

Hiawassee Downtown Development Authority Meeting Agenda

Monday, September 16, 2019
6:00 PM

Inaugural Meeting of the Hiawassee Downtown Development Authority (DDA)

Meeting Facilitator: Denise McKay, Economic Development Director

- I. Call to order
- II. Welcome – Mayor Ordiales
- III. New Business
 - a) Election of Officers
 - a. Chairperson
 - b. Co-chairperson
 - c. Secretary / Treasurer
 - b) By-Laws – Review / Discussion/Modify
 - c) DDA contract
 - d) Establish meeting date, time and order of business
- IV. Directors Update
 - a) Training
 - b) Strategic plan update
 - c) Open discussion
- V. Adjourn

Hiawassee Downtown Development Authority
Inaugural Meeting Minutes
Monday, September 16, 2019, 6:00 PM

Hiawassee City Hall, 50 River Street, Hiawassee Georgia

Present: Herbert Bruce, Tamela Cooper, Margaret Oliver, Judith Weible, Liz Ordiales, Lindie Wright

Meeting Facilitator: Denise McKay, Economic Development Director

Mayor Ordiales welcomed the DDA members and thanked them for serving on the Hiawassee Downtown Development Authority (DDA) and talked about how it is an exciting time to be involved in Hiawassee and the impact a DDA can have on a community.

New Business

A call for nominations or volunteers to serve as officers for the DDA was made. After discussion of the roles and responsibilities associated with each position the following recommendations were made.

Chairperson – Herbert Bruce
Co-Chairperson – Tamela Cooper
Secretary/Treasurer – Theresa Andretta

Denise McKay called for a vote - passed unanimously

By-Laws were reviewed, two minor corrections to be made. Bylaws to be presented to the City Council for review on Monday, September 23, 2019 Regular Scheduled Workshop Session. DDA Board to place on October agenda for approval.

DDA contract distributed, all members present signed and returned.

Discussed establishing regular meeting date and time.

Motion: Judith Weible made a motion to hold meeting on the 2nd Monday of each month at 3:00 PM in Hiawassee City Hall. Motion was seconded by Liz Ordiales, motion carried.

Discussed training requirements and date for training: January 13-14, 2020 selected dates for training to be held in Madison Georgia. Will be in place of regular scheduled January meeting.

Denise McKay reviewed strategic plan and updated projects status. Discussed that the strategic plan would be the primary guide for DDA going forward and that after the training in January a joint workshop will be held with Hiawassee Council to develop a work plan.

Open Discussion:

Name badge design discussed, would like rounded corners. Business cards, email addresses, decided to utilize one email address HiawasseeDDA@hiawasseega.gov. with incoming emails to be forwarded to director for review. Director to forward to appropriate board member. Discussed communications to be conducted through this email address, telephone numbers not to be listed on individual cards.

Discussed DDA page on Hiawassee website and asked members to research other DDA websites and Facebook pages for suggestions to develop the Hiawassee page.

Photos of members to be taken at the October meeting for the DDA page on the Hiawassee website.

Talked briefly about vision and mission statements and that we would be developing for the DDA.

Invited members to attend ribbon cutting at Times Past Creations, Saturday, September 21, 2019 at 9:30 AM.

Meeting adjourned 7:24 PM

Hiawassee Downtown Development Authority

Meeting Agenda

Monday, October 14, 2019
3:00 PM

- I. Call to order
- II. Approval minutes of the September 16, 2019 meeting
- III. Treasures report
- IV. Directors Update
- V. Old Business
 - a) By-Laws
 - b) Mission Statement
 - c) Website information and design
- VI. New Business
 - d) Meeting schedule
 - e) Activities, ideas, fundraisers
- VII. Open Discussion
- VIII. Executive Session
- IX. Adjourn

Hiawassee Downtown Development Authority

Present: Herb Bruce, Tamela Cooper, Maggie Oliver, Lindie Wright

Absent: Liz Ordiales, Theresa Andrett, Judith Weible

Staff: Denise McKay, Director Economic Development

Minutes:

The October 14, 2019 Downtown Development Authority meeting was called to order at 3:04 PM by Chairperson Herb Bruce.

A motion to adopt the final minutes of the September 16, 2019 meeting, with the addition of training location to be added to the minutes, was made by Maggie Oliver and seconded by Tamela Cooper, motion carried unanimously.

Treasures report – Denise McKay, reported the Downtown Development Authority does not have any funds at this time.

Denise McKay gave Directors Report – grant application submitted for murals, working with city on properties for the DDA to manage. Properties not identified at this time.

Old Business:

A motion was made by Maggie Oliver to adopt the By-Laws with the following changes:

Page 2, Section 6 Vacancies – mirror the City Charter section 2.12 relating to consecutive absences.

Page 6, Article VII Fiscal Year – Section 1. Time. The fiscal year shall be the same as the City of Hiawassee. July 1 to June 30.

Motion was seconded by Tamela Cooper, motion carried unanimously.

Discussed Mission statement and website information in detail. Open discussion revolved around the purpose of the DDA, main goals, target audience, what is critical to the DDA and what is critical information for the audience.

Target audiences identified: for the purpose of business development ages 20 – 60, 2nd target audience: 16 – 40 families, millennials, employment opportunities for older teens and entertainment area community. 3rd target audience: seniors 60 and up.

Discussed critical information for the audience: Business development audience potential incentives that could be offered to a business: Denise McKay discussed an Enterprise Zone and using the boundaries established in the Rural Zone application

Discussed focus area, needs to be walkable, start from center of town and work outwards. Example: Wall Greens to Rice Street also talked about from Long View to Bell Creek.

Discussed image wanting to develop and project: Three primary key words were identified for main image: Safe, Clean, Fun. Additional words to create excitement for the city: spunky, funky, classy, trendy, happy, alive, cool and happening. Needed evening atmosphere. Denise to work on images to use in marketing material.

New Business:

A motion was made by Tamela Cooper to adopt the 2019 and 2020 meeting schedule as presented with the exception of July. The DDA will not meet in the month of July.

Motion was seconded by Lindie Wright, motion passed unanimously.

Discussed fundraisers – ideas mentioned: Chili Cook-off, Juried Art Show with festival similar to Fall Affair on the Square. Discussion to continue next month.

There was no need for an executive session:

A motion to adjourn was made by Maggie Oliver, seconded by Tamela Cooper, motion carried. Meeting adjourned 4:30 pm.

Hiawassee Downtown Development Authority Meeting Agenda

Date: Monday, November 11, 2019
Time: 3:00 PM
Location: Hiawassee City Hall
50 River Street, Hiawassee, GA 30546

- I. Call to order
- II. Approval minutes of the October 14, 2019 meeting
- III. Treasures report
- IV. Old Business
 - a) Mission Statement
 - b) Fundraisers
 - a. Committee
- V. Open Discussion
- VI. Executive Session
- VII. Adjourn

REMINDER: Photos will be taken for the website

Hiawassee Downtown Development Authority

Present: Herb Bruce, Tamela Cooper, Maggie Oliver, Lindie Wright, Theresa Andretta, Liz Ordiales

Absent: Judith Weible, Denise McKay

Staff: Bonnie Kendrick, City Clerk

Minutes:

The November 11, 2019 Downtown Development Authority meeting was called to order at 3:09 PM by Chairperson Herb Bruce.

A motion to adopt the final minutes of the October 14, 2019 meeting was made by Lindie Wright and seconded by Tamela Cooper, motion carried unanimously.

Treasurers report – Liz Ordiales, reported the Downtown Development Authority does not have any funds at this time.

Liz Ordiales gave Directors Report – Denise is pain free, next surgery is expected in March or April, waiting on results of margins on Thursday to know next steps. Murals have been approved (Dan Joseph's and Archery [old \$2 store]), Hiawassee will be on the Mural Trail of Georgia, city properties for the DDA to manage have been identified as two properties between the Anderson building and the old Victoria's Attic building. Currently waiting for appraisal.

Old Business:

Training update – discussed transportation options. Decided to leave from City Hall and to carpool.

Mission statement:

"The Downtown Development Authority of Hiawassee, Georgia shall be composed of seven (7) members appointed by the Mayor, and approved by the City Council and recognized by the State of Georgia as a public corporation with a specific set of powers and a specific purpose and mission to:

- Revitalize and redevelop the commercial corridor of the city, particularly the Hiawassee Enterprise Zone Area.*
- Develop and promote for the public good and general welfare, trade, commerce, industry, and employment opportunities.*

- *Finance projects within the city limits that will develop and promote the public good and general welfare.*
- *Issue bonds to finance projects.”*

Motion to approve the mission statement as stated was made by Lindie Wright and seconded by Tamela Cooper, motion carried unanimously.

Liz Ordiales presented the map of the rural zone submitted for Rural Zone designation but reported that the zone was deemed too large. She outlined the narrowed down rural zone (Antique Mall to vacant lot beside Georgia Vision Center). Maggie Oliver made the motion to adopt this area as the enterprise zone for the DDA. Theresa Andretta seconded the motion and it was carried unanimously.

Fundraiser discussion continued from last month. Some suggestions were a “Taste of” type event, chili cookoff, soup-r-bowl, beer and food, food trucks, and add activities for the younger set (corn hole, etc.). Narrowing down to season (spring), date (May3rd, 2020), inaugural event (Trucks and treats – Food trucks, beer and wine, corn hole, photo booth), place (Old Senior Center). There was discussion about opening to girl/boy scouts/school groups to do fundraising for themselves.

Open Discussion:

There was much discussion in the old business, no additional needed.

Meeting entered executive session to discuss property acquisition.

Lindie Wright made the motion to adjourn. It was seconded by Tamela Cooper, motion carried. Meeting adjourned 4:15 pm.