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