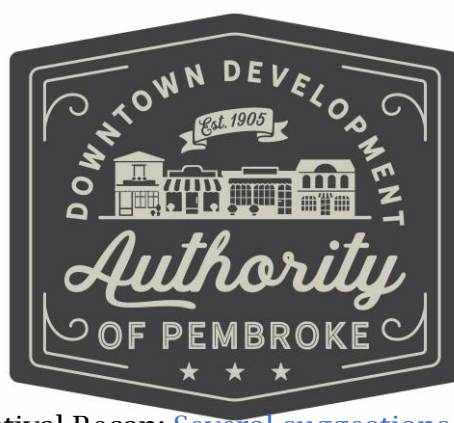
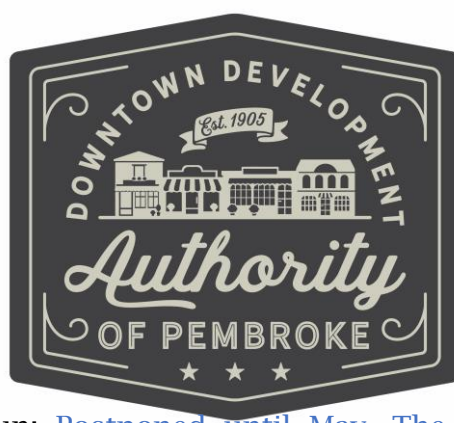


- **Call to order - Meeting Called to order by Renee at 12:50PM**
- **Attendance - Tiffany Walraven, Jordon McCoy, Doyce Mullis, Stephanie Morrison, Dana Dudley, Kim Kroymann, Renee Hernandez, and Kittie Wickman**
- **Approval of Minutes from November meeting - Motion to approve made by Doyce Mullis. Motion seconded by Stephanie Morrison.**
- **Review of Vision and Mission: Vision - To develop and promote growth and prosperity in our community by maintaining and preserving our cultural and historic character. Mission - To revitalize downtown Pembroke through quality growth, historic preservation and beautification.: The Board agreed that the vision and mission established was appropriate for our 2020 purposes.**
- **Financial Review: \$7,883.39 in the operating account. There are approximately \$3,713.10 in outstanding invoices/checks. The Authority is owed \$700.00 from the City of Pembroke and \$1,200.00 in past due rent from H&S Construction. Once all transactions are complete, the Authority will have approximately \$6,070.29 in the operating account. Doyce Mullis asked if the Executive Director anticipated receiving the outstanding rent from H&S Construction before vacating 38 W. Bacon Street. Executive Director indicated that payment was expected.**
- **Old Business**
 - **Tree Lighting Recap - Stephanie Morrison pointed out that better lighting should be a priority for the 2020 event. Kim Kroymann suggested one group sing to reduce the length of the program. Renee Hernandez introduced the idea of having community youth act out "Twas the Night Before Christmas" at the 2020 event. Additionally, she indicated she would like to have Santa and Mrs. Clause be the permanent "switch flippers" for future tree lighting events. A discussion of using handheld vigil candles resulted in a shift to finding something that glows in the dark that attendees could purchase. It would be a safer option and would also double as a fundraiser item. Tiffany Walraven suggested the large clear balloons with LED lights inside. Executive Director will order some and bring to Board Workshop.**



- **Christmas Festival Recap:** Several suggestions were provided on improving the 2020 Christmas festival. Kim Kroymann suggested moving the food trucks to one location and making a “food court.” Stephanie Morrison suggested adding tables and chairs in front of The Heritage Bank, where the food court would be, so that people would have a place to sit down and eat. A general discussion regarding float judging, led by Dana Dudley, resulted in the idea of having floats judged at the traffic light, with an official review stand, so that the floats will be seen in their fully lighted state versus judging before sundown. A discussion regarding moving parade time to earlier in the day to benefit senior citizens resulted in the decision to continue the parade at 5:30, but offer a designated area with bleachers in front of the Pembroke Senior Center for seniors to enjoy the parade. This would allow seniors access to the bathrooms inside the Senior Center, convenient parking at the rear of the senior center, a place to sit comfortably to view the parade, and a warm/indoor option to view through Senior Center windows if they did not want to stand outside. Tiffany Walraven led the discussion and provided the majority of these ideas. Doyce Mullis suggested utilizing an outdoor heater near the bleachers to make the experience even more enjoyable for the seniors. Renee Hernandez reminded the Board that the DDA owns an outdoor heater already.
- **Planter boxes:** Jordon McCoy stated his goal was to have all planter boxes built by 3/31/2020. The suggestion was made to contact Wise Nurseries for plant materials.
- **Fundraising Initiatives**
 - Greeting Cards:** Ongoing. Renee Hernandez mentioned to Kim Kroymann that she would like to get the greeting cards into the school breakrooms. Also, raffling a box of cards for \$1 tickets to spark interest. (Sandra Smith’s idea from November)
 - Ornaments:** Renee Hernandez reported that ornament sales were essentially a failure. That 2020 sales should go back to the paper lightbulb sales with the focus of the purchase being on lighting up Downtown and having donors recognized at the tree lighting ceremony, as in past years.



Resolution Run: Postponed until May. The idea of making the run a costume theme was discussed.

Downtown Date Night: The event theme will be 1920s. Renee Hernandez mentioned that planning for this event needed to begin immediately, as tickets would need to be sold well in advance. Additionally, the idea of adding a vintage car show to the event was discussed. Renee Hernandez will look into connecting with organizations specializing in vintage cars. The event alcohol permit will be used for this event, but additional research is needed.

➤ **New Business**

- 2020 Event Calendar - Complete and distributed to all Department Heads. (including planning meeting dates)
- Strategy Meeting: A Board Workshop date of February 6th was decided.
- Committees - one for each of the Main Street Four Points: Will be discussed at Board workshop.
- *Upcoming Training*
Sandra - DDA 101 and Main Street 101
Kim - Main Street 101
- PA System
- Meeting with Tara Bradshaw (DCA): Renee Hernandez reported that the visit with Tara Bradshaw was encouraging and informative. Tara was pleased with the general knowledge of our building inventory and our ideas for additions like a pocket park, revamping TOS, utilizing the building H&S currently occupies in a better way, etc. Renee is to visit Tara in Dublin by April to tour their developments and gain more knowledge of packaging deals.

➤ **Open Discussion: No additional topics were discussed.**

➤ **Adjourn: Motion to adjourn made by Kim Kroymann. Motion seconded by Tiffany Walraven.**