

No meeting for January, September 2021

Hiawassee Downtown Development Authority Meeting Agenda

Date: Wednesday, February 10, 2021
Time: 8:30 AM
Location: 50 River Street, Hiawassee GA

- I. Call to order
- II. Approval minutes of January 13, 2021
- III. Financial Report
- IV. Directors Update
- V. Old Business
 - a. Letter of commitment - increase
- VI. New Business
 - a. Night Market – schedule
 - i. Committee
 - ii. Tent rental
- VIII. Adjourn

Hiawassee Downtown Development Authority

February 10, 2021 Minutes

Present: Steve Harper, Alec Therrel, Rob Sollie, Liz Ordiales, Lindie Wright and Margaret Oliver.

Absent: Tamela Cooper

Staff: Denise McKay, Marta Izquierdo

Minutes:

The February 10, 2021 Downtown Development Authority (DDA) meeting was called to order at 8:32 AM by Chairperson Steve Harper.

A motion to amend the agenda adding the Memo of Understanding to New Business letter b. was made by Alec Therrel, seconded by Rob Sollie, motion carried unanimously.

A motion to adopt the final minutes for the January 12, 2021 meeting was made by Alec Therrel, seconded by Rob Sollie, motion carried unanimously.

Financial Report:

The DDA checking account has balanced with \$12,372.97, with one outstanding check in the amount of \$31.91.

Director's Update:

The 2019-2020 Biennial Report for the Economic Development of Hiawassee, Young Harris, and Towns County has been completed. With the help of the North Georgia Regional Commission the development of an economic development strategy plan has been developed.

The 501C3 for the DDA has been submitted to the IRS for approval.

Old Business:

A motion to increase the financial commitment of the DDA to \$510,000.00 from \$438,000 for the restoration of the Paris Properties was made by Maggie Oliver, seconded by Rob Sollie, motion carried unanimously. A letter of commitment to be submitted with the ARC Grant application.

New Business:

The Night Market will begin on the first Friday of May 2021 through October 2021 from 5:00 PM to 9:00 PM. The space/tent rental will stay at \$50.00 and the space only with the vendor supplying their own white tent will stay at \$35.00.

- The Set-up/ Tear-down committee for the Night Market will be directed by Lindie Wright and co-directed by Rob Sollie.
- The lighting and music committee for the Night Market will be directed by Steven Harper.
- There will be a \$200.00 budget for entertainment per event.
- There will be a search for Food Truck Vendors with a variety of food selections.

A motion to enter the Memorandum of Understanding between the City of Hiawasse and the Hiawasse Downtown Development Authority for the management of the Paris Properties was made by Maggie Oliver, seconded by Alec Therrel, motion carried unanimously.

There was no Open Discussion or Executive Session.

Motion to adjourn was made by Alec Therrel, seconded by Maggie Oliver, motion carried unanimously.

Meeting adjourned at 9:15 AM.

Hiawassee Downtown Development Authority Meeting Agenda

Date: Wednesday, March 10, 2021
Time: 8:30 AM
Location: Hightower Vineyards, Hwy 76, Hiawassee GA

- I. Call to order
- II. Approval minutes of February 10, 2021
- III. Financial Report
- IV. Directors Update
- V. Old Business
 - a. Night Market – schedule
 - i. Committee
- VI. New Business
 - a. Directors Insurance
- VIII. Adjourn

Hiawassee Downtown Development Authority

March 10, 2021 Minutes

Present: Steve Harper, Alec Therrel, Liz Ordiales, Lindie Wright and Margaret Oliver, and Tamela Cooper.

Absent: Rob Sollie

Staff: Denise McKay, Marta Izquierdo

Minutes:

The March 10, 2021 Downtown Development Authority (DDA) meeting was called to order at 8:40 AM by Chairperson Steve Harper via Facebook Live.

A motion to adopt the final minutes for the February 10, 2021 meeting was made by Alec Therrel, seconded by Tamela Cooper, motion carried unanimously.

Financial Report:

Maggie Oliver reported the DDA checking account has balanced with \$8,949.18, with outstanding checks in the amount of \$1035.05.

Director's Update:

Five vendors have turned in their applications and deposits for the Night Market.

The Collection Tube at Mayor's Park collected \$50.00 in donations this past week. Additional tubes were installed at Mayor's Park and Lloyd's Landing.

The ARC Grant was turned in and is now in process.

Old Business:

A sign-up sheet for the night market has been set up and tent anchors will have to be ordered before the October Night Market.

Item I under Old Business for a Night Market committee is being tabled until next month.

New Business:

Item A under New Business for the Directors Insurance is being tabled until next month also.

Motion to adjourn was made by Alec Therrel, seconded by Maggie Oliver, motion carried unanimously.

Meeting adjourned at 8:48 AM.

Hiawassee Downtown Development Authority

Meeting Agenda

Date: Wednesday, April 14, 2021
Time: 8:30 AM
Location: 50 River Street

- I. Call to order
- II. Adopt addenda as set
- III. Approval minutes of March 10, 2021 minutes
- IV. Financial Report
 - a. Collection tubes
- V. Directors Update
 - a. Notes from retreat
 - i. Work plan
 - b. Ribbon cutting – Alaura Jewelry – May 6 at 2:00 PM
 - c. Artworks – new location, group ribbon cutting with Ashleigh Paige, Honey Baked Ham office
 - d. Intern – May - September, Mikayla Jerominek
- VI. Old Business
 - a. Night Market
 - i. Vendor update
 - ii. Advertising (spreadsheet)
- VII. New Business
 - a. Resignation – Rob Sollie
 - b. Directors Insurance
 - c. Banking
 - d. Allowable expenditure's
 - e. Paris Business 101
 - f. Role play training
- VIII. Adjourn

Hiawassee Downtown Development Authority

April 14, 2021 Minutes

Present: Steve Harper, Margaret Oliver, and via Zoom Tamela Cooper and Lindie Wright

Absent: Liz Ordiales and Alec Therrel

Staff: Denise McKay, Marta Izquierdo

Guest: Ashlyn LaPorte from "Bacchus on the Lake"

Minutes:

The April 14, 2021 Downtown Development Authority (DDA) meeting was called to order at 8:41 AM by Chairperson Steve Harper.

A motion to adopt the Agenda as set was made by Margaret Oliver, seconded by Tamela Cooper, motion carried unanimously.

A motion to adopt the final minutes for the March 10, 2021 meeting was made by Lindie Wright, seconded by Margaret Oliver, motion carried unanimously.

Financial Report:

Maggie Oliver reported the DDA checking account has balanced with \$14,114.02, with outstanding checks in the amount of \$2000.00 and a deposit of \$2089.00.

The total cost for the four collection tubes at Mayor's Park and Lloyd's Landing was \$1589.00. The DDA has collected \$430.45 to date. It was decided by the DDA that they will pay off the cost first and then begin to collect for the beautification of the town. The monies will also be tracked by each site. Going forward the donation tubes will be checked daily.

Director's Update:

Notes from the retreat and the work plan will be tabled for next month.

There will be a ribbon cutting for Alaura Jewelry on May 6 at 2:00 PM.

Artworks, with their new location and Ashleigh Paige from the Honey Baked Ham office will also have a group ribbon cutting soon.

Mikayla Jerominek will intern with the DDA from May through September, she has experience with planning and development.

Old Business:

The First Friday Night Market has 10 confirmed vendors at the present time. The VFW will be serving food and beverages and Bacchus on Lake will be providing wine tastings.

The DDA will be advertising for the First Friday Night Market in Towns County and Clay County newspapers, on Facebook, and on the radio.

A motion to approve the advertising cost of \$588.00 for May and \$774.33 for June was made by Lindie Wright, seconded by Margaret Oliver, motion carried unanimously.

New Business:

Rob Sollie has resigned from the DDA. His business keeps him very busy and is unable to participate as a member to the DDA.

A motion to accept Rob Sollie's resignation was made by Margaret Oliver, seconded by Tamela Cooper, motion carried unanimously.

The Director's insurance, Banking, allowable expenditures, and Paris business 101 will be tabled for next month.

The Role Play training is scheduled for April 30, 2021 at 8:30 AM.

Meeting adjourned with general consent at 9:08 AM.

**Hiawassee Downtown Development Authority
Meeting Agenda**

Date: Wednesday, May 12, 2021
Time: 8:30 AM
Location: 50 River Street

- I. Call to order
- II. Adopt addenda as set
- III. Approval minutes of April 14, 2021 minutes
- IV. Financial Report
 - a. Collection tubes
 - b. Night Market
- V. Directors Update
 - a. Intern – May - September, Mikayla Jerominek
 - b. Building Stabilization
- VI. Old Business
 - a. Night Market
 - i. Advertising (spreadsheet)
 - b. Director Insurance
- VII. New Business
 - a. Banking
 - b. Allowable expenditure's
 - c. Vision and Mission Statements – revisit
 - i. Current: The Downtown Development Authority of Hiawassee, GA 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 specified set of powers and a specific purpose and mission to:
 - 1. Revitalize and redevelop the commercial corridor of the city, particularly the Hiawassee Enterprise Zone Area.
 - 2. Develop and promote for the public good and general welfare, trade, commerce, industry, and employment opportunities.
 - 3. Finance projects within the city limits that will develop and promote the public good and general welfare.
 - 4. Issue bonds to finance projects.

- ii. Recommendation for Vision Statement
 - 1. *Rebuilding Downtown: The Heart and Soul of Hiawasse.*
- iii. Recommendation Mission Statement
 - 1. *"Build upon our Vision Statement of rebuilding the Heart and Soul of Hiawasse by creating a revitalized, livable, family-focused, and entertainment-rich, historic and economically-vibrant downtown."*

- d. Paris Business 101
 - i. Incubator space usage
 - ii. Restaurant

VIII. Adjourn

Hiawassee Downtown Development Authority

May 12, 2021 Minutes

Present: Steve Harper, Margaret Oliver, Tamela Cooper, Liz Ordiales and Ashlyn LaPorte

Absent: Lindie Wright

Staff: Denise McKay, Marta Izquierdo

Guest: Tim Barrett from Barrett and Associates Insurance

Minutes:

The May 12, 2021 Downtown Development Authority (DDA) meeting was called to order at 8:41 AM by Chairperson Steve Harper.

A motion to amend the Agenda for the resignation of Alec Therrel under New Business letter e. was made by Margaret Oliver, seconded by Tamela Cooper, motion carried unanimously.

A motion to adopt the final minutes for the April 14, 2021 meeting was made by Tamela Cooper, seconded by Margaret Oliver, motion carried unanimously.

Financial Report:

Margaret Oliver reported the DDA checking account has balanced with \$16,556.28, with outstanding checks in the amount of \$503.00 and an ending balance of \$16454.28.

The total collection from the four collection tubes at Mayor's Park and Lloyd's Landing was \$99.00 for the past month. The DDA has collected \$958.81 to date.

The income brought in from the vendors for the Night Market was \$2,214.00. The expenses for the May Night Market were \$1,269.85. Leaving a profit of \$990.15.

Director's Update:

The Façade Grant Program was presented for review. Will be added to the agenda as new business in June. Members were asked to send recommendations to Denise.

Mikayla Jerominek will intern with the DDA beginning May 17, 2021 through September 2021. She is completing her master's degree in Urban Development and planning.

The DDA received one quote for the Paris Buildings Stabilization Project. The Engineer from Source Urbanism will be here next week to help define a revised scope of work to prioritize stabilization. Work will be completed in stages. Storm Construction will be given notice of award.

Old Business:

The First Friday Night Market was a success. The set up and breakdown crew did a great job. The advertisement will continue through October 2021. The bands will be playing until 9 PM instead of ending at 8 PM.

Tim Barrett from Barrett and Associates explained the Property coverage, Liability coverage, Management Liability coverages and Events coverage for the DDA. A quote was given and a motion to implement the insurance for the DDA was made by Tamela Cooper, seconded by Margaret Oliver, motion carried unanimously.

New Business:

A recommendation was made to change the approved signers of the DDA checking account to be the officers and the director, officer positions are as listed: Chairperson, Co-Chairperson, Treasurer, and Secretary. Continue to require two signatures on all checks.

A motion was made to appoint Ashlyn LaPorte to Secretary made by Margaret Oliver seconded by Tamela Cooper, motion carried unanimously.

A motion to approve the Officers to sign the DDA checks was made by Margaret Oliver, seconded by Ashlyn LaPorte, motion carried unanimously.

Current officers: Chairperson, Steven Harper, Co-Chairperson, Tamela Cooper, Treasurer, Margaret Oliver, Secretary, Ashlyn LaPorte.

Director: Denise McKay

Discussion to allow expenditures of \$300 or less without board approval was agreed. A motion to allow \$300 or less of expenses without an approval was made by Margaret Oliver, seconded by Tamela Cooper, motion carried unanimously.

The Vision and Mission Statements were reviewed and changed to:

Rebuilding Downtown: The Heart and Soul of Hiawassee.

"Build upon our Vision Statement of rebuilding the Heart and Soul of Hiawassee by creating a Dynamic, Livable, Family-focused, and Entertainment-rich, Historic and Economically-vibrant Downtown."

Paris Business 101: Building #1 will consist of a leased-out Restaurant with Roof Top Entertainment, building #2 will have Incubator space usage with two retail stores on the ground level.

Alec Therrel has resigned the DDA due to work/family time requirements. He will be greatly missed. A motion to regrettably accept Alec Therrel's resignation was made by Tamela Cooper, seconded by Ashlyn LaPorte, motion carried unanimously.

Meeting adjourned with general consent at 10:13 AM.

Hiawassee Downtown Development Authority

June 9, 2021, Minutes

Present: Steve Harper, Margaret Oliver, Tamela Cooper, Lindie Wright and Ashlyn LaPorte

Absent: Liz Ordiales

Staff: Denise McKay, Marta Izquierdo

Intern: Mikayla Jerominek

Minutes:

The June 9, 2021, Downtown Development Authority (DDA) meeting was called to order at 8:35AM by Chairperson Steve Harper.

A motion to amend the agenda to change the meeting day and time and under New Business letter d. was made by Margaret Oliver, seconded by Tamela Cooper, motion carried unanimously.

A motion to adopt the final minutes for the May 12, 2021, meeting was made by Lindie Wright, seconded by Margaret Oliver, motion carried unanimously.

Financial Report:

Margaret Oliver reported the DDA checking account has balanced with \$16,222.03, with outstanding checks in the amount of \$3,485.00 and deposits of \$1,142.17, with an ending balance of \$13,879.20.

The total collection from the tubes at Mayor's Park is \$1,226.51 and \$488.87 for Lloyd's Landing. The DDA needs \$74.09 to pay off the collection tubes. After the collection tubes are paid, the donations will be used for beautification projects within the City of Hiawassee.

The income brought in from the vendors for the June Night Market was \$792.00. The expenses were \$1,303.85. Leaving a profit now of \$478.30, due to a profit balance from the May Night Market. Denise reminded the board the intent of the night market is not to make money but to hopefully breakeven, as the purpose of the Night Market is to create an air of excitement in the downtown area and demonstrate the potential of downtown Hiawassee.

The June Night Market was a great success with good feedback from everyone.

Director's Update:

Intern Mikayla Jerominek, who is completing her bachelor's degree in Urban Development and planning, was introduced and will be with the DDA from May through September 2021.

The stabilization of the Paris Business Center will begin after the contract signing with a cost of \$74,000.00.

The checking account, banking signatures has been completed.

The Director's insurance was submitted with a cost of approximately \$2,200.00, an invoice will be sent, and the quoted cost has been reduced, the carrier will send an invoice with the correct amount.

Ribbon cutting for Artworks through the chamber will be June 15, 2021 at 4:30 PM.

Ribbon cutting for Artworks, T- Bird's Nest/ Honey Baked Ham, and Ashes to Ink through the DDA will be July 8, 2021 at 4:00 PM.

The \$600,000.00 Grant for rebuilding and restoring of the Paris Business Center was awarded to the DDA. The DDA will begin fundraising for the balance needed to complete the project.

Old Business:

PBC 101 – The purpose of the 101 is to ensure we have one message about the grant and business center. The grant is for the restoration of the buildings that will house the PBC. The PBC is a full-service business development center, that will work with entrepreneurs and has the capacity for incubator space, the upper level will be the training facility. Businesses utilizing the incubator space will be allowed to use the space for a maximum of 24 months. They cannot be a permanent resident of the incubator the only permanent resident will be the occupant of the single-story building, a restaurant, and the income generated from that building will help support the business development center. The PBC has formed partnerships with North Georgia Technical Institute, North Georgia University, the SBDC will have office space, additionally several local businesses have partnered to offer advice and guidance to the new businesses that will be utilizing the PBC services.

The First Friday Night Market was a success. The set up and breakdown crew did a great job. The advertisement will continue through October 2021. Next month the non-smoking signs will be posted around the square and dining tables will be provided with cleaning wipes. Shade Sails are needed for the vendors that are in direct sun. A motion to

purchase the Sails was made by Lindie Wright, seconded by Aslyn LaPorte, motion carried unanimously.

A motion to adopt the new Vision and Mission statements was made by Tamela Cooper, seconded by Margaret Oliver, motion carried unanimously.

Vision Statement: Build upon our Mission Statement of rebuilding the Heart and Soul of Hiawassee by creating a Dynamic, Livable, Family-focused, and Entertainment-rich, Historic and Economically Vibrant Downtown.

Mission Statement: Rebuilding Downtown: The Heart and Soul of Hiawassee

New Business:

The Façade Grant Program will need further discussion and will be tabled until next month.

The Website was discussed with agreement of it being included in the budget and for the DDA to have their own website but will be tabled for next month.

Denise and Mikayla will update the workplan and Denise will meet with the head of each committee to review their area and establish a budget. The Organization Committee will meet and develop a comprehensive budget for the DDA. This will be completed by the August meeting. The work plan will be developed for two years instead of one.

Tyler Osborn will be joining the DDA next month and due to his work hours, a new meeting time and day was needed.

A motion to change the meetings to the second Tuesday of the month at 5:30 PM beginning in July was made by Lindie Wright, seconded by Margaret Oliver, motion carried unanimously.

Meeting adjourned with general consent at 9:28 AM.

**Hiawassee Downtown Development Authority
Meeting Agenda**

Date: Wednesday, June 9, 2021
Time: 8:30 AM
Location: 50 River Street

- I. Call to order
- II. Adopt agenda as set
- III. Approval minutes of May 12, 2021 minutes
- IV. Financial Report
 - a. Collection tubes
 - b. Night Market
- V. Directors Update
 - a. Intern – May - September, Mikayla Jerominek
 - b. Building Stabilization
 - c. Banking
 - d. Directors' insurance
 - e. Ribbon cuttings –
 - i. Artworks – June 17 @ 4:30 PM
- VI. Old Business
 - a. PBC - 101
 - b. Night Market - review
 - c. Mission and Vision Statement – adopt
- VII. New Business
 - a. Façade grant program
 - b. Website
 - c. Workplan
- VIII. Adjourn

Hiawassee Downtown Development Authority
Meeting Agenda
Revised

Date: Tuesday, July 13, 2021
Time: 7:30 PM
Location: 50 River Street

- I. Call to order
- II. Welcome Tyler Osborn
- III. Adopt agenda as set
- IV. Approval minutes of June 9, 2021, minutes
- V. Financial Report
 - a. Collection tubes
 - b. Night Market
- VI. Directors Update
 - a. Building Stabilization
- VII. Old Business
 - a. Façade grant program
 - i. Amount
 - b. PBC – 101
 - i. Grant 600K for renovations
 - 1. Business plan
 - 2. Regional impact
 - c. Night Market – review
 - i. Good, bad, next step
 - ii. Budget
 - 1. music
 - d. Workplan
 - i. Work session
 - ii. Individual meetings
- VIII. New Business
 - a. Website
 - b. Lindie Wright – term expires 8/2021
- VIII. Adjourn

Hiawassee Downtown Development Authority
July 13th, 2021, Minutes

Present: Steve Harper, Margaret Oliver, Tamela Cooper, Lindie Wright, Ashlyn LaPorte, and Tyler Osborne

Staff: Denise McKay

Intern: Mikayla Jerominek

Minutes:

The July 13th, 2021, Downtown Development Authority (DDA) meeting was called to order at 5:30 PM by Chairperson Steve Harper.

Tyler Osborn was welcomed to the DDA

A motion to adopt the new agenda under item 1 was made by Steve Harper, seconded by Tamela Cooper, motion carried unanimously.

Financial Report:

Margaret Oliver reported the DDA checking account has balanced with \$9,386.27. The night market income was \$430.00.

City of Hiawassee will be issuing the yearly \$20,000 disbursement within the week.

The total collection from the tubes at Mayor's Park and Lloyd's landing has paid off from donations and there is now an available balance to use for beautification projects in the city of Hiawassee. Further collections will be used for this same purpose.

Director's Update:

Denise McKay reported on how Marta Izquierdo is doing. We wish her all the best in her recovery journey.

Mikayla Jerominek will take minutes at the DDA meeting while Marta recovers until the fall. Someone new will need to take minutes at the September meeting.

The stabilization of the Paris Business Center started today, commencing phase 1 of the restoration and revitalization project at 71 and 79 Main Street.

The triple ribbon cutting on Big Sky Drive was a success with a large turnout. The plaza is now entirely full with Artworks, Ashes to Ink Tattoo Shop, and Blimpie.

11 vacant, move-in ready spots remain in the city for new businesses.

Quickbooks has been purchased for DDA accounting. Strickland will be contacted to proceed with this update.

Liz re-negotiated the audit contract with Rushton to include the DDA.

The DDA will be purchasing a vertical banner for the August night market and other upcoming events.

There will be a Zoning and Planning training at the rec center on July 15th. 24 people from Hiawasse, Blairsville, Young Harris, and Clayton are currently registered. A similar planning retreat will take place at the Brasstown Resort in mid-August.

Old Business:

The façade grant program is undergoing finalization. The budget is estimated to be around \$5,000 and will be discussed with the finance committee when reviewing the yearly work plan and budget.

The amount that each applicant can be rewarded remains to be determined. Money not awarded to anyone at the end of the application cycle will roll over and allow for larger or more grants in the future.

Discussion took place about the specifics of what can be done with the façade grant money once awarded to an applicant. The conclusion was that all improvements must be attached directly to the façade of each storefront and cannot be store-specific. The goal is to provide improvements to the location that will benefit future store owners of that property. (i.e: Doors, Windows, Paint, Window Planter Boxes, Awnings, etc). More specific guidelines to address questions about the program are needed.

A motion was made by Tamela Cooper and seconded by Tyler Osborn to make the maximum disbursement \$1500 for each grant award was made and passed unanimously, with the exception of Ashlyn who abstained.

PBC 101:

Specifics of the stabilization of the properties at 71 and 79 main street were discussed. It was stressed that the language we use to talk about the Paris Business Center should be a clear message.

Above all, we are not funding private enterprise. We are revitalizing Hiawassees two oldest buildings and creating a business development center for anyone to use. The single story building will be the anchor tenant and funding received from this building will help to fund the business center and building maintenance.

Night Market:

More food vendors are needed each month to round out the food offerings.

The tents should be rearranged for a more efficient layout that allows for more vendors to participate.

More parking options should be evaluated like the Hardware Store and Ingles.

The music budget needs to be increased to properly compensate performers for the Night Market. The current payment for a three-hour set is only \$200.

A motion to raise the music budget to \$400 minimum was made by Liz Ordiales, seconded by Ashlyn LaPorte, and approved unanimously with the exception of Steven Harper who abstained.

The possibility of doing a 50/50 raffle or larger ticket item was brought up for next year.

Two new lights were added to the square.

Tip jars with clear signage for the music acts were discussed for future events.

The church will need back their cinder blocks being used to anchor the Night Market tents, so new weights will need to be made.

Work Plan:

The work plan was introduced. It has four main transformation strategies with a number of goals in each one for the DDA to build upon.

Going through the Work Plan will be labor intensive, so a separate work session will take place to review it and create goals within the transformation strategies.

The work plan will be three years out in accordance with the comprehensive plan. This will make it easier to update with the Main Street program every year.

New Business:

A new website for the DDA is in the works. Tyler has been helping to research potential website host services, with Squarespace seeming to be the best option as far as cost and convenience.

Lindie Wright's term is expiring with the DDA after August.

A motion to adjourn was made by Steven Harper.

Adjourned at 6:55 PM.

**Hiawassee Downtown Development Authority
Meeting Agenda**

Date: Tuesday, August 10, 2021
Time: 5:30 PM
Location: 50 River Street

- I. Call to order
- II. Adopt agenda as set
- III. Welcome Peggy Gardner
- IV. Approval minutes of July 13, 2021, minutes
- V. Financial Report
 - a. Collection tubes
 - b. Night Market
- VI. Directors Update
 - a. Building Stabilization
 - b. Ribbon Cutting – HIR
 - c. Workplan
- VII. New Business
- VIII. Old Business
 - a. Façade grant program
 - i. Review plan
 - b. PBC – 101
 - i. Grant 600K for renovations
 - 1. Business plan
 - 2. Regional impact
 - c. Night Market – review
 - i. Concrete party
 - d. Website
- VIII. Adjourn to Executive Session
- IX. Reopen regular meeting
- X. Adjourn regular meeting

Hiawassee Downtown Development Authority
August 10, 2021, Minutes
50 River Street
Hiawassee, GA 30546

The meeting was called to order at 5:31 PM by Chairperson Steven Harper

A motion by Ashley LaPorte was made to amend the agenda to include under new business item A. Secretary, and item B. Board Appreciation. It was seconded by Maggie Oliver, and the motion passed unanimously.

A motion was made by Maggie Oliver and seconded by Ashlyn LaPorte to adopt the agenda as amended. Motion passed unanimously.

Peggy Gardner was welcomed to the DDA board.

A motion was made by Ashlyn LaPorte and seconded by Maggie Oliver to approve the minutes of July 13, 2021, as amended. Change meeting date to 07/13/2021 instead of 07/12/2021.

Maggie Oliver gave the financial report, current funds available \$25,980.61, Collection tubes have collected \$3,224.86 since installation with net proceeds of \$1,672.15 available for beautification projects. Night Market income for August was \$390. August expenses are \$1,672.15. Discussed that the market was not intended to make money for the DDA but to create an air of excitement and activity in the downtown area.

Directors Update – Denise McKay reported the building stabilization is nearing completion. The roofs are covered, front wall stabilized and window coverings will be installed within the next couple of weeks. Dehumidifiers will be installed in both buildings to help keep the moisture from doing additional damage. The next phase of the project will be the interior demolition to determine the next phases.

A ribbon cutting is scheduled at HIR on September 13th at 4:00 PM.

Denise reported that she has met with all board members except Ashlyn and that they are meeting Wednesday evening to review the work plan. After meeting with all the members she will organize their ideas into presentation format and bring to the board for further development.

New Business

Secretary duties, with Marta being out until the end of the year and Mikalya is returning to college assistance is needed with taking minutes at the meetings. Tyler and Peggy volunteered to assist with secretarial duties until Marta returns.

Board recognition when retiring from the DDA board. Discussed what should be done to thank board members for their service. Through discussion the Board decided to present plaques to people that have served and to host a retirement reception along with plaque for members that have completed their term.

Old Business

Facade grant program- reviewed the application package and recommendations were made to include the business must be in good standing with the City and not delinquent on taxes and/or utilities. To exclude landscaping and remove structural stabilization from the project list.

A motion was made by Tyler Osborn and seconded by Peggy Gardner to adopt the facade grant program with the above amendments. The motion passed unanimously.

A motion was made by Tamela Cooper and seconded by Tyler Osborn to make the maximum disbursement \$1500 for each grant award was made and passed unanimously, with the exception of Ashlyn who abstained.

PBC – 101 Chairperson Steven Harper reviewed the intentions of the \$600K grant, that it was for the business development center. Yes, the buildings will be repurposed and restored with the outcome of opening the business development center. The business center will have a regional impact and that the project was vetted at a regional, state and national level.

Night Market is continuing to grow and four more vendors will be participating in the September market.

Concrete party – the DDA has been using the cement anchors from St. Francis Church, will need to return them as the church will be hosting a festival and needing the blocks. A concrete party to construct anchors for the DDA tents has been scheduled for August 25 at 6:00 PM at Hiawasse City Hall, the DDA will provide dinner.

Website Tabled until September

Chairperson Steven Harper adjourned to Executive Session for the purpose of real estate at 6:45 PM.

Chairperson Steven Harper reopened regular meeting at 7:09 PM

Chairperson Steven Harper adjourned regular meeting by general consent at 7:09 PM

**Hiawassee Downtown Development Authority
Meeting Agenda**

Date: Tuesday, October 12, 2021
Time: 5:30 PM
Location: 50 River Street

- I. Call to order
- II. Adopt agenda as set
- III. Approval minutes of September 14, 2021, minutes
- IV. Financial Report
 - a. Collection tubes
 - b. Night Market
- V. Directors Update
 - a. GICH
 - b. Youth Leadership Program
 - c. Hours - tracking
- VI. New Business
 - a. Business Plan
 - i. Budget (homework)
 - b. Planning Retreat for 2022
 - c. DDA Training – Spring
- VII. Old Business
 - a. Tables – high top
 - b. Criteria – anchor building
 - c. PBC – 101
 - i. Grant 600K for renovations
 - 1. Business plan
 - 2. Regional impact
 - 3. Infographic
 - d. Night Market – review
 - e. Website
- VIII. Adjourn – general consent

Hiawassee Downtown Development Authority
October 12, 2021

In attendance: Peggy Gardner, Ashlyn LaPorte, Tyler Osborn, Liz Ordiales, Steve Harper, Maggie Oliver, Tamela Cooper

Staff: Denise McKay

The meeting was called to order at 5:36PM by Steve Harper, Chair

- Adopt the agenda as set
 - Motion – Liz Ordiales, Second – Ashlynn LaPorte, Unanimously accepted
- Approval of minutes with the following
 - Correct spelling of Ashlyn LaPorte and Tyler Osborn, Motion – Ashlyn LaPorte Second – Peggy Gardner , Unanimously accepted
- Financial Report
 - Unavailable at this time
- Director update – Denise McKay
 - Both Hiawassee & Young Harris, along with Towns County has been accepted into the GICH Program
 - A grant application for \$5000.00 has been submitted to help cover the cost of the upcoming retreat
 - The Youth Leadership Program has had 2 meetings so far.
 - The program is working to align with school resources to help students
 - Time sheets were sent to all board members to help track volunteer hours.
 - This will be used for both the Main Street Program as well as helping us tell our story
 - Spouses can also submit a time sheet with hours
 - Remember to submit at the end of each month
 - We are still waiting to hear back from Georgia Mountain Restaurant regarding a ribbon cutting
- New Business
 - Tyler has been working on the Main Street Program work plan and it is about 75% finished. It should be ready for review with Denise within the next week.
 - Denise explains what the Main Street Program is & why it is important
 - The Main Street Board is structured to also be the DDA Board
 - The work plan is to help us set and achieve goals
 - Ashlynn is going to start preparing for 'Shop Small Saturday'
 - Denise also suggests we participate in Plaid Friday, we already have ribbon for this
 - Businesses will register for these programs through the DDA
 - Maggie suggested Donna with Body Sense as a resource to help us with this program
 - Denise discussed Main Street 101 and reminds new members that this course is required through the state

- Retreat for Board Members
 - January 18,2022
 - Location – Hightower Creek Vineyards
- DDA Training – Madison, GA
 - Set either March 7-8 or 14-15
- Peggy has been working on marketing for DDA
 - New Instagram account has been set up (@HiawasseeGADDA)
 - Old account will be deleted by Lindsey
 - Towns Forward – a document to show our progress, as well as county & Young Harris progress, has been created
 - This help in telling our story to the community
 - This was designed by Fiver Company and paid for by the DDA
 - Creative Brief
 - This will be used to help us create our brand for marketing and what guidelines we set for designers
 - A discussion was held on what we would like to see. All proposals will need to be submitted to Denise
 - A local graphic designer is preferred for this project
- Old Business
 - Night Market Tables
 - Denise has been looking into tables for us to use at the night market
 - Round – high top and rectangle to be used in the lawn area and the street area
 - Anchor Business for Paris Building
 - Full Bar
 - Serve Lunch/Dinner
 - No national chain
 - Preferably someone with experience
 - PBC 101
 - Steve discussed the Paris Building Center, along with the grant, reminding us that it will not only have an impact on Hiawassee, but the entire region as a whole
 - Night Market Review
 - Tabled
 - Motion – Ashlyn, Second – Tamela. Unanimously Accepted
 - Website
 - Table, Motion – Tyler Osborn , Second – Maggie Oliver, Unanimously Accepted

The meeting was adjourned at 6:46 PM by Steve Harper, Chair

**Hiawassee Downtown Development Authority
Meeting Agenda**

Date: Tuesday, December 14, 2021
Time: 5:30 PM
Location: 50 River Street

- I. Call to order
- II. Adopt agenda as set
- III. Approval minutes of November 9, 2021, minutes
- IV. Financial Report
- V. Directors Update
 - a. GICH – December and March
 - b. Youth Leadership Program
 - c. 2021 Review
 - d. Call for design work
- VI. New Business
 - a. Amendment – Bylaws
 - b. Set Calendar 2022
- VII. Old Business
 - a. Business Plan
- VIII. Adjourn – general consent

Hiawassee Downtown Development Authority

Meeting Minutes for November 9, 2021

In attendance: Denise McKay, Maggie Oliver, Tyler Osborn, Liz Ordiales, Steve Harper and Peggy Gardner.

The meeting was called to order by Steve Harper at 5:30 pm.

The agenda was amended to add an item under New Business to include the facade grant application that had been received from Ryan Hood.

Tyler Osborn made a motion to approve the agenda as amended, seconded by Maggie Oliver and unanimously approved.

The minutes of October 12, 2021 were unanimously approved with the motion by Mayor Ordiales, seconded by Maggie Oliver.

Financial Report: Maggie and Denise provided the financial report. All of the data is now in Quickbooks, and matches the City of Hiawassee standards and structure. The account balanced to the penny with \$20,707.22, less checks outstanding for \$2,798.36, for a balance of \$18,057.84.

Director's update:

- GICH workshop still TBC for a firm time. Have been aiming for March.
- Youth Leadership Program is making good progress. The program will begin with elementary ages and go to young adult, e.g. age 25. There were five presentations on different programs, all of them very comprehensive. A link with the presentations will be sent out at the end of the month to begin evaluations for final selection of a program.
- Comprehensive Plan: final reviews are in and the Mayor, Commissioner and the Council have all been very engaged. Mayor Ordiales emphasized that the goal regarding housing is quality workforce housing, not "affordable" as it has different connotations of quality. The plan will still need to be completely finalized and submitted.

New Business

- Denise said the DDA follows a different fiscal year than the city and recommended that the DDA align with the City of Hiawassee for cost and time savings. That will require an amendment to the by-laws after approval by the Council, and then DDA approval to the by-law change.
- Façade grant app – the first submission by Ryan Hood is in. Members reviewed the submission and Peggy motioned to approved, 2nd from Tyler, and unanimously approved for \$1500. Discussion also about asking façade grantees to allow a sign to be posted acknowledging DDA funds are at work.
- Collection tubes: Maggie suggested a QR code be added on the signage for ease of digital payments. Tyler will work with Maggie to create and execute.

6:00 the meeting was adjourned.

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- IV. Financial Report
- V. Directors Update
 - a. GICH – December and March
 - b. Youth Leadership Program
 - c. 2021 Review
 - d. Call for design work
 - e. Ribbon Cutting – Daniels – 12/10/2021 8:30 AM
- VI. New Business
 - a. Amendment – Bylaws
 - b. Set Calendar 2022
 - c. Intergovernmental Government Agreement
- VII. Old Business
 - a. Business Plan
- VIII. Adjourn – general consent

Hiawassee Downtown Development Authority

Meeting Minutes for December 14, 2021

In attendance: Denise McKay, Ashlyn Porter Maggie Oliver, Steve Harper, Tamela Cooper and Peggy Gardner.

The meeting was called to order by Steve Harper at 5:38 pm.

Agenda was adopted unanimously, Maggie made the motion, seconded by Peggy Gardner.

November 9, 2021 minutes were approved; motion made by Peggy and seconded by Maggie.

Financial report: Beginning balance was \$18,605.33 with checks for \$625.77 leaving a \$17,979.76 balance.

Directors Update:

- GICH – orientation is set for Dec. 15, and the retreat is March 22-24 in Athens. Denise, Steve and Maggie will attend.
- Youth Leadership Program – two people will be leading it in cooperation with the Joint Development Authority. Hope to have this program participate in the Paris Business Center activities as well.
- 2021 review – Denise is working on the Main Street Renewal report. Also provided last year's work plan and noted great progress on all items.
- Call for design work – have 4 companies that have expressed interest. Deadline is Jan. 17 for concepts, which will be reviewed at the DDA retreat in Jan.
- Ribbon cutting at Daniels United – well attended by DDA and other officials. Pictures are online.

New Business:

- Bylaw amendment to change the DDA fiscal year has been approved by the City Council. Motion to accept as final for the DDA made by Tamela, seconded by Maggie, and unanimously adopted.
- The 2022 Calendar was presented. Motion to accept, as amended, was made by Tamela and seconded by Ashlyn. No December meeting currently, but one may called if needed.
- Intergovernmental Agreement for the River Street House was reviewed and motion to accept made by Ashlyn and seconded by Tamela. Unanimously approved.

Meeting was adjourned at 6:45 p.m.