open to the possibility that they may change their mind on something they thought was fundamental to their plan as sometimes in strategic planning change occurs.

Identified most important word in effective professional relationships. The group identified the following: communication, relationship, respect, trust. Collaboration was added later in the day as it is a major component of an effective organization.

Summary of words, in order discussed:

Relationship - embodies all the words discussed, includes trust, respect, communication, is give and take.

DDA Approved 05-13-2024

City Council Approved 06-04-2024

Respect – is an earned characteristic, must know, trust, and value what the person brings to the table to have a professional relationship. Respect the position and the reason the role, reason the person is in the position.

Trust – the foundation of any relationship whether professional or personal.

Communication – is the basis to build trust and respect. Cannot have a person-to-person relationship without communication.

Reviewed public service and government. Elected officials and DDA work in the best interest of the community as a whole and owe it to the community to plan for the future.

Elected officials, commissions, boards are the visionary/big picture people, they create the vision, perspective, and guidelines while the tactical operations implement and execute.

Typical lanes in city government - elected officials / boards/ commissions are strategic, big picture and visionary, tactical are the boots on the ground, involved in the day-to-day operations and implementation. The lane distinction is necessary for a functional organization, without it the entire organizational structure, visionary and tactical, becomes dysfunctional.

Group activity – In order for us to be better what do we need to work on, what needs to improve, what do you expect from each other in terms of having the best relationship you can at this point in time, is there a person you need something from, how can we organizationally look at ways to enhance what is going on now, what is needed to improve our organization. Items identified:

Enhance what is going on now: Teamwork, dividing/ conquer, understanding roles, identifying strengths and weaknesses, transparency, relationship building, identify shared common grounds, all public servants and better utilization of staff and resources available.

What is needed to improve our organization: Strategic plan to prepare for future, a vision, public input, collaboration with Council, DDA, Chamber, County, Young Harris.

Discussed the following items: collaboration, priorities, personal agendas, accountability, unintended consequences, stakeholders, listening to respond instead of listening to understand, ability to be reflective and open to ideas, and courageous actions.

Reviewed January meeting notes – planning and planning for the future, how to balance that with the long-term vision and how to put out the day-to-day issues that come up. Economic Development – as a smaller city, how to address affordable housing and is it necessary in the city.

DDA Approved 05-13-2024

City Council Approved 06-04-2024

A lot of discussion was held on the subject of affordable housing. Items mentioned, the city does not have room for it within the city, has affordable housing for seniors. Discussed potential areas within the city that could have housing available for people earning between 50 K to 150K. Infrastructure was a major component of the discussion and the need to repair the water line under Hwy 76. Discussed mobile home ordinance as it could be a form of affordable housing. Overall consensus of the council is that missing middle housing is needed within the city, note there was one opposing council member to this consensus. Conversation summarized: Big picture vs little picture and is housing a big picture item. Needs to encourage families and young people to come or stay in Hiawassee and not just the county and plan for 2030 and what we want Hiawassee to look like in 2050 along with the immediate change.

Infrastructure needs, both new and maintenance to be addressed within the align with development plans. Controls need to be developed to attract proper development that complements the area and retains the integrity of the community. Mr. Mitchel recommended creating a commercial overlay district with restrictions and guidelines to encourage the desired growth in the commercial areas. Others also talked about protecting private property and potential commercial usage on private property. Mr. Mitchel advised the only way to restrict usage on private property is through a zoning ordinance.

Priority Areas: Collaboration on Strategic Plan, General City Staffing and where to fill in the blanks, Police Department Staffing, Water Line under 76, Vision Statement

Action Plan:

Tactical:

Certified Planner on contract

Who: Thomas and Denise

What: 2 part – 1 RFP for contract certified planner

When: Complete and in place October 1, 2024

Economic Development – DDA Program Manager

Who: Denise & Council

What: Reclassify DDA Program Manager to DDA Coordinator

When: June 4, 2024

Visionary:

DDA Approved 05-13-2024

City Council Approved 06-04-2024

Downtown overlay district for Highway 76 & Main Street

Who: Denise and planner

What: Downtown Overlay District with design guidelines adopted

When: Jan 1, 2025

Collaboration / Strategic Plan Partners

Who: Jay

What: Initiate collaboration with Council, DDA, Chamber, County and Young Harris and start process to develop strategic plan

When: January 1, 2025

Strategic Plan Development

Who: Denise / Michael Hourihan

What: Topic Workshop

When: August 20, 2024 9 AM – Noon

NOTE: Who is only the point person, and that person will require assistance with the action.



Hiawassee Downtown Development Authority Meeting Agenda

Date: Tuesday, May 14, 2024
Time: 8:30 AM
Location: 50 River Street

- I. Call to order
- II. Adopt agenda as set or as amended
- III. Approval of April 9, 2024,
- IV. Financial Report
- V. Directors Update
 - a. PBC – Construction update
- VI. New Business
 - a. Reword donation sign at parks to include parrot feather management.
 - b. Invoice – Bookkeeper \$
 - c. Record meetings – You Tube or Facebook live meetings
 - d. Radio Advertisement – FunDraiser - \$1,800
- VII. Old Business
 - a. July Tours – Coordinator
 - i. VIP donors, regional business and chamber organizations, regional city councils/commissioners, state officials Friday July 12
 - ii. Saturday, July 13 VIP donors, 2nd all other
 - iii. Budget
 - b. General Public Grand Opening Coordinator - September TBD
 - i. Budget
 - c. Open House for Partners, Chambers, ETC – coordinator – September TBD
 - i. Budget
 - d. QR Code – Babette
 - e. FunDraiser
 - i. Ticket sales update
 - ii. Silent Auction update
 - iii. Menu update
 - f. PBC Update - Babette - Denise
 - i. Workplan update – Babette
 - ii. Furniture – Denise
 - iii. Anchor space – letter of intent
 - g. Night Market
 - i. Coordinator Update - Caitlin
 1. Review – first event
 2. June event
 - h. Art Project
 - i. Fireflies
 - i. Hikeawassee
- VIII. Executive Session
- IX. Adjourn – general consent

Hiawasee Downtown Development Authority

Meeting Minutes

Date: Tuesday, May 14, 2024

Time: 8:30 am

Location: 50 River St.

Attendance Board Members: Peggy Gardner, Tyler Osborn, Paul Smith, Amy Barrett, Steven Harper, Tamela Cooper

Staff Present: Denise McKay, Caitlin Ayers

Guest: Mayor Ordiales, Jim Olsen

Not Present: Babette Dunn

- I. Call to order 8:35 am
- II. Tyler made a motion to amend the agenda to add approval of the planning retreat minutes to section III Peggy seconded the motion and it passed unanimously.
- III. Approval of April 9, 2024 minutes: motion Steve seconded the motion Tyler passed unanimously. Approval of the May 1, 2024 Planning Retreat Minutes: motion Tyler second Paul (Steven Harper Abstained bc not at retreat) Passed.
- IV. The financial report: **Tabled** Amy made the motion Tamela second unanimously tabled.
- V. Director Update
 - a. PBC Construction Update
 - Interior farming in, roof scheduled for this week, still on schedule for September completion.
 - Loan will start to draw next month
 - Bricks for front facade
 - Waiting on easement for alley next to Trailful
 - LOI received on building B
- VI. New Business
 - a. A motion was made to reword and replace the donation signs at Mayors Park and Lloyds Landing to include Parrott Feather management. Tamela motioned, Steve seconded, unanimously passed.
 - b. A motion was made to pay the bookkeeper invoice amount due: \$720.00 Steve motioned, Tyler seconded, unanimously passed.
 - c. A motion was made to record DDA meetings using Facebook live, to add Steven back as an administrator to account, use as informative and not to allow comment as DDA meetings are not public forum. Amy motioned, Tamela second, unanimously passed.
 - d. A motion was made to advertise the FunDraiser on the radio, total cost \$1,200 for the advertising package of 2 times a day on the music radio station, plus ads on the Pat and Harry. Steve motion, Tyler second, unanimously passed.
- VII Old Business
 - a. July Tours – Coordinator help Amy and Tamela (calls and evites)

- i. VIP donors, regional business and chamber organizations, regional city councils/commissioners, state officials Friday July 12
 - ii. Saturday, July 13 VIP donors, 2nd all other
 - iii. Budget was not discussed waiting more details.
- b. General Public Grand Opening Coordinator - September TBD Amy and Tamela
 - i. Budget was not discussed, waiting more details.
- c. Open House for Partners, Chambers, ETC – coordinator – September TBD

Discussed waiting for restaurant to be completed and do a gala type event with meal.

 - i. Budget was not discussed.
- d. QR Code – Babette (was not present)
- e. FunDraiser
 - i. Ticket sales update 12 tables left
 - ii. Silent Auction update Amy will email out excel spreadsheet of items already collected and places to go. Board members will fill in where they would like to help.
 - iii. Menu update
- f. PBC Update - Babette – Denise
 - i. Workplan update – Babette (not here)
 - ii. Furniture – Denise is still reviewing furniture and moved coffee bar for additional workspace.
 - iii. Anchor space – letter of intent
- g. Night Market
 - i. Coordinator Update – Caitlin
 - 1. Review – First event vendors very happy with turnout even with rain, biggest number of vendors for the beginning of First Friday
 - 2. June event
- h. Art Project
 - i. Fireflies- Peggy has secured a contract and has one side of the street signed up.
- i. Hikeawassee – Peggy: Served 1,800 hikers reported who spent \$120,000 in the city, hikers loved the free food on Mondays!

VIII. Executive Session

IX. Adjourn – general consent



Hiawassee Downtown Development Authority Meeting Agenda

Date: Tuesday, June 11, 2024
Time: 8:30 AM
Location: 50 River Street

- I. Call to order
- II. Adopt agenda as set or as amended
- III. Approval of May 14, 2024,
- IV. Financial Report
- V. Directors Update
 - a. PBC – Construction update
 - b. Signage – installed
- VI. New Business
 - a. Façade Grant – Towns County Farm Bureau
 - b. Invoice – Bookkeeper \$1,720.
 - c. Software - Accounting
- VII. Old Business
 - a. July Tours – Coordinator
 - i. VIP donors, regional business and chamber organizations, regional city councils/commissioners, state officials Friday July 12
 - ii. Saturday, July 13 VIP donors, 2nd all other
 - iii. Budget
 - b. QR Code – Babette
 - c. FunDraiser
 - i. Ticket sales update
 - ii. Silent Auction Coordinator
 - iii. Software – Silent Auction
 - iv.
 - v. Post card mailer
 - d. PBC Update - Babette - Denise
 - i. Workplan update – Babette
 - ii. Furniture – Denise
 - iii. Anchor space – letter of intent
 - e. Night Market
 - i. Coordinator Update - Caitlin
 1. Review June
 2. July event
- VIII. Executive Session
- IX. Adjourn – general consent

Hiawassee Downtown Development Authority
Meeting Minutes
June 11, 2024

Board Members Present: Tyler Osborn, Paul Smith, Tamela Cooper, Babette Dunn
Staff Present: Denise McKay, Caitlin Ayers
Guest: none
Not Present: Peggy Gardner, Steve Harper, Amy Barrett

- I. Tyler called the meeting to order at 8:40 a.m.
- II. A motion was made by Paul to adopt the agenda as amended. With the removal of item D. under iii under old business. Tamela seconded the motion. Approved unanimously.
- III. A motion was made by Paul to table the May 14, 2024, minutes for edits until the July DDA Board meeting. Seconded by Tamela. Approved unanimously
- IV. A motion was made by Paul to accept the financial report as presented. Seconded by Babette. Approved unanimously.
- V. Denise gave the Director's Update
 - a. In regards to the PBC easement request, we are waiting on the appraisal report. If the easement is not approved, there will still be an emergency exit in the back of the building and the front door will be handicap accessible. Hard hat tours on schedule for July. The new bricks have been ordered and the construction has resumed.
 - b. Signage for parrot feather support funding has been added to the donation tubes. Donations have increased this week.
- VI. New Business
 - a. A motion was made by Babette to approve the façade grant for \$1500.00 to be awarded to Farm Bureau to improve their façade by repainting their building beginning September 1, 2024 and to be completed by October. Tyler seconded the motion. Approved unanimously.
 - b. A motion was made by Tamela to pay the invoice in the amount of \$1,720.00 to the bookkeeper. The motion was seconded by Babette. Approved unanimously.
 - c. A motion was made by Babette to approve the Accufund Software proposed as presented for \$5,050 initial cost with training included and a \$250 monthly cost. Tamela seconded the motion. Approved unanimously.
- VII. Old Business
 - a. A motion was made by Tyler to approve up to \$500.00 be budgeted for the VIP Tours of the Paris Business Center on July 12 & 13. Seconded by Tamela. Unanimously approved.
 - b. Babette provided an update on the QR code progress. The goal is to present it for launch in spring of 2025.
 - c. FunDraiser:
 - i. We need to push ticket sales.
 - ii. A motion was made by Tyler to accept Caitlin Ayers' proposal of \$700 to coordinate the Silent Auction. Seconded by Tamela. Unanimously approved.
 - iii. The proposed use of Silent Auction Software did not pass.
 - iv. Postcards will be mailed to out-of-town residences. Tamela's team will be labeling the postcards and getting them ready to post. Babette will assist.

- d. PBC Update given by Babette and Denise:
 - i. Babette provided a workplan update. She has worked on user agreement. She will be working on marketing materials.
 - ii. Denise provided an update on the furniture. They are still working on adequate furnishings for the PBC space. Denise announced the first series of training classes has been scheduled to begin in January 2025.
 - iii. The second building has been optioned for a retail space. Hoping to receive a letter of intent for that anchor space.
- e. Caitlin provided an update on the First Friday Night Market. A total of 36 vendors participated in the June 7 night market: 27 artisan vendors, 2 non-profit vendors, and 7 food and drink vendors. The next market is happening on July 5.
- VIII. No need for Executive session.
- IX. Meeting adjourned by general consent at 9:52 a.m.



Hiawassee Downtown Development Authority Meeting Agenda

Date: Tuesday, August 13, 2024
Time: 8:30 AM
Location: 50 River Street

- I. Call to order
- II. Adopt agenda as set or as amended
- III. Approval of July 09, 2024, minutes
- IV. Financial Report
- V. Directors Update
 - a. PBC – Construction update
 - b. Hike-a-wassee
- VI. New Business
 - a. Furnishings – proposals (action item)
 - b. Ana Hess – Invoice #103, \$1,240 – ratify (action item)
 - c. Sponsorships
- VII. Old Business
 - a. FunDraiser- update
 - i. Financial Update
 - b. PBC Update - Babette – Denise
 - i. Website (action item)
 - ii. Marketing plan
 - c. Night Market
 - i. Coordinator Update - Caitlin
 1. Review August
 2. September
 - d. Fireflies
- VIII. Executive Session
- IX. Adjourn – general consent



Hiawassee Downtown Development Authority Minutes

Date: Tuesday, August 13, 2024

Time: 8:30 AM

Location: 50 River Street

Attendance: Peggy Gardner, Tamela Cooper, Paul Smith, Steven Harper, Babette Dunn, Amy Barrett, and Denise McKay

- I. Call to order 8:33 am
- II. Adopt agenda as amended to include Steven Harper resignation (VI d.) Motion: Tamela, Second Paul
- III. Approval of July 09, 2024, minutes Motion: Steven, Second Babette, Passed Unanimously
- IV. Financial Report: Denise, audit for 2024 included in package went over audit process. \$34,152 restrictive for beautification. The Fundraising account is \$137,296.02, \$35,000 allocated for fundraising next year. The USDA grant at \$93,000 and Beautification at \$10,000 there is a short of \$1,003.97. To cover the shortage, fundraising can be allocated to \$30,000 which will be discussed later. Loan Balance is \$64, 892 and making interest payments only. Interest only payments is set up for 18 months. Amy asked where the operating money for PBC is going to come from due to lack of renters. Denise answered with grants and doing a budget process. The income from Shook hose will help. Amy also asked about the anchor building committee, have they found someone? Denise answered no, and that they are meeting and still working on it. The \$93,000 from the USDA grant was paid upfront so when reimbursed the funds could potentially be used for operating expenses. Boeing on back of the building was mentioned as well as some unknowns. Financials vote: Motion Amy, Second Steve, unanimously passed
- V. Directors Update
 - a. PBC – Construction update Boeing on building, Brick came in at \$80.000 so the back is going to be hardi-board to save money. Engineers and architects are coming this Thursday. The finishing date is still the end of October.
 - b. Hike-a-wassee Denise Bus is still in the shop. Still doing Mayor's Monday. \$1,839.00 in account left. A sponsorship package will be created for next year's events. Night Market sponsorships were also touched on.
- VI. New Business
 - a. Furnishings – proposals (action item) proposal from three different vendors, went with proposal for \$64, 522.84 A package was shown to the board of furnishing for buildings and colors. Motion to accept furniture bid: Paul made the motion, Babette second, unanimously passed.
 - b. Ana Hess – Invoice #103, \$1,240 – ratify (action item) Motion Steven, Second Tamela, Unanimously Passed.
 - c. Sponsorships: Peggy, make a fall package to do it just once. A lot of businesses must have it in September to budget for the upcoming year. Main sponsorships were discussed along with different levels and what each level would receive.
- VII. Old Business
 - a. FunDraiser- update
 - i. Financial Update Denise net was \$15,275.07 with some misc. expenses.

b. PBC Update - Babette – Denise

- i. Website (action item) Babette will be sending us a template. Domain registration \$432.00 a year and two email addresses \$144.00 A year. Website reservation for \$646.00 Motion Peggy, Second Amy, unanimously passed.
- ii. Marketing plan Website then QR code then Flyer. In the process of doing presentation board and graphic standards for collateral materials. Ambassadors for PBC need to include council. Denise will do as council update. Babette would like to do both private and public setting. Babette would like to get with council 2 at a time to go over privately to brief them on how to communicate the PBC message.

c. Night Market

- i. Coordinator Update – Caitlin Not present
 - 1. Review August
 - 2. September Last one

d. Fireflies: Peggy is working on revised sketches with the artist and Amy will send revised edits.

VIII. Executive Session None

IX. Adjourn – general consent 10:20 am



Hiawassee Downtown Development Authority Meeting Agenda

Date: Tuesday, Sept 10, 2024
Time: 8:30 AM
Location: 50 River Street

- I. Call to order
- II. Adopt agenda as set or as amended
- III. Approval of August 13, 2024, minutes
- IV. Financial Report
- V. Directors Update
 - a. PBC – Construction update
- VI. New Business
 - a. Night Market – 2025
 - i. Schedule
 - ii. Budget
 - b. Fundraising package
 - c. Resignation Steve Harper DDA Board
 - d. Board member recommendation – Scott Benton
 - e. Holidays
 - i. Christmas Parade Float
 - ii. Town Square Decorations
 - f. Credit card \$1,308 – Locable website
 - g. Account - Ana Invoice \$720
- VII. On The Map Concert Sponsorship for Music on Square
- VIII. Old Business
 - a. PBC Update - Babette - Denise
 - i. Workplan update – Babette
 - ii. Furniture – Denise
 - iii. Anchor space marketing plan
 - b. Night Market
 - i. Coordinator Update - Caitlin
 - ii. 2024 Assessment
 - c. Firefly Update
- IX. Executive Session
- X. Adjourn – general consent

Approved 10/8/24

Hiawassee Downtown Development Authority Meeting minutes

Date: Tuesday, Sept 10, 2024

Time: 8:30

Guest: Jim Olsen & Scott Benton

Board Present: Amy Barrett, Peggy Gardner, Tyler Osborn, Tamela Cooper, Paul Smith

Board Absent: Babbette Dunn & Steven Harper

Also Present: Cailyn Ayers Night Market, William Ayers, Denise McKay Economic Director.

Location: 50 River Street

- I. Call to order 8:30 am Peggy
- II. Adopt agenda as set or as amended **Motion: Tyler, Second Paul, Passed**
- III. Approval of August 13, 2024, minutes - **Motion: Paul, Second Tamela, Tyler abstain, Passed**
- IV. Financial Report Denise: \$ 32,937.50 General funds (unrestricted) Fundraising \$75,442.48 Loan available balance\$ 63,710.30 Paying interest only. **Motion: Amy, Second Tyler, Passed**
- V. Director's Update
 - a. PBC – Construction update furniture will be delivered in Nov. The back brick wall has been removed and the new framing is up. Moved the office door to open into the lobby area, this will allow the person in the office to see people that have entered the building. Removed two doors in the upper-level hallway to open the area up, the conference rooms will have locks and be secure. The women's restroom area will need a small table as the sinks are wall mounted and there are no counters.
- VI. New Business
 - a. Night Market – 2025
 - i. Schedule: Due to competition with other communities should First Friday be changed to a different Friday? After discussion the consensus was to extend First Friday to Oct. and skip July 4th. Bring heaters if needed in October and make it a fall finale. No motion needed.
 - ii. Budget – **Motion to Table Peggy, Second Tyler, Passed**
 - b. Fundraising package Denise: Changes discussed, Hikeawasee event details, added Friends Sponsor Sponsorship, involve Scouts. Trailful idea "Trail Days" bring in author from book Unlikely Hikers. Do some special days: maybe gear repairs. Hikeawasee Merch going towards funds for Hikeawasee. Bus update: It's fixed!!!! Cost \$1,500. Summer FUN-draiser: There will be a title change between the First and second sponsor. Not adding art project to package. DDA will submit edits by end of the week.
 - c. Resignation Steve Harper DDA Board – **Motion: Tamela, Second Amy, Passed**
 - d. Board member recommendation – Scott Benton – **Motion: Amy, Second Peggy to fill unexpired term as a recommendation. Passed**
 - e. Holidays

i. Christmas Parade Float – **Motion to discuss: Amy ,Tamela: Passed**

Motion to Table: Tamel: Passed

ii. Town Square Decorations Denise we are part of Main St. program, so we need to be involved. We are just overseeing it. Nov 16th. And Fall Decore Reach out through organizations. **Motion: Tyler, Second Paul, Passed**

f. Credit card \$1,308 – Locable website Peggy Tyler: Tyler wants a more user-friendly program. **Motion: Peggy, Second Tyler, Passed**

g. Accountant – Ana Hess Invoice Number 105 - \$720, the check will include payment for invoice 104 as it was lost in the mail, but it was under the \$500 threshold and did not require board approval.

Motion: Tamela Second Tyler. Passed

VII. On The Map Concert Sponsorship for Music on Square

Motion: DDA will pay porta potties for the season as sponsorship for the concerts: Tamela Second Tyler Motion passed

VIII. Old Business

a. PBC Update - Babette – Denise

i. Workplan update – Babette Not here

ii. Furniture – Denise no discussion

iii. Anchor space – Denise, marketing plan package did not put a cost on thereon purpose. Peggy wanted to add the traffic count. Amy suggested adding Ingles. Scott Benton informed the DDA group that tourism data is a huge part when soliciting businesses to the aera, Tyler will add a link. Amy asked if the committee has a scheduled meeting. Denise informed the board that the committee will meet after marketing package is completed.

b. Night Market

i. Coordinator Update – Caitlin: 29 vendors 6 food and drink total of 35. Want to be there next year. There will be a 5-question survey for vendors sent out. Peggy suggested that to add the new calendar. Denise wanted to add the application for next year's Night Market. Tyler mentioned that the survey should be anonymous for better response.

ii. 2024 Assessment

c. Firefly Update no updates

IX Executive Session

IIX Adjourn – general consent 9:35 am.



Hiawassee Downtown Development Authority Meeting Agenda

Date: Tuesday, October 8, 2024
Time: 8:30 AM
Location: 50 River Street

- I. Call to order
- II. Scott Benton – welcome, oath
- III. Adopt agenda as set or as amended
- IV. Approval of September 10, 2024, minutes
- V. Financial Report
- VI. Directors Update
 - a. PBC – Construction update
 - b. Joint Workshop – update
- VII. New Business
 - a. Business Continuity Solutions LLC – PBC electronics quote
 - b. Account - Ana Invoice \$
 - c. Donation – NC cities
 - d. JS Hogsed LLC, Farmers Insurance Façade grant application
- VIII. Old Business
 - a. PBC Update - Babette - Denise
 - i. Workplan update – Babette
 - ii. Furniture – Denise
 - iii. Anchor space marketing plan
 - b. Night Market – year end wrap up
 - c. Sponsorship package
 - d. PBC Marketing pkg - spaces
 - e. Firefly Update
- IX. Executive Session
- X. Adjourn – general consent

Approved 11/12/2024

Hiawassee Downtown Development Authority Meeting Minutes

Date: 10 /08/24

Time: 8:36 am

Location: 50 River Street Hiawassee

Present Board: Tyler Osborn, Paul Smith, Babette Dunn, Amy Barrett, Scott Benton

In Attendance: Denise McKay, Caitlin Ayers, William Ayers, and Kelly Benton

Hiawassee City Court Clerk, Sheryl Branson, to officiate the Oath of Office for new member Gordon Scott Benton.

Absent: Peggy Garner and Tamela Cooper

- I. Call to order at 8:36 am V.P. Tyler Osborn
- II. Sheryl Branson swore in Gordon Scott Benton (Scott)
- III. Agenda was amended to include under New Business (e) Family Connection Resource Fair. **Motion: Amy, Second: Babette, Passed by ALL**
- IV. Approval of September 10, 2024, Mins. **Motion: Paul, Second: Amy, Passed By 3 votes with Babette abstaining.**
- V. Financial Report: As of Oct 3rd General Funds account has: \$30,252.60 The fundraising account had \$75,442.48 and PBC Loan Account Available Balance is \$62,528.38 **Motion: Paul, Second Babette, Passed by all.**
- VI. Directors update:
 - a. PBC – Construction update completion date is looking like Feb. 2025. Denise has meeting tomorrow morning as to why. Amy expressed concern that the DDA will not have enough money to pay for the United Community Bank loan in June when the interest only payments are up. Denise McKay discussed the terms of the Intergovernmental Agreement between the City and the DDA, the DDA is required to give 80% of the income acquired through the lease agreements of the anchor building and the incubator spaces towards to help with the loan payment, the city has backed the loan and is responsible for the difference. Amy expressed the previous mayor had stated on many occasions that the loan is the DDA's responsibility and that the Council and the DDA should get together to come up with solutions to pay the loan.
The furniture has been ordered and is going to cost approximately \$54,000 which is less than the approved \$62K, it is scheduled to be delivered in January due to new completion date.
 - b. Joint-Workshop, date most are available is Nov. 7th 8:30 am to 11:30 am. Need to coordinate with City Council and DDA, will be held in the training room at City Hall.
- VII. New Business
 - a. Business Continuity Solution LLC – PBC electronics quote, funding is through the USDA grant. (PBC will not be doing GED Testing but are still partnering with N. Ga

Tech College for future business courses) **Motion to approve the electronics, estimate #242 from Business Continuity Solutions, LLC for \$26,461.70 was made by Babette, Second: Tyler, Passed by ALL**

- b. Account- Ana Invoice – was under \$500 threshold, no vote required
- c. Donation-NC brought up by Tyler denied because so many other places taking donations. DDA will use our Facebook page to promote the city and other donation centers to inform the public.
- d. JS Hogsed LLC, Farmers Insurance Façade Grant application. Amount requested \$1,500. **Motion: Amy, Second: Tyler, Passed by ALL**
- e. Family Connection Resource Fair. Tabled for more research

VIII. Old Business

- a. PBC Update- Babette-Denise
 - i. Work plan -immediate next steps – reserve PBC domain name so that website can be published, and develop QR code for website, which is needed for completion of flyer, brochure and other marketing materials.
 - ii. Furniture- Directors update – the sales associate that had been working with the DDA is no longer employed with by the company. The associate worked to find another company to help with the furniture, during the transition the DDA received a quote from McGarity’s which was \$8K less than previous quote from salespersons original company and the old employer had yet to reach out to work with the DDA. The associate did find another company to work with the DDA however, the new company was 2K higher than McGarity’s. Placed the order with McGarity’s.
 - iii. Anchor space marketing plan on hold until get more details from Wed. morning meeting about buildings.
- b. Night Market- Very favorable responses from the survey that the vendors completed.
- c. Sponsorship package- Looks great but redoing front page to reduce pictures, provide more information, and make the Logo bigger.
- d. PBC Marketing package – No update
- e. Firefly – No update

IX. Executive Session

X. Adjourn- General Consent 9:39 am



**Hiawassee Downtown Development Authority
Special Called Meeting
Agenda**

Date: Tuesday, December 17, 2024
Time: 8:00 AM
Location: 50 River Street

- I. Call to order
- II. Adopt agenda as set
- III. Lease Agreement
- IV. ByLaws
- V. Nomination of Officers



Hiawassee Downtown Development Authority Meeting Agenda

Date: Tuesday, December 10, 2024
Time: 8:30 AM
Location: 50 River Street

- I. Call to order
- II. Motion to approve director participation via teleconference – Scott Benton
- III. Adopt agenda as set or amended
- IV. Approval of November 12, 2024, minutes
- V. Financial Report
- VI. Directors Update
 - a. PBC – Construction update
 - b. Update – events, decorations
- VII. New Business
 - a. By-Laws
 - i. Recommended changes
 - b. Nomination Officers
 - i. Chairperson
 - ii. Vice-Chairperson
 - iii. Treasurer
 - iv. Secretary
 - c. Lease agreement – City of Hiawassee and the DDA
 - d. Night Market – Coordinator
- VIII. Old Business
 - a. Accounting Software – update - Denise
 - b. PBC Update - Babette – Denise
 - i. Workplan update – Babette
 - c. Night Market – bands
 - d. Fundraiser
 - i. Contract
 - ii. Insurance
 - iii. Committee
 1. Silent Auction
 2. Marketing
 - e. Hikeawassee
 - i. Press release – Dec 16
 - ii. Jan 23 driver info session
 - f. Firefly Update
- IX. Executive Session
- X. Adjourn – general consent



Hiawassee Downtown Development Authority Meeting Agenda

Date: Tuesday, November 12, 2024
Time: 8:30 AM
Location: 50 River Street

- I. Call to order
- II. Adopt agenda as set or as amended
- III. Approval of October 8, 2024, minutes
- IV. Financial Report
- V. Directors Update
 - a. PBC – Construction update
 - b. By-Laws
- VI. New Business
 - a. Business Continuity Solutions LLC – PBC electronics quote estimate # 250 – PBC low Voltage wiring (funding source USDA Grant) amount \$2,380.
 - b. Business Continuity Solutions LLC – Anchor building – quote estimate # 248 - \$4,877 – funding source – TBD based upon availability: Initial General or Fund-raising, portion ARC grant upon closeout if funding is available
 - c. Social Media marketing package proposal
 - d. Calendar – 2025
 - e. 2025 Planning Retreat – January 14 – 8:30 AM – 3:00 PM
 - i. Agenda items
 1. Official meeting – 8:30 – 9:00 AM
 - a. Election of Officers
 2. Retreat agenda
 - a. Summary 2024
 - b. DDA Goals and Objectives 2025 - 2028
 - c. Prioritize
 - ii. Facilitator – Georgia Mountain Regional Commission
 - f. Fun-Draiser Band – AIA Proposal
- VII. Old Business
 - a. Accounting Software – update / revision
 - b. PBC Update - Babette – Denise
 - i. Workplan update – Babette
 - ii. Lease And Service Agreement review – no action necessary - Denise
 - iii. Website - Domain - QR - Tyler
 - c. Night Market – year end wrap-up
 - d. Firefly Update
- VIII. Executive Session
- IX. Adjourn – general consent



Hiawassee Downtown Development Authority Meeting Minutes

Date: Tuesday, November 12, 2024

Time: 8:30 AM

Location: 50 River Street

Board Attendance: Peggy Gardner, Tamela Cooper, Scott Benton, Babette Dunn, Paul Smith, Amy Barrett

Absent: Tyler Osborn

Also in Attendance: Denise McKay, Caitlyn Ayers, Jim Olsen, Kelly Benton, Nancy Noblet

- I. Call to order 8:33 AM – Chairperson Peggy Gardner
- II. Adopt agenda as set or as amended: Motion to amend the agenda table 6C
Motion: Paul Second: Amy Passed by all.
Adopt agenda as amended
Motion : Paul Second: Tamela Pass by all
- III. Approval of October 8, 2024, minutes
Notes: Mins were amended to include changing section VIII. Old Business, paragraph i. Work Plan as follows:
"Work Plan - immediate next steps: reserve PBC domain name so that website can be published, and develop QR code for website, which is needed for completion of flyer, brochure and other marketing materials."
Peggy abstained as she was not present at last meeting

Motion to approve the minutes as amended: Babette Second: Tamela Pass with Peggy abstaining
- IV. Financial Report
Motion was made to accept the financials as presented.
Motion: Amy Second: Paul Pass by all
- V. Directors Update
 - a. PBC – Construction update – progress is being made, scheduled for occupancy March 3.
 - b. By-Laws- recommended edits are to be emailed to Denise no later than Dec 2nd. Discussed the officer terms and that nominations will be taken at the December meeting with elections at the January meeting.
 - c. Holiday Event Schedule –
 - i. Nov 16 Town Square Park decorating 9 AM – Noon
 - ii. Nov 30 – Light Up Hiawassee – 2 PM – 5 PM
 1. DDA booth will have a booth and activities for children (bags to color)
 - iii. GMFG -DDA booth photo opportunity, Kelly Benton and Denise to decorate
 - iv. December 30th – lighting of the Menorah
- VI. New Business
A motion was made to approve Business Continuity Solutions LLC – PBC electronics quote estimate # 250 – PBC low Voltage wiring (funding source USDA Grant) amount \$2,380.
Motion: Babette Second: Paul Pass by all

A motion was made to approve Business Continuity Solutions LLC for the anchor building, quote estimate # 248 - \$4,877 funding source TBD based upon availability: Initial funds will be from the fund-raising account and if funds are available at the close out of the ARC grant this account to be reimbursed.
Motion: Tamela Second: Babette Pass by all

Approved 12/10/24

DDA 2025 calendar was presented and reviewed, the calendar included all planned DDA activities. A recommendation was made to add a December Board Meeting. Action required on board meeting schedule, all others for information purposes only.

A motion was made to approve the 2025 DDA Board Meeting Calendar with the addition of a regular December board meeting.

Motion: Peggy Second: Amy Pass by all

a. 2025 Planning Retreat – January 14 – 8:30 AM – 3:00 PM

i. Agenda items

1. Official meeting – 8:30 – 9:00 AM

a. Election of Officers

2. Retreat agenda

a. Summary 2024

b. DDA Goals and Objectives 2025 – 2028

c. Prioritize

ii. Facilitator – Georgia Mountain Regional Commission – Denise to research a facilitator with a focus on economic development

b. Denise to send work plan to board for review

c. A motion was made to contract with AIA Band, 12 piece band for \$8,500 for the July Fun-Draiser

Motion: Peggy Second: Babette Pass by all

d. Tourism Grant for \$3K has been submitted to help with the advertising cost of the Fun-Draiser, requested

VII. Old Business

a. Accounting Software – discussed difficulties with AccuFund, researching other companies, no action required at this time.

b. PBC Update - Babette – Denise

i. Workplan update – Babette

ii. Lease And Service Agreement review – no action necessary - Denise

iii. Website - Domain – has been secured along with an email account which is directed to the DDA email address.

c. Night Market – 2024 year end wrap-up reviewed – net profit8

Ms. Ayers is starting for the new year and is already looking for bands.

d. Firefly Update - Peggy has updated the information flyer for businesses.

VIII. Executive Session

IX. Adjourn – general consent at 10:38 am