

No meeting for January, March 2022

**Hiawassee Downtown Development Authority
Meeting Agenda**

Date: Tuesday, April 12, 2022
Time: 5:30 PM
Location: 50 River Street

- I. Call to order
- II. Adopt agenda as set
- III. Approval minutes of February 8, 2022, minutes
- IV. Presentation – Tyler Osborn
- V. Invited Guest – Diane Turpin
- VI. Financial Report
- VII. Directors Update
 - a. Fundraising Update
 - b. PBC 101
 - c. GICH March Retreat Report
 - d. Youth Leadership Program
- VIII. New Business
 - a. Board Insurance Renewal
 - b. Approval of Mountain Graphics Invoice
 - c. Shook House
 - i. Potential Business Presentation(s)
 - d. Resignation – Maggie Oliver
 - e. Officers – roles and positions
 - i. Chairperson
 - ii. Co-Chairperson
 - iii. Secretary
 - iv. Treasurer
- IX. Old Business
 - a. Night Market – Steve Harper update
 - b. Business Plan – Distribution
 - c. Shook House
- VIII. Executive Session
 - a. Real Estate
- IX. Adjourn – general consent

Hiawassee DDA
Minutes
April 12, 2022

Present: Peggy Gardner, Ashlynn LaPorte, Efren Lopez, Tyler Osborn, Liz Ordiales (by phone), Denise McKay

The meeting was called to order at 5:39 PM by Peggy Gardner

Minutes from the February 2022 meeting to be approved as distributed. Motion by Ashlynn, seconded by Efren, passed.

The following amendments were made to the agenda

- Add Ryan hood Façade Grant
- Add purchase of chairs
- Change invited guest to Ashley Hartsell
- Table presentation until May
- Ashlyn made a motion to accept the agenda as amended. Seconded by Efren. Passed.

Peggy introduced invited guest Ashley Hartsell, who runs a local social media marketing company

Financial Report – not available

Directors Update

- The PBC fundraiser just passed \$1 million in donations
 - We have raised \$1,500 since going public
- The Chamber Business Showcase is on April 26 at Rec Center
 - We will have a booth set up for both DDA & PBC
- Denise gave a PBC 101 reminder over what the center will be used for
- There are currently 7 entrepreneurs going through the PBC program
- GICH completed their 1st retreat
- Youth Leadership Program has selected their program and will be starting in 3rd & 9th grades
 - More grades will be added each year
 - 1 day per month, volunteers will go into the classroom to work with students.

New Business

- Board Insurance – No premium increases this year
 - \$2,049 per year is our price
 - A motion to accept was made by Efren, seconded by Liz. Passed
- The Mountain Graphics invoice for the PBC fundraising sign came in at \$858, the price was set at \$500.

- Ashlynn made a motion to approve this new price, seconded by Efren. Passed.
- Maggie Oliver has submitted her resignation from the board due to health issues
 - Efren made a motion to accept her resignation, seconded by Ashlynn. Regretfully passed
 - Denise was asked to prepare a farewell basket as well as plan a get together
 - She has offered to continue working with us as she can
- Tamela is stepping down as vice-chair due to time restrictions, she will remain on the board
- Roles and positions on the board were discussed and it was decided once we have a full board again, we will revisit the issue and select officer roles
 - Candidates for the empty board seats are being considered
 - Efren offered to serve in any position needed
 - Tyler & Ashlynn offered to serve in any position except Treasurer

Old Business

- Ryan Hood as requested an extension on his façade grant due to supply/labor shortages. Requested extension was May 30
 - A motion to extend to June 30 to ensure enough time was made by Efren, seconded by Ashlynn. Passed
- 8 tables have been purchased at \$90 each
- Dollie to hold all tables and 40 chairs was purchased for \$340
- Chairs are going to be more than we budgeted for, and Denise requested an increase of \$750 to ensure we can order enough.
 - Ashlynn made a motion to raise the purchase price of the chairs by \$750, seconded by Efren. Passed
- The Night Market will be beginning in May
 - Posters/Rack Cards will be printed. Liz will be working on this
- Work Plan Updates
 - The work plan has been updated and is ready to be adopted
 - The date for the workplan will be changed to 2021-2025
 - It will be revisited every year to track progress and make updates
 - Denise will start working on a budget for it
 - Once adopted, Denise will present it to the council
 - Ashlynn made a motion to adopt the workplan as amended with the new date, seconded by Efren. Passed
- Shook House Updates
 - Rent was discussed, with average in the area being around \$1/sq foot. The board determined this would be sufficient
 - Criteria for what we are looking for
 - Business open into early evening hours
 - Use of patio for events
 - General Store theme or food business preferred, but suggestions will be considered for any business

- Denise has several interested and will start working on setting up prospect interview and presentations
- Local inventory available
 - Denise, Efren, & Peggy determined the open storefront inventory for Hiawassee as follows
 - Retail: 5
 - Office: 2
 - Unusable: 4
 - Unusable either due to condition or legal standings with property

Ashlyn made a motion to adjourn, seconded by Efren. Passed
The meeting was adjourned at 7:00 PM

Minutes recorded & submitted by: Tyler Osborn
Submitted on: May 10, 2022

**Hiawassee Downtown Development Authority
Meeting Agenda**

Date: Tuesday, August 9, 2022
Time: 5:30 PM
Location: 50 River Street

- I. Call to order
- II. Adopt agenda (m) as set or amended
- III. Approval minutes of July 12, 2022
- IV. Approval minutes of Special Called August 1, 2022 meeting
- V. Financial Report – Efren Lopez
- VI. Work Plan Update

Pg	Goal	Task	Person
2	1	5 - Measurable results matrix	Peggy, Efren, Denise & Steve
5	3	1 – Create DDA Website w/ local business listing	Tyler, Peggy, Denise & Steve
5	3	4 – Develop Analytics reporting system	Peggy, Tyler, Steve & Denise
6	4	2 – Setup Main Street Volunteer base	Ashlyn, Steve

- VII. Directors Update
 - a. Fundraising Update
 - b. PBC 101 update: 9/14 park event, full fundraising committee meeting 8/17 6PM
 - c. Transitional / At-Risk
- VIII. Program Manager Update
 - a. Social Media
 - b. Shook House
 - c. Night Market
- IX. New Business
 - a. Community Wide Initiative Locable – Zoom meeting presentation
 - b. PBC Marketing Presentation – Brooke Barrett
- X. Old Business
 - a. Hikers
 - b. Art Plan
- XI. Executive Session
- XII. Adjourn – general consent

Hiawassee Downtown Development Authority
Minutes
Tuesday, August 9, 2022

- I. Peggy Gardner, Chair, called the meeting to order at 5:30 PM
Present: Tyler Osborn, Peggy Gardner, Ashlynn Laporte,
Liz Ordiales, Tamela Cooper, Efren Lopez
Absent: Monica McKenna
Staff: Denise McKay, Steve Harper
Guest: Brooke Barrett – PBC Marketing, Matthew Ledford
- II. A motion to adopt the agenda as set was made by Liz, seconded by Efren. Motion carried
- III. A motion to approve the July 12 minutes as dispersed was made by Tamela, seconded by Ashlyn. Motion carried.
- IV. A motion to approve the special called meeting of August 1, 2022, was made by Tamela, seconded by Efren, motion carried.
- V. Motion to accept the financial report given by Efren Lopez was made by Liz, seconded by Ashlynn. Motion carried
- VI. A motion was made to establish a finance committee proposed of Efren, Tyler, Peggy by Tamela Cooper, seconded by Ashlyn, motion carried.
- VII. Denise McKay, director, gave the following update:
 - a. A fundraising event postponed until later date, pending hardhat tour availability.
 - b. The survey of the buildings complete, plans being developed.
 - c. County Economic Status – new rating, transitional, no longer at-risk.
- VIII. Steve Harper, manager, gave the following update:
 - a. Our social media company working to develop positive hashtag campaign
 - b. We are still looking for tenants for the Shook House. – committee meeting scheduled for 8/23 5:30 PM
 - c. Night Market – Young Harris soccer team will be helping with set-up and breakdown. The revenue/expense reports from the night market were not available at this time
- IX. New Business
 - a. DDA Website - A motion was made by Peggy and seconded by Efren, to accept the Locable grant for website development of the DDA, motion carried 4 to 2 with yes votes: Peggy, Efren, Tyler and Ashlyn no votes: Liz and Tamela
 - b. Brook Barrett gave a presentation for a marketing campaign for the Paris Business Center.
- X. Old Business
 - a. Hiker plan updated – working on transportation
 - b. Art Plan – survey released, town meeting 9/13 and workshop 9/14.
- XI. Executive Session
 - a. None
- XII. Meeting adjourned by general consent at 7:30 PM

**Hiawassee Downtown Development Authority
Meeting Agenda**

Date: Tuesday December 13, 2022
Time: 5:30 PM
Location: 50 River Street

- I. Call to order
- II. Adopt agenda as set or amended
- III. Approval minutes of November 8, 2022
- IV. Approval minutes of December 1, 2022, special called meeting
- V. Financial Report – DDA
- VI. Directors Update:
 - a. PBC
 - i. PBC
 - ii. Fundraising Update
 - iii. Marketing Plan
- VII. Program Manager Update
 - a. Social Media – PBC Video series
 - b. Night Market
- VIII. New Business
 - a. 2023 meeting schedule
 - b. Fund Raising – Efren
 - i. PBC
 - ii. Night Market
 - c. Shook House
 - i. Plan A Update
 - 1. Efren – Fudge Companies
 - 2. Peggy – Picnic Basket
 - 3. Tamela – Trulove’s Sandwich Shop
 - 4. Steve – Facebook leads
- IX. Old Business
 - a. Website- Tyler
 - b. Hikers - Monica
- X. Executive Session
- XI. Adjourn – general consent

Hiawassee Downtown Development Authority
Minutes
December 13, 2022

Board Present: Peggy Gardner, Tyler Osborn, Ashlynn Laporte, Efren Lopez, Tamela Cooper, Liz Ordiales

Staff Present: Steve Harper, Denise McKay (call in)

- I. The meeting was called to order at 5:33 PM by Peggy
- II. A motion to amend the agenda to include IX C was made by Liz, seconded by Tyler. Passed.
- III. A motion to accept the agenda as amended was made by Tamela, seconded by Ashlynn. Passed.
- IV. A motion to approve the November 8, 2022, minutes was made by Tyler, seconded by Ashlynn. Passed.
- V. A motion to approve the minutes of December 1, 2022, special called meeting was made by Liz, seconded by Tyler. Passed.
- VI. Efren gave an update on financials. Quick Books is having some technical issues so an updated report will be given at next meeting
- VII. Directors Update
 - a. The final drawings for PBC are in.
 - b. We have been reaching out to possible restaurant options for the space
- VIII. Program Manager Update
 - a. Marketing
 - i. We have released 2 more PBC videos
 - ii. We have started a 'Shop Local' campaign on Facebook
 - iii. We put a post out for Giving Tuesday to encourage donations for PBC
 - b. Stats
 - i. Facebook has increased visitor but decrease in likes
 - ii. Instagram has increased likes and visits has stayed the same
 - c. Night Market
 - i. Total income for the season was \$2,335 and total expenses for season was \$5,915.75
 - ii. Our largest night was 27 vendors
 - iii. Tyler made a motion to increase vendor fees to \$35 if supplying your own tent and \$60 if using our tent, to help cover cost of tent repair and marketing. Ashlynn Seconded. Passed
 - iv. Liz made a motion to charge food vendors \$35. Seconded by Efren. Passed.
- IX. New Business
 - a. The 2023 meeting schedule was presented and amended in the following ways
 - i. January 17 retreat will be in place of the January meeting
 - ii. Meeting time will change to 8:30 AM starting February 14

- iii. A motion to accept the schedule as amended was made by Tamela, seconded by Efren. Passed.
 - b. Efren gave a presentation on possible fundraising ideas. The board discussed a tailgate party for the super bowl. Tyler made a motion for the board to form a committee to plan this project. Seconded by Liz. Passed.
 - c. Night market sponsorship levels were presented to the board. A motion to accept these levels was made by Ashlynn, seconded by Efren. Passed.
 - d. Shook House updates from the special called meeting were given. No luck was had by attracting a business. The board will now move to Plan B and contact the florist to see if they are still interested and work with them on a plan. Reduced rent was suggested at \$500/month for 3 months, \$750/month for 3 months, and then \$950/ month for the remainder of the lease. A motion to accept this was made by Tyler, seconded by Tamela. Passed.
 - i. Liz reminded the board that the fence still needs to be installed. She stated the city will cover the expenses if we manage having someone install. A motion was made by Tyler for Steve to manage the installation of the fence and for the city to cover the cost, seconded by Ashlynn. Passed.
 - e. A shared electronic workspace using Microsoft 365 or Google Docs was given. Once we have a finalized price, the board will vote on this
 - f. The marketing contract with Ashley Hartzel is due for renewal. No motion was made to renew, and the contract will not be renewed.
 - g. The PBC Restaurant Advertising Campaign was tabled until next meeting
- X. Old Business
 - a. The website is up and running and can now be linked on our city page
 - b. Liz stated the finalized look for a banner, map & signs for the Hiker Project has been made
 - c. Liz showed 2 examples of fence wrap for the lift station across from Mayor's Park. The city is willing to cover the expense for this project. A motion to allow the city to complete this project was made by Ashlynn, seconded by Peggy. Passed.
- XI. No executive session
- XII. The meeting was adjourned by general consent at 7:45 PM

Minutes Recorded By: Tyler Osborn

Hiawassee Downtown Development Authority

Special Called Meeting Agenda

Date: December 1, 2022
Time: 5:30 PM
Location: 50 River Street, Hiawassee GA or Zoom (see below)

- I. Call to order
- II. Discussion of Shook House Occupancy Requirements
- III. Adjourn

Hiawassee Downtown Development Authority
Special Called Meeting
December 1, 2022

Board Members Present: Peggy Gardner, Tyler Osborn, Tamela Cooper, Efren Lopez
Staff Present: Denise McKay

- I. Peggy called the meeting to order at 5:31 PM
- II. A motion was made to accept the current in-house proposal. None was made. The motion did not pass, and the proposal was denied due to not being solid enough and consisted of a list of possibilities and not realities for the businesses.
- III. Denise discussed what we have done so far to find tenants for the Shook House
 - a. So far, we have done Facebook Ads, social post, personal visits/recruitments
 - b. Types of businesses we have reached out to or met with and have turned down the opportunity due to not wanting to expand or the Shook House not meeting their needs
 - i. Sandwich shop, potter shop, general store, coffee shop, event facility
- IV. The board held a discussion to guide our process on what we are looking for as tenants
 - a. A list of requirements was made to help guide our process on tenants for the Shook House
 - i. Must Haves
 1. Community Needs
 - a. Retail, entertainment, event venue
 - b. Compliments what we already have intown
 2. Hours of operation
 - a. Summer extended hours for Thursday – Saturday
 - b. Winter hours can be shortened
 - c. Hours can be based on type of business
 3. Outdoor Utilization
 - a. Utilizing the outdoor patio area to attract customers and provide a unique experience in downtown
 - ii. Do Not Want
 1. Short Term
 - a. Such as Air BNB or vacation rental
 2. Thrift/Resale Store
 - b. A list of what we are missing in downtown was made to help guide what we could possibly offer in the Shook House and compared with must have list
 - i. Sandwich Shop – meets must have
 - ii. Florist – meets must have
 - iii. Dry Cleaner/Shoe Repair/Tailor – does not meet must have
 - iv. Men's Clothing – does not meet must have
 - v. Specialty (such as candy shop, bakery, etc.) – meets must have

- c. Board Members presented a list of area businesses that could possibly expand in the Shook House and determined if they fit in the list of what we are missing or if they would fit in our community at the present time
 - i. Blue Ridge Olive Oil – potential future as town grows, do not believe there is enough walkable businesses to support at this time
 - ii. Picnic Basket – Yes
 - iii. Universal Joint – Will not work in the Shook House
 - iv. Fortify – Will not work with the Shook House
 - v. Helen Kitchen Company (Fudge)– Yes
 - vi. Betty’s (Helen) – Will not work in Shook House
 - vii. The Wibrary – Will not meet community needs
 - viii. Tomato House – Will not work in the Shook House
- d. Plan A was developed:
 - i. Based on this list, board members were given task to contact businesses as listed. Board Members have until 12/9/22 to find out and report back with their results at the next monthly meeting.
 - 1. Efren – Helen Kitchen Company
 - 2. Peggy – Picnic Basket
 - 3. Tamela – Trulove’s Sandwich Shop
 - 4. Steve – Contact 15 leads we currently have and see if their proposal work with the guidelines above
 - ii. A list of compromises was outlined if the above leads do not produce results
 - 1. Hours can be shortened with board approval
 - 2. Use of outdoor space may not be required depending on the business
- V. Plan B: If by the December DDA Regular Board meeting, the above results do not produce sufficient leads, the DDA will revisit the florist proposal and the above forementioned in house proposal to ask them to resubmit their individual business plan and address the items listed in d. ii. and understanding that we may have to compromise on these two items to have a business that is needed in the city.
- VI. A motion to accept Plan A and Plan B with the stated guidelines was made by Tyler. Seconded by Efren. Motion Passed.
- VII. The meeting was adjourned at 6:25 by general consent.

Minutes Recorded By: Tyler Osborn

**Hiawassee Downtown Development Authority
Meeting Agenda**

Date: Tuesday, February 8, 2022
Time: 5:30 PM
Location: 50 River Street

- I. Call to order
- II. Adopt agenda as set
- III. Approval minutes of December 14, 2021, minutes and approval of the Special called meeting minutes of January 27, 2022
- IV. Financial Report
- V. Directors Update
 - a. New DDA Director
 - b. GICH – December and March
 - c. Youth Leadership Program
 - d. 2021 Review
 - e. Call for design work
- VI. New Business
 - a. Resignation of Steve Harper from DDA
 - b. Officers – Chairperson
 - c. New Appointee recommendation
- VII. Old Business
N/A
- VIII. Adjourn – general consent

**Hiawassee Downtown Development Authority
Meeting Agenda**

Date: Tuesday September 6, 2022
Time: 6:30 PM
Location: 50 River Street

- I. Call to order
- II. Adopt agenda (m) as set or amended
- III. Approval minutes of August 9, 2022
- IV. Financial Report
- V. Work Plan Update

September 2022 - Workplan Presentations

Pg	Goal	Task	Person
13	2	5- #Tag campaign	Tyler, Peggy, Steve & Denise
17	1	2 – social media Calendar	Peggy, Steve & Denise
17	1	6 - Linktree	Peggy, Tyler, Steve & Denise

- VI. Directors Update
 - a. PBC – Design Drawings
 - b. Fundraising Update
 - c. GICH 9/22
- VII. Program Manager Update
 - a. Social Media
 - b. Shook House
 - c. Night Market
- VIII. New Business
- IX. Old Business
 - a. Locable - Tyler
 - b. Hikers - Monica
 - c. Art Plan - Peggy
- X. Executive Session
- XI. Adjourn – general consent

Hiawassee Downtown Development Authority
Meeting Minutes
September 7, 2022

- I. The meeting was called to order at 6:30pm by Peggy Gardner
 - Present: Peggy Gardner, Tyler Osborn, Efren Lopez, Liz Ordiales
 - Staff: Denise McKay & Steve Harper
 - Absent: Tamela Cooper & Monica McKenna
- II. Liz Ordiales made a motion to adopt the agenda as set, seconded by Efren Lopez. Passed.
- III. Tyler Osborn made a motion to accept the minutes of August 9 at dispersed, seconded by Efren Lopez. Passed
- IV. A financial report was not available due to an issue with QuickBooks.
- V. Work Plan Updates
 - The #tag campaign is complete
 - The social media calendar is an ongoing project
 - The link tree is set up and currently being used on social media
- VI. Directors Update
 - The final drawings of PBC are complete
 - The fundraising committee has started working on the 1 on 1 portion of collecting donations
 - There will be a GICH meeting on September 22
- VII. Program Manager Update
 - The social media post is working, and analytic reports are rising on all social media accounts.
 - Previous potential clients for the Shook house fell through. We have another one that has reached out this week and will be given two weeks to decide. If they decide not to go through, we will begin a mass marketing campaign.
 - Even though this month's night market had rain, we still had a decent turn out, considering other events going on in the area. There was a total of 18 vendors, some saying it was their best night yet.
- VIII. New Business
 - None
- IX. Old Business
 - Tyler gave an update on Locable. We are looking at a 2–4-week time period before the website is built. He asked for a list of champion businesses/organization to reach out to that would benefit from the service. He also asked for a list of businesses for the listserv. Liz will be emailing this to him.
 - Liz gave an update on the recent meeting with Appalachian Trail Conservancy. They will be providing volunteers to help bring hikers into the area. McConnell is committed to doing a breakfast/lunch for hikers. The county is willing to donate a van to use as a shuttle.

- Peggy gave an update on the art plan. We have 85 out of 100 submissions on the survey. It will close on Wednesday. Denise & Steve asked if it could stay open until Friday and Peggy will check on this. The Strategic Art Plan meetings will be next week.
- X. Executive Session
 - None
- XI. A motion to adjourn was made by Liz Ordiales, seconded by Tyler Osborn. Passed. The meeting adjourned at 7:53 PM.

Minutes Recorded by: Tyler Osborn

Submitted: October 11, 2022

**Hiawassee Downtown Development Authority
Meeting Agenda**

Date: Tuesday, June 14, 2022
Time: 5:30 PM
Location: 50 River Street

- I. Call to order
- II. Swearing in of DDA Board Members
- III. Adopt agenda (m)
- IV. Approval minutes of May 10, 2022, minutes (m)
- V. Financial Report – Steve Harper (m)
- VI. Directors Update
 - a. Fundraising Update
 - b. PBC 101 & renovation update – fund raising kick off
 - c. GICH Report
 - d. Art Plan
 - e. Youth Leadership Program
 - f. Made in Georgia Update
 - g. Maggie – July 14
- VII. Program Manager Update
 - a. Social Media
 - b. Shook House
 - i. pop-up shop
 - c. Night Market
 - i. Set-up / Breakdown – Tyler & Efren, additional help
 - ii. Weather plan
 - iii. Revenue / Expenses
 - d. Training
 - i. Housing 101
 - ii. Road trip
 - 1. Rome
- VIII. New Business
 - a. Purchasing Policies (m)
 - b. Budget (m)
 - c. 501(c)(3) for PBC (m)
- IX. Old Business
 - a. Hikers
 - b. Social Media
 - c. Work Plan
 - 1. Update presentations per attached schedule
- X. Executive Session
- XI. Adjourn – general consent

Hiawassee Downtown Development Authority
Minutes
Tuesday, June 14, 2022

- I. Peggy Gardener, Chair, called the meeting to order at 5:31 PM
 - a. Present: Tyler Osborn, Monica McKenna, Peggy Gardner, Ashlynn Laporte, Liz Ordiales, Tamela Cooper (by phone), Denise McKay, Steve Harper
- II. The following board members were sworn in by Mayor Liz Ordiales
 - a. Peggy Gardner
 - b. Tyler Osborn
 - c. Ashlynn Laporte
 - d. Monica McKenna
- III. A motion to adopt the agenda as set was made by Ashlynn, seconded by Monica. Passed
- IV. A motion to approve the May 2022 minutes as dispersed was made by Tyler, seconded by Monica. Passed.
- V. A motion to accept the financial report given by Steven Harper was made by Liz, seconded by Ashlynn. Passed.
 - a. The current account balance is \$9, 471.65
- VI. Denise McKay, director, gave the following update:
 - a. A fundraising event for PCS will be held on July 13 at Bacchus
 - b. The survey of the buildings will hopefully happen within the next couple of weeks. Until then, renovations are halted and will hopefully begin within the next 2 months
 - c. The development for Young Harris did not accept our GICH point.
 - d. The RFP for the art plan was posted today will be available through July 15. We are still waiting to hear back from the grant
 - e. The board of education approved the Youth Leadership Program and will be implementing it in third & ninth grades in the upcoming school year
 - f. The 'Made in Georgia' festival is June 25-26, we will have a booth and will need help setting up and working it
 - g. A celebration for Maggie will be held July 14 at Ann Mitchell's house at 6PM
- VII. Steve Harper, manager, gave the following update:
 - a. Our social media company has provided the first week of slides for posting. He is finalizing changes
 - b. We are still looking for tenants for the Shook House.
 - c. A pop-up shop will be held at the Shook House on July 15-16 from 1PM-8PM
 - i. It was suggested a percentage of sales be charged for vendor space as to not place a financial burden on vendors
 - d. The first night market of the year was held, with 5 vendors and the band unable to attend. GAS stepped in to cover the band
 - i. It was also decided that if the event is cancelled due to weather, there would not be a refund to vendors since we have cost that are still there for the event

- ii. The revenue/expense reports from the night market were not available at this time
 - e. Steve & Denise attended the GA Academy training on housing
 - f. We will set a time toward the end of July to start road trips to visit other cities/DDAs to get ideas for Hiawassee. Our first trip will be Rome, GA
- VIII. New Business
 - a. A motion was made to accept the purchasing policy by Ashlynn, seconded by Monica. Passed.
 - b. A motion was made by Tyler to accept the budget with amendments. Seconded by Ashlynn. Passed.
 - c. A motion was made by Tyler to accept the 501 (c)(3) for PBC. Seconded by Ashlynn. Passed.
- IX. Old Business
 - a. A committee is still being formed to address the hiker situation and how to retain their visit in Hiawassee. It was suggested to advertise in hiker-oriented magazines, websites, and apps.
 - b. Due to the length of meetings, the presentation of workplans will be moved to the beginning of the meeting. Steve and Denise are to also space timelines of presentations out so that we do not have so many during the month
- X. Executive Session
 - a. None
- XI. A motion to adjourn the meeting at 7:13 PM was made by Ashlynn, seconded by Monica. Passed.

Minutes recorded and submitted by Tyler Osborn
Submitted July 12, 2022

Hiawassee Downtown Development Authority Special Called Meeting Agenda

Date: Monday, August 1, 2022
Time: 5:30 PM
Location: 50 River Street, Hiawassee GA or Zoom (see below)

- I. Call to order
- II. Approve Art Consultant Contract – Designing Local, \$10,000
- III. Adjourn

Hiawassee Downtown Development Authority
Special Called Meeting
Monday August 1, 2022

- I. The meeting was called to order at 5:30 PM by Peggy Gardner, Chairperson
 - a. Present: Efren Lopez, Peggy Gardner, Tyler Osborn, Monica McKenna,
 - b. Absent: Liz Ordiales, Ashlyn LaPorte
 - c. Staff present: Steve Harper, Denise McKay
- II. The Art Consultant Contract with Designing Local for \$10,000 was presented to the board for approval.
 - a. A motion to accept the contract was made on the following terms by Tyler, seconded by Efren.
 - i. \$5,000 is to come from the DDA general fund
 - ii. \$5,000 is to come from the Georgia Council for the Arts Grant if awarded.
 1. If we do not receive the Art Grant, the funds will come from a \$9,999.99 anonymous donation made to the DDA 501(c3) for beautification projects.
 - b. The art consultant contract was passed unanimously.
- III. The meeting was adjourned at 5:40 PM by Peggy Gardner, Chairperson.

Recorded by: Tyler Osborn
Submitted: August 2, 2022

**Hiawassee Downtown Development Authority
Meeting Agenda**

Date: Tuesday, May 10, 2022
Time: 5:30 PM
Location: 50 River Street

- I. Call to order
- II. Adopt agenda (m)
- III. Approval minutes of April 12, 2022, minutes (m)
- IV. Financial Report – Efren Lopez (m)
- V. Directors Update
 - a. Fundraising Update
 - b. PBC 101 & renovation update
 - c. GICH March Retreat Report
 - d. Youth Leadership Program
 - e. Business Expo Update
- VI. Program Manager Update
 - a. Shook House
 - b. Night Market
 - c. Training
- VII. New Business
 - a. Georgia Grown - Made – Chamber (m)
 - b. DDA Logo (m)
 - c. Art Plan (m)
 - d. Hometown Cameras Proposal (m)
 - e. Hikers
 - f. Budget
- VIII. Old Business
 - a. Ashley Hartzell - Social Media Presentation (m)
 - b. Officers – roles and positions (m)
 - i. Chairperson
 - ii. Co-Chairperson
 - iii. Secretary
 - iv. Treasurer
 - c. Work Plan
 - i. Reports / hours
 - 1. Transformation Strategy 1: Business Development and Activation
 - a. Goal 1:2 - Tyler
 - b. Goal 2A: 4 – Peggy
 - c. Goal 2A: 5 – Steve
 - d. Goal 3:3 – Peggy
 - 2. Transformation Strategy 3: Ecotourism and Recreation
 - a. Goal 4: 1 – Steve
- IX. Executive Session
- X. Adjourn – general consent

Hiawassee Downtown Development Authority
Meeting Minutes
May 10, 2022

Present: Efren Lopez, Peggy Gardner, Tamela Cooper, Tyler Osborn

Staff Present: Denise McKay, Steve Harper

Guest Present: Monica McKenna, Ashley Hartzell

Peggy Gardner called the meeting to order at 5:47 PM

A motion was made by Tyler to adopt the agenda as set, seconded by Efren. Passed unanimously.

A motion was made by Tyler to approve the April 12, 2022 minutes as dispersed, seconded by Tamela. Passed unanimously.

A motion was made by Tyler to approve the financial report as dispersed, seconded by Tamela. Passed unanimously.

Denise gave the following directors update:

- The fundraising committee will hold a meeting on May 26 at 5:30pm at City Hall
- PBC 101 – Reminder on what the center will be and used for
- PBC Renovation – interior demolition completed and the buildings are stabilized
- GICH – the GICH point will be awarded to a contractor looking to build a 50-54 unit apartment complex for working families – not low income/age based – and it will be on the outskirts of Young Harris. Once the decision is made by the contractor, we will know if it will be coming to the area
- Youth Leadership Program – Dr. Berrong is presenting the Board of Education with the chosen program tonight and we will know by next meeting if the BOE approves it
- Business Expo – we received 2 potential leads for new business in the area
- We have three new business opening in Hiawassee
 - Schmere Café (Bagel & Schmere Shop) next to Domino's Pizza
 - Bakery – Next to Hiawassee Antique Mall
 - Abide Coffee – Next to Noblet's 5&10
- An appreciation dinner for Maggie will be held at Ann Mitchell's house on July 14. All DDA Board Members are invited

Steve gave the following managers update:

- Shook House dedication went great! We are currently advertising it as open retail space. We have secured parking at South State Parking Lot. The dogwood tree in front has been moved to Mayors Park and we will be using this yard space for 2 handicap spots. A discussion was held on how it would be paved (asphalt, pavers, etc.). Lawn service will be provided by the city

- May's Night Market was cancelled due to weather. We currently have 7 food vendors signed up along with about 20 vendors total. A sign-up sheet was present to help with running the DDA booth, set up, and break down. All members were encouraged to sign up to help
- Steve recently completed his GA Economic Development Training and will be implementing what he learned

New Business

- Georgia Grown Festival will be coming to Foster Park on June 24th – 26th. A discussion was held regarding if DDA should purchase a sponsorship for \$500 and have a booth at the event.
 - Tyler made a motion to purchase the \$500 sponsorship, seconded by Tamela. Passed unanimously.
- A new DDA logo was presented by Ashley Hartzell to use for branding and marketing. Everyone agreed that it is exactly what we are looking for.
 - A motion to purchase the rights to the logo for \$300 was made by Tamela, seconded by Efren. Passed unanimously.
- Peggy presented the current Art Plan cost. In February 2022, it was decided to spend \$5000 from the general fund. A grant was applied for up to \$5000 to cover the other half. Peggy asked that if we do not get the full grant amount if we could cover the cost from the general account. A discussion was had on whether this purchase is feasible.
 - Tyler made a motion to use \$5000 from the donation money for art in the city to cover the other half. Peggy seconded this motion. Passed unanimously.
- Hometown Cameras came to us asking if we would like a live video feed of the square to post on our website and social media. After reviewing the proposal, no motion was made, and the proposal did not pass. The board decided that they would be open to reviewing the option again in the future.
- Rabun County has started to offer services to attract more hikers to their area, including a shuttle from the trail head. Denise asked for volunteers to work on ways to keep them here. Efren & Tyler volunteered to help with this issue.
- Efren gave an update on the next fiscal year budget, and it will be ready for proposal at the June meeting.

Old Business

- Ashley Hartzell gave a proposal on what she would do as our social media marketer. The board agreed on what she presented. A proposal for including in the budget \$1800 to cover this cost, with a 6-month contract with Ashley and an evaluation every 3 months was made by Tyler, seconded by Efren. Passed unanimously.
- The following slate of board members were chosen to serve as officers of the board:
 - Chair – Peggy Gardner
 - Co-Chair – Tyler Osborn
 - Secretary – Ashlynn LaPorte
 - Treasurer – Efren Lopez

- Tyler made a motion to accept the slate of officers as presented. Seconded by Efren. Passed unanimously.
- Peggy presented the board with a schedule for the work plan. Committees gave the following reports
 - Strategy 1, Goal 2A:4 – Peggy
 - In final stages and will be presented next month
 - Strategy 1, Goal 2A5:4 – Steve
 - Completed and being printed
 - Strategy 3, Goal 4:1 – Steve
 - We need to take road trips to cities with similar layouts to get ideas. It was suggested 2-3 trips per year.
- No executive session was needed
- The meeting was adjourned with general consent at 8:04 PM

Minutes recorded by: Tyler Osborn

Presented: June 14, 2022

Hiawassee Downtown Development Authority
Board Meeting Minutes
February 8, 2022
City of Hiawassee Training Room

Attending: Steve Harper, Denise McKay, Tyler Osborn, Ashlyn LaPorte, Liz Ordiales, Peggy Gardner (by Zoom).

- The meeting was called to order at 5:32 PM by Steve Harper, Chair
- The agenda was amended, adding discussion of tables and chairs for events to section VI and moving section VI A to be the last item in this section
 - A motion of amending was made by Liz Ordiales, seconded by Ashlyn Porter
 - Approved unanimously
- The agenda was approved as amended
 - A motion of approval was made by Tyler Osborn, seconded by Liz Ordiales
 - Approved unanimously
- Minutes from December 14, 2021, meeting and January 27, 2022, special called meeting were approved as dispersed
 - A motion of approval was made by Liz Ordiales, seconded by Tyler Osborn
 - Approved unanimously
- No financial report was currently available. Denise will get a copy from Maggie if anyone needs to see it.
- Directors Update
 - Denise announced the new DDA Director will be Steven Harper.
 - Denise gave an update on upcoming plans for GICH and the Youth Leadership Program as well as a review of the previous year
 - The logo design only produced 3 local submissions so we will reach out to find more options so that we have options to choose from
- New Business
 - Peggy Gardner was presented to be the replacement of Steve Harper's position of Chair of the Board
 - A motion of approval was made by Steve Harper, seconded by Ashlyn Laporte
 - Approved unanimously
 - Efren Lopez was presented as the new board member, to fill the seat that will be vacated by Steve. Those in attendance were in favor of this and look forward to meeting him. He will be approved at the next council meeting
 - A discussion of tables and chairs for events, such as the night market was held.
 - It was decided that 6-7ft long tables would be best, preferably a darker color to prevent staining, but white will work if that is all we can get
 - Plastic folding event chairs were chosen, preferably a darker color as well
 - Denise suggested that we also consider purchasing a rolling cart for both the chairs and table to make moving them easier

- A price limit of \$1500 was set for all of this
 - A motion to purchase these items was made by Liz Ordiales, seconded by Tyler Osborn
 - Approved unanimously
- Steve Harper presented his resignation as board member and chair of the DDA due to accepting the new DDA Director position with the City of Hiawasse
- A motion to accept his resignation was made by Tyler Osborn, seconded by Ashlyn LaPorte
 - Approved unanimously
- Old Business
 - None
- Adjourn
 - A motion to adjourn was made by Steve Harper, seconded by Tyler Osborn and approved unanimously
 - The meeting was adjourned at 6:24 PM

Minutes recorded and submitted by: Tyler Osborn

Submitted on: March 18, 2022

Hiawassee Downtown Development Authority

Special Called Meeting Agenda

Date: Thursday, January 27, 2022
Time: 10:30 AM
Location: 50 River Street, Hiawassee GA or Zoom (see below)

- I. Call to order
- II. Project Grant
- III. Adjourn

Join Zoom Meeting

<https://us06web.zoom.us/j/86261247718?pwd=SnZJK1NSS0JlVnhpNGZFQ1BkTVRydz09>

Meeting ID: 862 6124 7718

Passcode: 083748

One tap mobile

+19292056099,,86261247718#,,,,*083748# US (New York)

+13017158592,,86261247718#,,,,*083748# US (Washington DC)

Dial by your location

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+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

Meeting ID: 862 6124 7718

Passcode: 083748

Find your local number: <https://us06web.zoom.us/j/kdpAFlgT7o>

Hiawassee Downtown Development Authority
Special Called Meeting Minutes

Date: Thursday, January 27, 2022
Time: 10:30 AM
Location: 50 River Street, Hiawassee GA or Zoom (see below)

Present: Steve Harper, Liz Ordiales, Peggy Gardner, Ashlyn LaPorte
Staff: Denise McKay

Meeting was called to order at 10:30 AM by Chairperson Steven Harper

Project Grant – Georgia Council for the Arts application was discussed. Purpose of the grant is hire a consultant to help create a Public Arts Plan for the City of Hiawassee. Grant request is for \$5000 with the DDA matching \$5000.

Motion made by Peggy Gardner to approve the grant application with upto \$5000 in matching funds from the DDA, motion seconded by Ashlyn La Porte. Motion carried

SAMS Number – a SAM number is required for all grant requests that use state or federal funding. The yearly cost is \$599 to remain active in the grant system. Liz Ordiales motioned to approve the expenditure of \$599 for the SAMS Number, motion seconded by Ashlyn LaPorte, motion carried

The meeting was adjourned by general consent.

**Hiawassee Downtown Development Authority
Meeting Agenda**

Date: Tuesday, July 12, 2022
Time: 5:30 PM
Location: 50 River Street

- I. Call to order _____
Members present _____
- II. Adopt agenda (m) as set or changed: motion _____ sec: _____
- III. Approval minutes of June 14, 2022, minutes (m) motion: _____ sec: _____
- IV. Financial Report – Efren Lopez (m) motion: _____ sec: _____
- V. Work Plan Update
 - a. Revised Calendar Attached
- VI. Directors Update
 - a. Fundraising Update
 - b. PBC 101 & renovation update – fund raising kick off
 - c. Made in Georgia Update
 - d. Maggie – July 14
- VII. Program Manager Update
 - a. Social Media _____
 - b. Shook House _____
 - i. Monica Real Estate Assessment
 - c. Night Market
 - i. Set-up / Breakdown – Tyler & Efren, additional help _____
 - ii. Weather plan _____

 - iii. Revenue / Expenses _____
- VIII. New Business
 - a. Community Wide Initiative Locable (Steve)
(m) motion: _____ sec: _____
 - b. January Planning Retreat – Date _____ Time _____
- IX. Old Business
 - a. Hikers _____

- X. Executive Session
- XI. Adjourn – general consent

Hiawassee Downtown Development Authority
Minutes

Date: Tuesday, July 12, 2022

Time: 5:30 pm

Location: 50 River Street

- I. Peggy Gardner, Chair, called the meeting to order at 5:32 pm
 - a. Present: Liz Ordiales, Denise McKay, Steve Harper, Peggy Gardner, Ashlyn Laporte, Tamela Cooper, Monica McKenna
- II. A motion to adopt the agenda as set was made by Liz, seconded by Ashlyn. Passed.
- III. A motion to approve the June 14, 2022 minutes as dispersed was Made by Ashlyn, seconded by Tamela. Passed
- IV. Work Plan Update:
 - a. A revised calendar was presented.
 - b. The grant for Locable Marketing Software came in. Mayor Liz noted it was not the right time to take on another large project. Motion to table the project was made by Ashlyn, seconded by Monica. All were in favor.
 - c. Mayor Liz conducted an inventory of the sidewalk project.
 - d. Members discussed our social media processes, and what type of posts that will be included. It is off to a great start and will continue to grow as we work with Ashley to fine tune the platform.
- V. Director's Update: Denise McKay
 - a. Fundraising Update: Sip and Snacks is to be held on Wednesday, July 13 at Bacchus. Paul will be giving the Presentation.
 - b. PBC 101 and Renovation update: The survey for the buildings Is scheduled. Drawings of the inside renovations should be Presented in early August.
 - c. Made in Georgia Update: There was a great turnout and our Booth had a lot of traffic. Four to five good contacts were made In regards to the Shook House and the Business Incubator.
 - d. A celebration for Maggie will be held July 14

VI. Program Manager Update: Steve Harper

- a. Shook House: A possible tenant has been found and plans are being discussed for renovation of the inside to better suit their needs.
- b. Monica presented a Real Estate Assessment of the Shook House with comparable properties to assist in deciding what rent should be charged for the property.
- c. Night Market: Due to weather, the July First Friday had to be canceled. Under the Weather Plan, a 50% refund will be offered to vendors that have their own tent. A 25% refund will be offered for those that do not. Pre-paid vendors will not receive a weather discount because they already receive a discount for paying in advance.
- d. For future Night Markets, all food vendors will be located in the food area.
- e. Setup and Breakdown of the Night Market is still an issue, and we continue to seek people to assist in that area.
- f. Revenue/Expenses: No revenue was generated for the July Night Market due to cancellation. Our expenses were \$680 for advertising and flowers.

VII: Old Business:

- a. Hikers. Liz, along with Monica is leading the action plan to bring local businesses together to discuss what we can offer our hikers in this next season. A meeting will be held on July 27th at City Hall.

X. Executive Session

- XI. Adjourn - A motion to adjourn was made by Ashlyn, seconded by Tamela. All were in favor. Meeting adjourned.

**Hiawassee Downtown Development Authority
Meeting Agenda**

Date: Tuesday November 8, 2022
Time: 5:30 PM
Location: 50 River Street

- I. Call to order
- II. Adopt agenda as set or amended
- III. Approval minutes of October 11, 2022
- IV. Financial Report
- V. Work Plan Update
- VI. Directors Update:
 - a. PBC
 - i. PBC
 - ii. Fundraising Update
 - iii. Marketing Plan
- VII. Program Manager Update
 - a. Social Media – PBC Video series
 - b. Night Market
 - c. Shook House – November 17, special called meeting reminder 5:30 PM
- VIII. New Business
 - a. Shook House – marketing results
- IX. Old Business
 - a. Art Plan - Adoption
 - b. Website- Tyler
 - c. Hikers - Monica
- X. Executive Session
- XI. Adjourn – general consent

Hiawassee Downtown Development Authority
Minutes
November 8, 2022

Board Present: Peggy Gardner, Tyler Osborn, Monica McKenna, Ashlynn Laporte, Liz Ordiales, Efren Lopez (via Zoom)

Staff Present: Denise McKay, Steve Harper (via Zoom)

- I. The meeting was called to order at 5:35pm by Peggy Gardner
- II. A motion to adopt the agenda as amended was made by Ashlynn, seconded by Tyler. Passed.
 - a. VIII – B: Amendment of Internal Control Policy
 - b. IX – D: Ryan Hood Façade Grant Closeout
- III. A motion to approve October 11, 2022, minutes as presented was made by Liz, seconded by Ashlynn. Passed
- IV. Financial Report was given by Efren. We currently have \$17, 299.60
- V. Work Plan Update – None
- VI. Directors Update
 - a. PBC has new tarps on the roof and the plans are being finalized
 - i. We are about \$300,000 away from goal
 - ii. Fundraising meeting will be set soon
 - iii. Babette Dunn has prepared a marketing plan. Please send Denise any comments by 11/16.
 - b. The Mulls Motel property sale is closing, and renovations will start soon
- VII. Program Manager Update
 - a. The PBC video series has created positive feedback. So far, 4 have been released of the 9 total videos.
 - b. No Night Market Report
 - c. The planned Shook House meeting for 11/17 has been rescheduled to 12/1
- VIII. New Business
 - a. Shook House Marketing Results - \$200 spent so far on social media campaign generating 6 leads
 - b. A motion was made to update the Internal Policy Control documents to include the DDA Manager, Economic Developer, & DDA Treasurer as signers by Liz, seconded by Monica. Passed
- IX. Old Business
 - a. A motion to adopt the art plan was made by Liz, seconded by Tyler. Passed
 - b. Tyler reported that the website is now live and to let him know of any changed that need to be made
 - c. Monica reported that the App. Trail Hikers committee will have a meeting on 11/17. They have also discussed souvenirs for hikers to take with them promoting Hiawassee
- X. Executive Session

- a. Tyler made a motion to enter executive session to discuss real estate, seconded by Monica. Passed. Executive Session was entered at 6:23 PM.
 - b. Peggy made a motion to adjourn executive session, seconded by Liz. Executive session was adjourned at 6:47 PM
- XI. Adjourn
 - a. The meeting was adjourned at 6:47 PM by general consent

Minutes Recorded by: Tyler Osborn

**Hiawassee Downtown Development Authority
Meeting Agenda**

Date: Tuesday October 11, 2022
Time: 5:30 PM
Location: 50 River Street

- I. Call to order
- II. Art Plan Presentation – Amanda Golden (Zoom)
- III. Adopt agenda (m) as set or amended
- IV. Approval minutes of September 13, 2022
- V. Financial Report
- VI. Work Plan Update
- VII. October 2022 - Workplan Presentation

Pg	Goal	Task	Person
2	1	6 Buy Local Campaign	Ashlyn, Peggy, Denise & Steve
4	2B	3 PBC Client tracking matrix	Efren, Tony, Denise
4	2B	4 Brand and marketing material	PBC Board, Denise & Steve
8	1	4 – on hold (crosswalks)	Tyler, Ashly, Steve & Denise

- VIII. Directors Update:
 - a. PBC
 - i. PBC – Timeline
 - ii. Cost update
 - iii. Fundraising Update
 - iv. Anderson
 - v. Restaurant visits
 - vi. Marketing Plan
- IX. Program Manager Update
 - a. Social Media – PBC Video series
 - b. Night Market
 - c. Shook House – Fence
- X. New Business
 - a. Shook House – marketing results
 - i. Backup plan - Pop-up shop program
- XI. Old Business
 - a. Website- Tyler
 - b. Hikers - Monica
- XII. Executive Session
- XIII. Adjourn – general consent

Hiawassee Downtown Development Authority
Minutes
October 11, 2022

Board Members Present: Peggy Gardner, Tyler Osborn, Efren Lopez, Ashlyn LaPorte, Monica McKenna, Liz Ordiales.

Board Members Absent: Tamela Cooper

Staff Present: Denise McKay, Steve Harper (called in)

- I. Peggy Gardener called the meeting to order at 5:32 PM
- II. Amanda Golden from Designing Local presented the board with the art plan presentation. Once we have the completed document, it will be voted on
- III. Liz made a motion to adopt the agenda as set, seconded by Ashlyn. Passed.
- IV. Tyler made a motion to accept the minutes of September 13, 2022, as dispersed. Seconded by Efren. Passed.
- V. Tyler made a motion to accept the financial report as presented. Seconded by Monica. Passed. The current balance is \$17,299.60.
- VI. The following updates were given on the workplan
 - a. Buy Local Campaign
 - b. PBC Client Tracking Matrix
 - c. Brand & Marketing Material
 - d. Cross walks (on hold at this time)
- VII. Denise gave the following directors update
 - a. The PBC completion timeline has been moved to October 2023 due to the delay in surveying and changes to the design
 - b. The cost of the PBC has increased to \$1.7 million due to the change in design and adding an additional rooftop area
 - c. Some of the board went to Anderson, SC and have been inspired with several ideas we can implement here
 - d. Some of the board has been visiting restaurants in neighboring towns for ideas and opinions on the restaurant at the Paris Building
 - e. The marketing plan for the PBC will begin soon
- VIII. Steve gave the following Manager Update
 - a. A PBC video series will be going on social media soon. The series explains what it is and answers some important questions we have been receiving
 - b. A report from the previous night market is not available yet, but it was a success and a great way to close out the year
 - c. The fence donated to the Shook House has arrived. A local fencing company has suggested we do wood instead of the plastic fence we have. A decision on this will be reached soon
- IX. New Business
 - a. The Shook House social media marketing campaign has produced four leads so far, targeting areas such as Chattanooga, Asheville, Anderson, etc.

- b. A pop-up shop back up plan was proposed by Peggy. The board feels we need to discuss further a backup plan in case we are not able to find a tenant that fits our guidelines.
 - c. Efren made a motion that a special called meeting to discuss the purpose of the Shook House be held. Seconded by Monica. Passed. The meeting will be held on November 17, 2022, at City Hall.
- X. Old Business
 - a. Tyler gave an update on the website. Everyone is pleased with is so far and suggestions for changes were taken.
 - b. Monica gave an update on the hiker plan. We have obtained a bus, donated by Towns County. Marketing to attract hikers to Hiawassee will begin early next year.
- XI. Executive Session
 - a. None
- XII. The meeting was adjourned by general consent at 7:18 PM

Minutes Recorded By: Tyler Osborn