

Downtown Development Authority of Pembroke

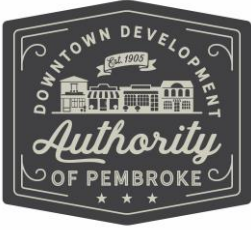
DDA/Main Street Board Meeting Agenda

Wednesday, September 4th, 2024

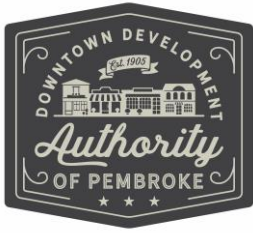
Pembroke City Hall

12:00 Noon

- **Call to Order:**
Tiffany Zeigler
- **Attendance:**
 - **Board Members:** Stephanie Morrison, Tiffany Zeigler, Don Poythress, Jonathan Mears
 - **Members of Public:** Ken Copi
 - **Staff Members:** Fernanda Camacho Hauser
- **Approval of Agenda:**
 - Jonathan Mears motioned for approval, Stephanie Morrison Seconded
- **Approval of Minutes:**
 - Jonathan Mears motioned for approval, Stephanie Morrison Seconded
- **Public Comment:**
 - No Public Comment
- **Old Business:**
 - **Rental of 38 W Bacon St**
 - Motion to approve the rental rate for one year lease of 38 W Bacon at 1,134.00 with review of the possibility of renewal based on the progress of the TOS Theatre revitalization. Further contract verbiage to be voted on at a future meeting.
 - Don Poythress made the motion, Jonathan Mears seconded, all board members approved.
 - Trick or Treat on Railroad St
 - **Addition of walking trick-or-treater hour**
 - Fernanda Camacho Hauser requested an additional hour be added from 5 to 6 pm to the Trick or Treat on Railroad Street event to allow for a walking trick or treat prior to the drive thru from 6 to 8 pm.
 - **Gnomes**



- Fernanda Camacho Hauser requested the budget to purchase three to four (depending on whether they are available individually or in pairs) Halloween themed gnomes from the dollar tree at \$1.25 each plus tax. Board Approved.
- Christmas in Pembroke
 - Price Changes
 - Fernanda Camacho Hauser requested board approval for the updated prices for the annual Pembroke Christmas Market. This would include the addition of a price category for food trucks prices at \$75.00, for a regular booth from \$55.00 to \$60.00 and for an additional booth \$15.00 to \$20.00. Board Approved
 - Whistle Stop Market Vendors
 - Fernanda Camacho Hauser requested a registration fee wave or reduction for the vendors who had participated in the 2024 Whistle Stop Market who wished to participate in the 2024 Christmas Market.
 - Board approved for registration fee wave for 2024 Whistle Stop Market Vendors who participated in 50% (4) of the market days or more to be waved should they be interested in participating in the 2024 Christmas Market.
 - Don Poythress Motioned, Stephanie Morrison seconded. Board approved.
 - Additional location for food trucks
 - Fernanda Camacho Hauser requested board approval on one of the two potential extension sites of the Pembroke Christmas Market for food trucks. The offered and suggested sites are the Allegiance Tech parking lot and the 1st Bank parking lot.
 - Board voted for The 1st Bank parking lot. Don Poythress motioned. Stephanie Morrison and Jonathan Mears seconded.
- Downtown Planter Refresh



- Fernanda Camacho Hauser informed the board of ongoing interest and future work of refreshing the downtown planters through facilitating interested volunteers.
- Walking Tour Updates
 - Fernanda Camacho Hauser informed the board of the continued work to have the Pembroke Historic District Walking Tour ready for launch on Saturday, November 23rd. with an interest in scheduling free guided tours to allow for the public to learn how to operate the platform hosting the tour.
 - Tiffany Zeigler recommended having registration for smaller groups to ensure a manageable group size.
- Strategic Planning
 - Finalized Work Plan 2024
 - Fernanda Camacho Hauser will provide the board with digital versions of the Finalized Work Plan for 2024
 - 2025 Strategic Planning Session
 - Fernanda Camacho Hauser informed the board of discussions had with DCA and GMS regarding a more extensive DCA guided 2025 Strategic Planning Session.
- **New Business:**
 - Old Baseball Field Redevelopment Committee Report
 - Tiffany Zeigler provided an update regarding the progress of the Old Baseball Field Redevelopment Project.
 - Adoption of Updated Bylaws
 - Financial Report-
 - Current Balance: \$37,695.47
 - Deposits: \$820.00
 - Withdrawals:
- **Adjourn:**
 - Stephanie Morrison motioned to adjourn; Jonathan Mears seconded.