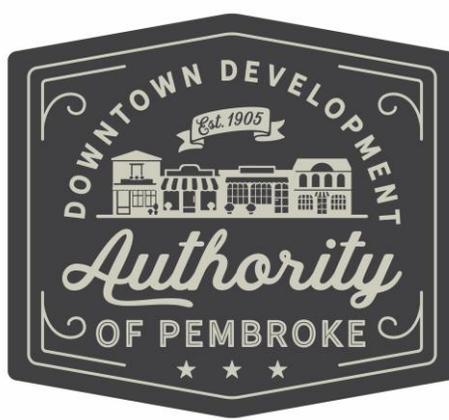


- **Call to order** – 12:03PM. Meeting held via Zoom.
- **Attendance** – Doyce Mullis, Stephanie Morrison, Dana Dudley, Tiffany Walraven, Renee Hernandez
- **Approval of Minutes** – Motion to approve made by Tiffany Walraven, seconded by Stephanie Morrison
- **Review of Vision and Mission:** *Vision:* To ensure Downtown Pembroke is an economically sustainable, vibrant, and welcoming gathering place.
Mission: To develop and promote growth and prosperity in our community while maintaining and preserving our cultural and historic character.
- **Financial Review:** \$7,183.26 in the operating account. There are approximately \$1226.00 in outstanding operating checks and \$200.00 in outstanding t-shirt donation distribution checks. The Authority is owed \$500.00 from the City of Pembroke and 1,500.00 in past due rent from H&S Construction and \$500 in August rent from Designs 4 Your Desire. When all transactions clear, the DDA operating fund will be approximately \$8,257.26. As a reminder, the DDA will repay the City of Pembroke \$4,905 for the HVAC replacement at 38 W. Bacon Street. We will use the money received from H&S construction as well as all rent payments received from Design 4 Your Desire between July and December to pay for the replacement. This will drop the operating balance to approximately \$3,352.26. We have not yet received Q3 support from the City of Pembroke.
- **Old Business**
 - Cilantro's – Hernandez explained that the Cilantro's owner has been dealing with staffing issues at other locations, which took his focus away from the Pembroke opportunity. He has promised the building owner the renovation estimates this week. We expect the building owner to utilize the DDRLF. Hernandez mentioned that the building owner did have interest from a couple other businesses, if Cilantro's didn't pan out. Tiffany Walraven mentioned that maybe the building owner could share the names of those other interested businesses so that we could market other vacancies to them. Hernandez said she would reach out to the owner to ask. Hernandez also mentioned that the building owner was a good contact regarding the TOS theatre, as he has been on preservation boards and had a hand in restoration projects. Tiffany Walraven stated that we should reach out again to SCAD and the Averitt Center to see if they are interested. They were previously, but nothing was started prior to the economic downturn. They may be interested at this time.
 - GeorgiaTrend – Hernandez updated that the August issue is out and our feature and ad look nice. Extra copies are available, should any Board member desire one.



➤ **New Business**

- Fundraising - Spaghetti Dinner (Mayor Cook) Hernandez explained that Mayor Cook suggested holding a Spaghetti dinner fundraiser. Alex Floyd suggested the funds could be used for Christmas light expenses. Tiffany Walraven questioned if dinner fundraisers were permitted with COVID restrictions and recommended contacting the health department for information. Dana Dudley mentioned that Ellabell United Methodist had to change their ministry food giveaway to be prepackaged food only, due to COVID.

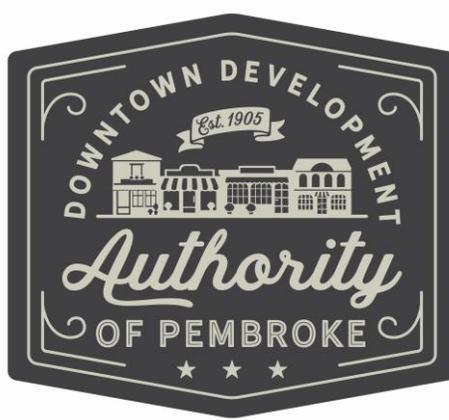
- Department Head Event Planning Meeting - Hernandez explained that the meeting was held at 9AM. The following events were discussed.
 - Back to School Bash, scheduled for 8/11, is a drive-thru event. Volunteers are needed to help pass out backpacks. Hernandez asked for assistance, if anyone was available. So far, Janice Mizell has volunteered.
 - Halloween - Hernandez explained a backwards parade idea, where candy passers could line up along Railroad Street and trick-or-treeters could remain in their vehicle while getting candy through the window. Hernandez has already reached out to First Baptist Church of Pembroke and Pembroke Christian Church to see if they would like to join in this event instead of their annual Trunk-or-Treats, to minimize COVID exposure. Stephanie Morrison mentioned using Halloween for another business hop so that businesses could offer candy at their shops and Railroad Street could be used for other businesses or agencies not on HWY280.
 - Georgia Cities Week - Scheduled between 10/4 and 10/10, we plan to showcase several city vehicles and equipment along HWY280. All other activities will be done virtually, like scavenger hunts.
 - Christmas Festivities - Hernandez stated that, at this time, it is best to cancel our typical festival and plan alternatives. For the tree lighting on 12/5, we can still have the activity, but show it via FB Live and have PAC TV record it and air it later. This way, only a minimal amount of people will be down at the tree for the lighting. For the festival scheduled 12/12, Hernandez suggested a similar backwards parade to Halloween. Businesses and agencies that typically enter floats could decorate a space along Railroad Street and people could drive through to see, essentially becoming the parade. Stephanie Morrison stated she wasn't fully on board with the idea, but said that she wasn't sure what kind of alternative there was. She suggested the storefronts along HWY280 decorate heavily so that those decorations would be on display the entire month. Hernandez reminded the Board that a storefront decorating contest was already

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on the books for December. Tiffany Walraven suggested that we invest in more lights Downtown, to compliment the Winter Wonderland that is set up at the caboose. She also sent links for the giant ornament displays. Hernandez stated that the prices she has been given for commercial displays such as these has been several thousands of dollars, some even reaching \$30,000. Hernandez committed to obtaining more quotes and getting back to the Board ASAP.

○ **Events**

- Quarterly Luncheons - Hernandez asked the Board if they felt that a virtual meeting would be successful. Doyce Mullis stated that participation would likely be low unless specific information was to be shared. Tiffany Walraven stated that it might be difficult to use a virtual format for general conversation, with everyone talking at the same time.
 - Scarecrow Contest - begins 10/19 and winner announced 10/24 - Stephanie Morrison asked if we would be receiving information soon regarding the Scarecrow Contest and Hernandez confirmed it would be coming out this month.
- **Open Discussion** - Tiffany Walraven asked about holding a drive-in movie. Hernandez stated one was planned for November 7th, but forgot to mention it during the previous event discussion. Hernandez stated the plan was to show the movie at the Harn Ball Field or the Ash Branch Ball Field and have a food truck on site so that the DDA wasn't risking exposure by selling concessions. Tiffany Walraven asked if the DDA was doing anything for the drive-thru open houses at local schools. Hernandez stated nothing had been planned. The decision was made to give out a flyer regarding the drive-in movie along with a coloring sheet. Hernandez stated she would contact the BOE for approval.
- **Adjourn** - Motion to adjourn made by Doyce Mullis and seconded by Stephanie Morrison.