



# Department Report

---

**Report Title:** Dahlenega Downtown Development Authority/Main Street – January 2024  
**Report Highlight:** Work Plan Items  
**Name and Title:** Ariel Alexander, Downtown Development Director

## Organization:

- Completed the annual Downtown Development Authority Planning Meeting with community partners. The work plan will be updated and presented at the March Work Session.
- Attended planning and PR meetings regarding the East Main Street utilities project as well as the upcoming Park Street project.
- Managed all postings for the City of Dahlenega website and social media for the month.
- Working to complete the Georgia Main Street Annual Assessment of Dahlenega’s downtown programs.
- DDA appointed the new slate of executive officers for 2024: Chair- Wendi Huguley, Vice Chair- Awtrey Moore, Treasurer- Melanie Dunlap, Secretary- Ariel Alexander.
- Onboarded two new DDA board members. They are completing the required training.

## Promotion:

- Continuing joint advertising efforts between the Chamber, UNG, Tourism, and DALC staff.
- Working with UNG and Tourism on a mural project that will be completed and unveiled in the Spring.
- Continuing to promote Dahlenega Dollars, a virtual gift card program that allows patrons to purchase “downtown dollars” that can be spent at any participating Dahlenega business.
- Planning Dahlenega’s Arbor Day Celebration.
- Planning Mondays on Main, a monthly Main Street program to incentivize community and foot traffic downtown on Mondays.

## Economic Vitality:

- Approved sketches for the “Bears Around the Square” mini bronze statue program and sent them to the foundry for casting.
- Developing a Downtown Development District Incentive Policy for the Council and DDA’s review.
- Attended plan review meetings with Planning and Zoning. Provided Business Welcome Packets.
- Fielded questions and met with prospective downtown property owners.