

Downtown Development Authority of Pembroke

DDA/Main Street Board Meeting Minutes

Wednesday, December 4th, 2024

Pembroke City Hall

12:00 Noon

Call to Order:

Attendance:

No Quorum: Stephanie Morrison, Dana Dudley, Jonathan Mears

Approval of Agenda:

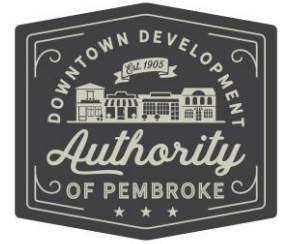
Approval of Minutes:

Public Comment:

Old Business:

- **Christmas Tree Lighting**
 - Fernanda Camacho Hauser provided the schedule for the 2024 Pembroke Christmas Tree Lighting
 - 5pm Choir Rehearsal
 - 5:30 Santa Arrival
 - 6 pm Mayor's Speech
 - Followed by a countdown led by the Santa for the tree to be plugged in and the performance led by Mr. Moore and the 2024 Inter-Church Choir consisting of the FBC of Pembroke, Cross Way Worship Center, and Christ Baptist Church
- **Christmas Parade & Market**
 - **Registrations and Scammer updates**
 - An estimate 97 scam accounts
 - 97 vendors and 8 food trucks utilizing the 125 booth spaces and 9 food truck spaces
 - **Budget Request for Volunteer T-Shirts**
 - The estimated cost was not available at the time of the meeting to cover the 8 t-shirts being made for the volunteers, Fernanda Camacho Hauser will email the board the cost estimates once they are in
 - Additional costs for this event include the portable restroom rentals, which have historically been \$750 and are covered by the revenue generated

from the vendor registrations fees currently totaling \$4,205.49 in the PayPal Account



- **Pembroke Historic District Walking Tour Launching on November 23rd**
 - Fernanda Camacho Hauser provided an update regarding the launch of the historic walking tours, there were 16 people registered to participate with 4 attending
 - Board members were provided with pamphlets and window decals with the access code to the platform to host at their businesses if they so wished.
 - Jonathan mentioned some concerns about the quality of some of the images on the mobile version of the tour
 - To be discussed at a later time to see if accessing the platform building will allow for this issue to be addressed.

New Business:

- **Main Street America Annual Assessments**
 - Fernanda Camacho Hauser informed the attending board members that the Annual Assessments for both Main Street America and Georgia Main Street is due on January 15th so it will be discussed as part of the January 8th meeting.

Adjourn:

Dana Dudley motioned, and Jonathan Mears seconded.