

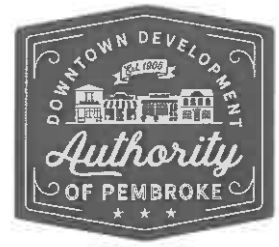
Downtown Development Authority of Pembroke

DDA/Main Street Board Meeting Agenda

Wednesday, May 6th, 2026

Pembroke City Hall

12:00 Noon



Call to Order

Attendance

Approval of Agenda

Approval of Minutes

Public Comment

Financial Statement

Old Business

- GICH Updates
- Theatre Updates
- Event Updates
- Old Baseball Field Project Updates
- Pocket Park Updates

New Business

- Grant Updates
- 154 W Railroad Street Updates
- Georgia Main Street Annual Assessment Results

Action Items

- BIG GSU Feasibility Study
- Lease Negotiation Range
- Dingle Building Document

Adjourn

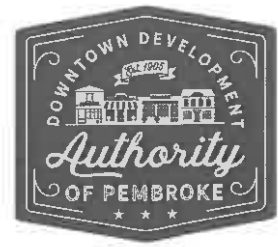
Downtown Development Authority of Pembroke

DDA/Main Street Board Meeting Minutes

Thursday, April 9th, 2026

Pembroke City Hall

12:00 Noon



Call to Order

Attendance

- Tiffany Zeigler, Don Poythress, Jonathan Mears, Dana Dudley

Approval of Agenda

- Motion made by Don Poythress, seconded by Jonathan Mears

Approval of Minutes

- Pending the correction of the date at the top of the page
 - Motion made by Jonathan Mears, seconded by Dana Dudley

Public Comment

- None

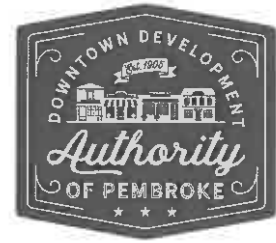
Financial Statement

- **February Expenditures: \$ 332.63**
- **March Expenditures: \$ 524.00**
- **Bank Balance: \$ 69,481.45**

Old Business

- GICH Team Updates – Fernanda Camacho Hauser provided updates
 - GICH Alumni Recertification Submitted and Approved
 - Pursuing GICH Senior Year, Application due April 10th
 - Informational Meeting about the CHIP Houses to be held on April 20th, 9 am and 6 pm
- Theatre Updates – Fernanda Camacho Hauser provided updates
 - T-Mobile Hometown Grant Submitted
 - Northern Theatre wall structural issues have been addressed
 - Updates will be provided regarding the Fox Theatre Grant Cycle to Tiffany Zeigler
- Event Updates -Fernanda Camacho Hauser provided updates
 - Easter event saw lower attendance than previous years due to weather but was a success
 - The rescheduling of the DDA Metting allowed for a 3rd grade GATE Students
 - Leadership Southeast Georgia was also provided with a guided walking tour

- Walking Tour Speaker System Updates- Fernanda Camacho Hauser provided updates
- Central Spaces of Morgan Gold Block Updates
 - Ben McCay provided an overview of the SOW of the proposed feasibility study for the Central spaces of the Morgan Gold Block
 - Board will make a final decision at the May board meeting



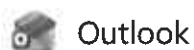
New Business

- Downtown Commercial Space Updates – Fernanda Camacho Hauser provided updates
 - Oak Mann Plaza’s new owners have shared marketing information
 - DDA is lending support by connecting interested potential entrepreneurs
 - Southern Hometown Pharmacy has closed and the contact information for the leasing agent has been obtained and will be shared with potential entrepreneurs who request it.
 - One of the DDA commercial tenants has shared their interest in relocating from their current space.
 - Fernanda Camacho Hauser recommends that this be taken as an opportunity to assess whether the \$700 monthly rent is reflective of the surrounding commercial rates in Downtown Pembroke.
 - Board supported this recommendation.

Action Items

Adjourn

Motion to adjourn made by Jonathan Mears, Seconded by Don Poythress



Outlook

Main Street Program Notice of Probation and Acknowledgment

From Ellen Hill <ellen.hill@dca.ga.gov>

Date Tue 5/5/2026 8:33 AM

To Chris Benson <administrator@pembrokega.net>; Tiffany Zeigler <mayor@pembrokega.net>; Fernanda Camacho Hauser <fhauser@pembrokega.net>

Cc Cherie Bennett <cherie.bennett@dca.ga.gov>

 2 attachments (265 KB)

Pembroke Probationary Acknowledgement.pdf; Pembroke.pdf;

Hello,

Attached is your Main Street program's probation letter for your review. Please read the letter carefully, as it outlines expectations moving forward.

An acknowledgment form is included, and your signed acknowledgment must be submitted by June 17, 2026. You can email the signed acknowledgment to ellen.hill@dca.ga.gov once it is complete.

A courtesy copy of the letter has also been placed in your Dropbox in the Georgia Main Street Reports, 2025 folder for your records. If you have any questions or need clarification regarding the requirements, please reach out.

Thank you,



**GEORGIA DEPARTMENT
of COMMUNITY AFFAIRS**

Learn more about our commitment to [fair housing](#).



Ellen Hill

Main Street Compliance and Training Coordinator

dca.georgia.gov



**GEORGIA DEPARTMENT
of COMMUNITY AFFAIRS**

April 27, 2026

To Whom It May Concern:

We appreciate Pembroke's continued efforts to support downtown revitalization and the commitment shown by those involved in the Main Street program. As we review the 2025 reporting year, it is clear that board engagement remains a significant challenge for the program. Because several core organizational requirements were not met, Pembroke will be placed on probationary status for the 2026 assessment cycle. This step is intended to provide structure and guidance as the program works to rebuild strong, consistent board participation.

Affiliate-level Main Street programs are required to hold six board meetings each year. Pembroke held five meetings in 2025, with the remaining sessions canceled due to lack of quorum. Regular board meetings are essential for maintaining forward progress, ensuring transparency, and supporting effective governance. The difficulty in achieving quorum also suggests that the board needs stronger engagement and clearer expectations for participation.

It also appears that vacancies on the board contributed to these quorum challenges. Filling these open seats should be a priority in early 2026 to restore stability and ensure that the board has the capacity needed to guide the program's work effectively.

Board training is another important component of engagement. All board members are required to complete two hours of annual training and selecting Main Street- or DDA-focused topics will help strengthen leadership skills, clarify roles, and support informed decision-making. A well-trained board is better equipped to set direction, maintain momentum, and uphold the responsibilities outlined in the MOU.

Attached, you will find a form acknowledging receipt of this letter. Please sign and return it to ellen.hill@dca.ga.gov within 30 days. A copy will also be placed in your program's Dropbox folder for record-keeping purposes.

Pembroke has the foundation for a strong and effective Main Street program. By restoring a full and active board, meeting the required number of sessions with consistent quorum, and ensuring all members complete their annual training, the program will be positioned for renewed momentum in 2026. Our office looks forward to supporting you throughout the probation period and is available to help identify appropriate training opportunities or answer any questions as you work toward full compliance and strengthened board engagement.

Sincerely,

Ellen Hill
Main Street Compliance Coordinator



Who is The Center for Business Analytics and Economic Research?

&

What is a Building Redevelopment and Incubator Feasibility Study?

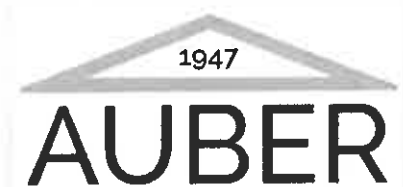
Prepared by
Center for Business Analytics and
Economic Research (CBAER) at Georgia Southern University



For
City of Pembroke
April 8, 2026



Mission



"The Center for Business Analytics and Economic Research (CBAER) mission is to provide clients, policymakers, and other stakeholders with information that can be used in decision-making and promotion of actions/ideas. CBAER focuses on economic development and business research that encourages development in the public or private sector."

Recent Partners



Center for Business Analytics and Economic Research Background

- Operating Since 1984
- Completed over 110 research reports since 2011
- Two full-time staff
- Regionally work with faculty from
 - Parker College of Business
 - College of Behavioral & Social Sciences
- Engaged with over 20 cities or development authorities
- Staff has over 20 year of combined experience is economic development research
- Access to over \$16,000 in data for this project

Project Outline

I- Background Information and Exploring Options

1. Three Options for Space:

- Coworking space
- Business incubator/accelerator
- Single retail/office user

II- Local Economic and Population Conditions

1. Community Profile 2. Critical Mass Rating Scale

- 1-15-factors

III- Single Retail/Office User

1. Minimum of Two Sessions (more could be added):

- Business owners/private sector
- stakeholder and community leader support

IV- Pro forma Revenue and Expenditure (one or more options)

1. Operating First 3-Years:

- Paternal revenue collections
- Rental rates (market rental survey)
- Clients/events
- Personnel costs
- Other operating costs

2. Consultation (design – grand opening):

- Remodeling costs
- Equipment costs
- Furniture costs
- Cost overruns

V- Conclusion/Next Steps

1. List of Options (with potential pathways forward)

2. Ecosystem Analysis

3. Next Steps/Action Items for One or More Options

Thank You!!

Interested in learning more about CBAER?

Ben McKay

Director of CBAER

bpmckay@georgiasouthern.edu

912-478-5033



CBAER website:

<https://ww2.georgiasouthern.edu/research/innovation/cbaer>

JOIN THE DDA BOARD

Mission:

To develop and promote growth and prosperity in our community while maintaining and preserving our cultural and historic character.

Vision:

To ensure Downtown Pembroke is an economically sustainable, vibrant, and welcoming gathering place.

Our Board's Role:

Ensuring our community members and businesses are heard and represented in the planning, decision making process and execution of downtown events, historic preservation, economic development, small business support, Keep Pembroke Beautiful, and more.

Requirements:

- **Must own or assist in the operation of a business located in Downtown Pembroke***
 - **OR be otherwise have or represent a party who has an economic interest in the redevelopment and revitalization of the downtown area ***
- **Must live in North Bryan**
 - **Preference given to City of Pembroke Residents**
- **Must be able to attend Monthly Board Meetings in person typically held the first Wednesday of the Month.**
- **Must attend a minimum of 2 hours of in-person or online training pertaining to Downtown/Main Street Development Practices**

***additional requirements exist as defined by City Pembroke Code, Main Street American Regulations, and Georgia Downtown Association best practices**

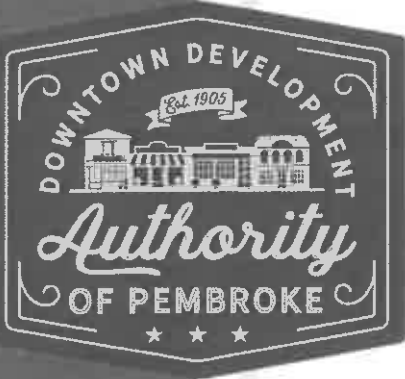
This is not a compensated position and the applicant must adhere to the City Code of Ethics. Applicants must complete City of Pembroke Board & Commissions Application and submit resume with attached letter of introduction.

For additional questions or to apply:

Visit the City of Pembroke

betterhometown@pembrokega.net

(912)-653-4407



154 W RAILROAD STREET

~1,200 Sqft downstairs space of this former Fire Station in Downtown Pembroke.

\$1,500* for a 1 to 3 year term.

Now accepting interest applications until June 1st, 2026.

Must submit a business plan and letter of introduction to be considered.

***Open to Negotiation**

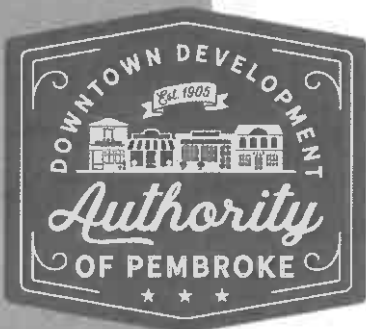
Rent includes utilities and pest control.

Tenant is responsible for all business registration and licensing prior to move in after lease signature. First and last month is due at signing, tenant improvements to space are negotiable.

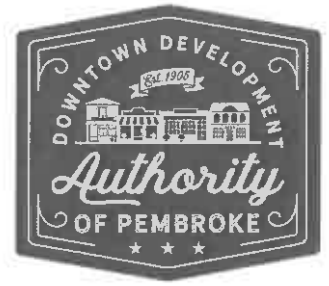
This commercial space is not compatible with a restaurant, pet grooming, check with city code regarding businesses permitting within distance from a day care.

For additional questions about the property or resources for business planning contact:

**betterhometown@pembrokega.net
(912)-653-4407**



May 1, 2026
Georgia Department of Community Affairs
4920 Atlanta Hwy
Suite 391
Alpharetta, GA 30004



RE: Heritage Grove
To be located off Harn Street, parcel P02 02 001
Pembroke, GA 31321

To whom it may concern,

The Downtown Development Authority of Pembroke (DDA), owner of the site located at 166 Harn Street, Pembroke, GA parcel P02 02 001 will execute the Land Use Restrictive Covenants for Low Income Housing Tax Credits for Heritage Grove upon or before execution of the ground lease with Heritage Grove, LP.

Please contact me if you require any additional information or documentation.

Sincerely,

Fernanda Camacho Hauser
Downtown Development Authority/Main Street Director

Witness & Secretary
Edits made. Content
will be the same.

**RESOLUTION OF DOWNTOWN DEVELOPMENT AUTHORITY OF THE CITY OF
PEMBROKE APPROVING AN OPTION TO LEASE AND INTENTION LETTER**

WHEREAS, on October 14, 2024, the City of Pembroke, as Grantor, (the "City") conveyed to the Downtown Development Authority of Pembroke, as Grantee ("DDA") for the 4.11 acres of land known as the "Dingle School Property";

WHEREAS, with the City's consent the DDA has entered into discussions and negotiations with Southeast Housing Partners, LLC for the redevelopment of the Dingle School Property;

WHEREAS, Southeast Housing Partners, LLC proposes to redevelop the Dingle School Property so as to create an affordable multifamily housing development with the historic Dingle School building being renovated and the DDA being provided with the use of a portion of Dingle School building for use as an educational display space promoting the prior use of the building;

WHEREAS, Southeast Housing Partners, LLC has created a subsidiary known as Heritage Grove, LP, a Georgia limited partnership, to carry out the proposed redevelopment of the Dingle School Property;

WHEREAS, Heritage Grove, LP intends to submit a threshold application to the Georgia Housing & Finance Authority (the "Authority") for "9%" low-income housing tax credits ("LIHTCs") to assist in the development of an affordable multifamily housing development on the Property;

WHEREAS, in order to carry out the redevelopment of the Dingle School Property, it is intended that the DDA will enter into a forty-five (45) year ground lease with Heritage Grove, LP;

WHEREAS, in connection with the threshold application for LIHTCs, Heritage Grove, LP is required to demonstrate to the Authority that it has sufficient "site control" over the real estate that will be included in the development;

WHEREAS, the attached "Option to Lease" if executed by the DDA and Heritage Grove, LP will demonstrate to the Authority that Heritage Grove, LP has sufficient "site control" for the threshold application;

WHEREAS, the City Council of the City of Pembroke having determined that it fully supports the threshold application;

WHEREAS, Southeast Housing Partners, LLC has requested the DDA to also execute the attached "Intention Letter" to the Georgia Department of Community Affairs ("DCA") providing that the DDA will execute Land Use Restrictive Covenants for Low Income Housing Tax Credits as will be required by DCA;

WHEREAS, the DDA has determined that it is in the best interests of the citizens and residents of the City of Pembroke for the Dingle School Property to be redeveloped for the purposes of providing affordable multifamily housing and renovation of the Dingle School building with use by the DDA; and

WHEREAS, the DDA has further determined that the attached Option to Lease and attached Intention Letter are approved and shall be executed by the DDA, subject to any needed consent by the City;

BE IT THEREFORE RESOLVED, that the Downtown Development Authority of the City of Pembroke does hereby authorize its Director to execute the Option to Lease, subject to any needed consent by the City; and

IT BE FURTHER RESOLVED, that the Downtown Development Authority of the City of Pembroke does hereby authorize its Director to execute the Intention Letter.

Adopted this 6th day of May, 2026.

**DOWNTOWN DEVELOPMENT
AUTHORITY OF THE CITY OF
PEMBROKE**

By: _____
Tiffany Zeigler, Chair

Attest: _____
_____, Secretary

SECRETARY'S CERTIFICATE

The undersigned Secretary of the Downtown Development Authority of Pembroke, DOES HEREBY CERTIFY that the foregoing two pages of typewritten matter pertaining to the Authority's consent to the DDA entering into a Lease Option Agreement constitute a true and correct copy of the Resolution adopted on May 11, 2026, by the Mayor and Council in a regular meeting, which was open to the public, and the original of said Resolution appears of record in the minute book of the Mayor and Council which is in my custody and control.

WITNESS my hand and the official seal of the City of Pembroke, Georgia this ____ day of May, 2026.

By: _____
Arlene Hobbs, Clerk of Council

(SEAL)

