

Downtown Development Authority of Pembroke

DDA/Main Street Board Meeting Minutes

Wednesday, September 3rd, 2025

Pembroke City Hall

12:00 Noon



Call to Order

- Don Poythress Called to Order, Seconded by Jonathan Mears

Attendance

- Board Members: Stephanie Morrison, Dana Dudley, Jonathan Mears, Don Poythress, Tiffany Zeigler (phone)
- Staff Members: Fernanda Camacho Hauser

Approval of Agenda

- Stephanie Morrison Motioned, Dana Dudley Seconded

Approval of Minutes

- Stephanie Morrison Motioned, Dana Dudley Seconded

Public Comment

- No Public Comment

Old Business

- **Training**
 - Fernanda Camacho Hauser followed up with the board members regarding their upcoming training session.
- **Event Planning**
 - **18 October Trick or Treat on Railroad Street**
 - Fernanda Camacho Hauser updated the board on the pending September 8th approval from council for road closure in support of the event.
 - **AMEX Shop Small Saturday November - Social Media Campaign**
 - Fernanda Camacho Hauser informed the board that this year there will be a social media campaign with a possible collaboration with the Chamber of Commerce to encourage folks to shop local for the holidays.
 - **6 December Christmas Tree Lighting**
 - **13 December Christmas Market & Parade**
 - Fernanda Camacho Hauser provided updates as to some of the changes to the 2025 Christmas Parade & Market.

- Board provided some feedback for future consideration including possibly reversing the direction of the Christmas Parade, having the parade participants end the parade on the South side of the railroads rather than North, and marking market spots in red rather than white to avoid parking spot confusion.



New Business

- **Georgia's Coast Is Not An Ashtray 2025**
 - Fernanda Camacho Hauser informed the board of the GCINAA 2025 materials having been picked up.
- **Georgia Downtown Association Conference Summary**
 - Fernanda Camacho Hauser provided a short run down of some of the courses attended at the 2025 GDA Conference in Gainesville. Including the implementation of some changes to the Pembroke DDA Facebook Page.
 - Tiffany Zeigler requested an information post be created to let our downtown businesses know including up the opening of collaboration posts.
- **Mayor's Youth Council Community Garden – September 6th**
 - Fernanda Camacho Hauser and Tiffany Zeigler updated the board on the 2024-25 Mayor's Youth Council's Community Garden and September 6th Build Day and Check Presentation.

Adjourn

- Stephanie Morrison made the Motion to Adjourn, Jonathan Mears Seconded.