

**Hiawassee Downtown Development Authority
Meeting Agenda**

Date: Tuesday April 11, 2023
Time: 8:30 AM
Location: 50 River Street

- I. Call to order
- II. Adopt agenda as set or amended
- III. Approval of minutes of March 14, 2022 meeting
- IV. Approval of minutes of March 22, 2023 special meeting
- V. Financial Report – Efren
- VI. Directors Update:
 - a. PBC
 - i. PBC Construction Update
 - ii. Fundraising Update
 - iii. Marketing Plan
 - b. Boardwalk Update
- VII. Program Manager Update
 - a. Night Market/Sponsorship Challenge
 - b. Work Party: Shed Cleanup
 - c. Buffett Party Table Challenge
- VIII. New Business
 - a. Restaurant Presentation
 - b. Acceptance of Resignation
 - c. Recommendation of Replacement
- IX. Old Business
 - a. Website – Tyler
 - b. Hikers – Monica
 - c. PBC Funding Shortage
- X. Executive Session
- XI. Adjourn – general consent

Hiawassee Downtown Development Authority
Monthly Meeting
April 11, 2023

Board Members Present: Tyler Osborn, Tamela Cooper, Monica McKenna, Efren Lopez and Liz Ordiales

Staff Present: Denise McKay (via phone), Steven Harper

Guests Present: Babette Dunn, Councilmember Anne Mitchell

- I. Tyler called the meeting to order at 8:33 AM
- II. A motion to adopt the agenda as set was made by Monica, seconded by Efren. Motion passed unanimously.
- III. A motion to approve the minutes of the Regular Meeting held March 14, 2023, was made by Efren seconded by Liz. Motion passed unanimously.
- IV. A motion to approve the minutes of the Special Meeting held March 22, 2023, was made by Liz, seconded by Efren. Motion passed unanimously.
- V. Efren gave the financial report. Current cash on hand is \$12, 650.51.
- VI. Denise gave the Director's update. The PBC construction is currently on hold pending a motion from the City to approve the amended contract with Storm Construction. Liz will reach out to John from Storm Construction to move forward with the amended contract. Plans for the Boardwalk have been forwarded to an architectural firm and we are awaiting a first set of drawings.
- VII. Steve gave the Program Director's update. The Night Market Sponsorship challenge has only resulted in \$1,200 in sponsorship dollars, although there is an outstanding pledge of \$500 from a company whose contact has recently left. Steve will contact them to remind them of their pledge. There will be a work party to help organize the shed being shared by Public Works and the DDA. The DDA will take the right side, and the Public Works will take the left side. The work party will be scheduled for Saturday, April 15, at a time to be proposed by Steve. Steve then introduced a new challenge to sell tickets to the Buffett fundraiser. Tickets for the VIP area are \$60 per couple, and baskets (both alcoholic and non-alcoholic) designed to feed two people each will be available for \$60. General admission tickets will be available for \$15 each.
- VIII. Steve read a presentation submitted by the owners of Schmear Café to open a new restaurant in the Paris Business Center anchor building. While they have submitted an LOI that matches most of the Board's requirements, and their concept is a novel one for Hiawassee, their plan includes converting the upstairs area to an herb garden, rather than an upstairs bar, which the Board decided was not the best use for the building. Another existing restaurant based in Blue Ridge has also delivered an LOI to open a restaurant that better matches the Board's requirements, as it includes using the upstairs area as a bar/additional seating space. A motion was made to accept the LOI from the seafood restaurant was made by Tyler, seconded by Monica. Motion passed unanimously. Denise and Steve will work with the owners of Schmear Café to try to open their concept at another location.

- IX. A motion to accept Ashlyn LaPorte's resignation from the Board was reluctantly made by Liz, seconded by Tamela. Motion passed unanimously.
- X. A motion to recommend Babette Dunn as Ashlyn's replacement for both the remainder of Ashlyn's existing term, which ends in August 2023, as well as a new full term, was made by Tyler, seconded by Liz. Motion passed unanimously. Liz will present Babette's nomination at the next City Council work session, to be voted upon at the next City Council meeting.
- XI. Tyler gave an update of the website. While he did not present statistics over last month's numbers, he confirmed that the Stripe account is up and running and ready to accept payments. He also said about two or three local businesses have opened Locable accounts.
- XII. Monica gave an update on the Hikeawassee Shuttle. To date it has transported 889 hikers from both pickup spots, although the more popular spot appears to be Dick's Creek Gap, rather than Unicoi Gap. Liz mentioned that many hikers at the Mayor Monday events have said how much they love what we're doing and are looking forward to bringing their families here for vacation or even relocating here. In all, it has been a very successful project.
- XIII. Denise gave an update on the PBC funding shortage. Liz said she will request \$2,000 per month for the next five years out of SPLOST funds. 55% of the SPLOST budget has already been earmarked and approved for economic development projects, and the \$2,000 per month represents only about 5% of that earmark, so she does not foresee any problems raised by the City Council in approving it. Anne Mitchell suggested that a social gathering among the City Council and the DDA members will help bring those two groups together because, after all, we are all working toward the same end goal. Liz agreed and suggested we host it offsite to make it a more casual affair. A motion was made by Tyler, seconded by Efren, such that if the City Council agrees to fund \$2,000 per month from SPLOST funds for the next five years, in addition to the \$20,000 annual budget out of the general fund during that same period and thereafter, then the DDA approves the financing plan to take out a loan. Motion passed unanimously.
- XIV. There was no executive session.
- XV. The meeting was adjourned at 10:28 AM by general consent.

Minutes recorded by: Steven Harper

Submitted on: Apr. 11, 2023