

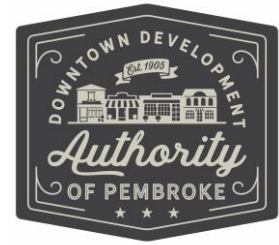
Downtown Development Authority of Pembroke

DDA/Main Street Board Meeting Minutes

Wednesday, February 5th, 2025

Pembroke City Hall

12:00 Noon



Call to Order

Attendance

Board Members: Stephanie Morrison, Jonathan Mears, Tiffany Zeigler (over phone), Dana Dudley, Don Poythress

Staff Members: Chris Benson, Fernanda Camacho Hauser

Approval of Agenda

Stephanie Morrison made a motion, Jonathan Mears Seconded

Approval of Minutes

- December & January
 - Don Poythress made a motion, Stephanie Morrison Seconded

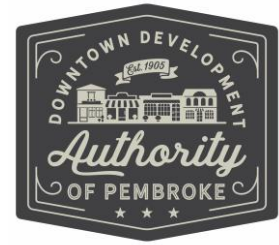
Public Comment

- Ken Copi inquired as to assistance being provided to Oak Mann Plaza ('The Backwards Building') in way of assisting with identification of potential tenants
 - Fernanda Camacho Hauser provided a summary of ongoing efforts
- Ken Copi inquired as to considerations of expanding the DDA boundaries given the commercial space being discussed in proposed PUD's
 - Tiffany Zeigler provided a summary
- Ken Copi inquired as to the tax status of St Joseph Candler
 - Chris Benson provided a summary

Old Business

- Main Street America Annual Assessment
 - Fernanda Camacho Hauser provided an update as to the Annual Assessment having been turned in and that the designation and feedback from Nationals will be received sometime in March.
- Old Baseball Field Redevelopment Project Update
 - An update including the date of the February 6th at 6 pm stakeholder meeting regarding the Old Baseball Field Redevelopment Project was provided.

- Don Poythress inquired regarding on going development projects outside of those being spearheaded by the DDA and City of Pembroke.
 - Chris Benson and Tiffany Zeigler provided an update.



New Business

- Summary of 2024 Financial Activities
 - The DDA Debit account began 2024 at \$23,518.48 and ended 2024 with \$43,504.55 with the biggest contributions coming from rental properties (\$17,400) and City Contributions (\$7,905) followed by revenue from events.
- 2025 Events – Board Feedback
 - Fernanda Camacho Hauser provided the board with the proposed activities for 2025 events and requested board feedback:
 - Return of the Whistle Stop Market, moved to Thursdays and from Church Street
 - Annual City Easter Egg Hunt in April
 - Possible City Splash Pad in June/July
 - Christmas Parade & Market and Christmas Tree Lighting in December
 - Fernanda Camacho Hauser requested input regarding potential events marking the 120th Anniversary of the City's Incorporation
 - Tiffany Zeigler brought up discussion of a return of a public event such as a Street Dance.
 - Discussion was had about the expandability of events hosted downtown given the trade off on parking and event space as well as the potential hazards of the active railroad.

Adjourn

- Stephanie Morrison motioned; Don Poythress Seconded.