



TOWN COUNCIL MINUTES

REGULAR MEETING

January 22, 2018 @ 6:30 p.m.

The Kure Beach Town Council held a Regular Meeting on Monday, January 22, 2018 at 6:30 p.m.

The town attorney was present and there was a quorum of council members.

COUNCIL MEMBERS PRESENT

Mayor Craig Bloszinsky
Mayor Pro Tem (MPT) David Heglar
Commissioner Joseph Whitley
Commissioner John Ellen
Commissioner Allen Oliver

COUNCIL MEMBERS ABSENT

All present

STAFF PRESENT

Finance Officer – Arlen Copenhaver
Town Clerk – Nancy Avery
Building Inspector – John Batson
Fire Chief – Ed Kennedy
Police Chief – Mike Bowden
Utility Systems Operator/Crew Leader – Jimmy Mesimer
Administrative Assistant – Nancy Applewhite

CALL TO ORDER

Mayor Bloszinsky called the meeting to order at 6:30 p.m. and delivered the opening invocation and led everyone in the Pledge of Allegiance.

APPROVAL OF CONSENT AGENDA ITEMS

1. *Accept resignation of Jeannie Gordon from the Community Center Committee
2. *Community Center Committee requests Council's approval moving Lisa Lepo from Alternate Position to Full Member
3. *Building Inspections Report – December 2017
4. *Fire Department Report – November 2017
5. *Approve application for TDA funding totaling \$178,202.68 for lifeguard services summer 2017
6. *Approve application for TDA funding totaling \$8,800 for summer concerts at FFAFB



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7. *Finance Report
8. *Minutes:
 - *December 11, 2017 regular/organizational

MOTION – Commissioner Heglar moved to approve Consent Agenda Items, as presented.

SECOND – Commissioner Whitley

VOTE – Unanimous

ADOPTION OF THE AGENDA

MOTION – Commissioner Whitley moved to adopt the meeting agenda, as presented.

SECOND – Commissioner Heglar

VOTE – Unanimous

PUBLIC HEARING – System Development Fee

Mayor Bloszinsky opened the Public Hearing at 6:33 p.m. on the proposed System Development Fee assessment of \$592.26 for water and sewer connection for all new development, per unit. The hearing was advertised in the Star News on January 14th and in the Island Gazette on January 17th. Additionally, a 45 day public comment period was held from November 7 to December 22, 2017.

MPT Heglar asked the public if they were understanding of the fee and its purpose. He then explained that the original fee of \$2,500 for new construction had been invalidated by the NC State Legislature. Then the General Assembly of North Carolina enacted and amended Chapter 162A of the General Statute to implement a one-time proposed System Development Fee. The amount of the fee to be \$ 592.26 per unit.

PUBLIC COMMENTS

None

Mayor Bloszinsky closed the Public Hearing at 6:36 p.m.

DISCUSSION AND CONSIDERATION OF PRESENTATIONS TO COUNCIL

1. William Wickliffe, 417 N. 4th presented a prepared statement, pictures and a signed petition of 23 signatures to council. Mr. Wickliffe stated that the Pickleball players and supporters of Pickleball of Kure Beach appreciate the reconditioning of the basketball and tennis courts with the inclusion of the Pickleball lines. Their observations and suggestions to council included putting pea gravel around the edges of the court which can easily be swept clean. The border of sand and weeds transfers onto the court upon entry and also when the players chase errant balls.



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He then referenced the USA Pickleball Association (USAPA) guidelines stating: *If adding lines to an existing tennis and basketball court, the "tone on tone" lines in the same color family as the court itself should be used.* Mr. Wickliffe stated that the Pickleball players of Kure Beach suggest that the Town of Kure Beach allow them to fund the purchase of approved line paint and repaint the lines on the tennis court according to USAPA specifications.

Mayor Bloszinsky stated that the matter would be taken under advisement, discussed and someone would get back in touch with Mr. Wickliffe and the Pickleball players of Kure Beach.

2. Debbie Elliot of the Kure Beach Marketing Committee presented the proposed Rollover Budget Recommendations for 2018. She explained that the funds raised are through room occupancy tax earmarked for travel and tourism marketing. The two part presentation was from information provided by the advertising agency Clean, with the second part of the rollover budget from the public relations agency. She reported the primary audience for use of the rollover budget is within state from the Triangle Area, Winston-Salem, Greensboro, Charlotte and Fayetteville. The secondary audience is from the feeder markets of Richmond VA, Columbus, OH, Pittsburgh, PA, Myrtle Beach, SC, Baltimore, MD, Charleston, WV, Knoxville, TN and Lexington, KY. This is a 60/40 financial in state/out of state target split applied to all spring media.

The first rollover media recommendation for the spring of 2018 is Facebook video. It is a \$15,000 recommended budget with the objective to boost awareness and drive engagement amongst Facebook users and the Kure Beach brand. Facebook's comprehensive targeting will be leveraged to reach audiences interested in travel with a 15 second pre-rolled video. Creative options for the video will be presented to the Marketing Committee by Clean Design for an opportunity to weigh in and give opinions.

The second recommendation is for the use of TripAdvisor. The objective is to increase awareness of Kure Beach as a destination and to drive deeper engagement while capitalizing on TripAdvisor's audience of vacation planners. TripAdvisor will direct qualified audiences to the Kure Beach website. The \$5,000 ad cost in February and March will provide 236,900 guaranteed impressions served on North Carolina coastal related pages and Kure's tourism pages on TripAdvisor.

The third recommendation is an Influencer Campaign through iExplore. Influencers are people who are online which yield a great deal of influence. They may be bloggers or you tube users with a great number of followers. The objective is to supplement a spring influencer campaign with incremental funds to increase coverage and engagement opportunities. The \$5,000 cost includes one influencer trip to Kure Beach, 75 guaranteed social media posts, 2 blog posts on influencer's blog and one on TravelMindset.com



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Mayor Bloszinsky asked how the influencer would be selected. Debbie Elliot explained that decision for selection is based on data acquired from on line travel influencers who are having an effect on travel and tourism areas impacting individual and family travel decision making. She stated that research indicates people are making their choices based on recommendations and reviews posted on line from influencers. Those chosen for Kure will have clearly demonstrated that they have the ability to influence. She explained that most of the funds used by Clean will be going towards the influencer for Kure Beach.

The mayor asked if Carolina Beach and Wrightsville Beach are using influencers. She responded and stated she could not advise definitively that they are using influencers, but she commented that she would be surprised if they were not using them. Commissioner Ellen asked about the guarantees and the Marketing Committee tracking used against the money paid. Debbie Elliot explained that the guarantees are for the number of impressions received, and that they are definitely being tracked. Examples of the iExplore campaign postings by influencers were presented. She reported the Spring 2017 Campaign results to be:

- 3,650,000 influencer social post impressions
- 39,312 native article pageviews
- 3,400 native article shares
- 601 “likes” on social media
- 204 average seconds spent on articles
- 71 influencer posts on social media

The funds from the rollover budget will be allocated in February and March for both the TripAdvisor and the Influencer Campaign in the amount of \$10,000. The Facebook video pre-roll is allocated in March and April in the amount of \$15,000 bringing the total spending to \$25,000.

Debbie Elliot provided a review of the proposed Rollover Budget:

- | | |
|-----------------|----------|
| • Digital Media | \$25,000 |
| • Social Media | \$ 6,350 |
| • Contingency | \$ 4,703 |
| • Total | \$36,053 |

Said proposed Rollover Budget is herein included as part of these minutes.

She then presented the recommendations from French West Vaugh:

- Video Content Amplification recommending amplifying spring video content with paid support to extend the reach of the video content. Potential reach is



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477,000 individuals in a 4 month campaign with a budget of \$5,600. Video content is more engaging than static content.

- Facebook & Instagram Live incorporating motion into social media content mix encouraging engagement, motion of all types, live video content heavily promoted. Nearby Carolina Beach Facebook events performing well. The average view per event is 4,406 and the average engagements per event were 311. French West Vaugh recommends testing live video for Kure Beach in the spring and at the anniversary of the Battle of Fort Fisher and utilizing livestream capabilities on Facebook and Instagram. The budget for this is \$750.

Mayor Bloszinsky explained the importance of the Marketing Rollover Budget to the audience. He advised that the money acquired comes from Room Occupancy Taxes (ROT) paid by tourists staying at Kure Beach. He stated that the state government advises Kure Beach on how the money is to be spent and that part of the spending is to be used generating new tourism activities. The mayor said approximately \$250,000 is dispersed to costs associated with lifeguards and other things relative to Kure Beach.

Mr. Galbraith, a UNCW Director and a Professor of the School of Business, commented that the university has a Department of Recreation and Hospitality, a Department of Marketing and a Department of Computer Science and Film Studies. He stated there are approximately 10 graduate students who prepare videos. He also advised that there is an Entrepreneurship Program at the university, as well as individuals within the community who are accomplished in this type of work. He made a recommendation that in the future the committee look internally to Wilmington, to avoid economic leakage with funds generated in the community going to Raleigh. Mayor Bloszinsky recommended the university meet with Kim Hufham of the Wilmington and Beaches Visitors Bureau as she is involved in the decision making concerning this matter.

MOTION – MPT Heglar moved to approve the requested budget with a contingency of \$4,703, as presented.

SECOND – Commissioner Whitley

VOTE – Unanimous

DISCUSSION AND CONSIDERATION OF COMMITTEE BUSINESS

1. Planning & Zoning Commission

- Craig Galbraith, Vice Chair of Planning and Zoning, provided an overview of the interview process conducted with the five applicants
- One permanent position and one alternate position available



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- Interviews were conducted by the commission with each candidate
- Commission went into Closed Session for discussion
- A unanimous agreement by the commission of all five candidates on qualifications and ability to work with any one of the candidates
- Recommendations of two candidates documented in minute packet presented to council

DISCUSSION AND CONSIDERATION OF DEPARTMENT HEAD BUSINESS

1. Administration and Recreation – Town Clerk Avery reported that the state permits for storm water exemption and DOT were received and the notice to proceed is issued for January 23, 2018 for the expansion/renovation and the new fire station. She reported that the contract is a 300 day contract and after said days liquated damages go into effect unless the fault is the responsibility of the town or the weather. She advised that the ground breaking is to be scheduled the week of February 12th.

2. Fire Department – Fire Chief Kennedy requested council to direct the Marketing Committee to work with the Fire Department on their fundraiser, which is a fishing tournament. He stated the step is preliminary to see if this would be an allowable resource for the department to use. MPT Heglar advised that the last 34 years the “Got Em On Classic Fishing Tournament” has raised over \$181,000 for each of the fire departments. The money raised helped build the current Carolina Beach Fire Station. MPT Heglar stated the tournament has requested the two Fire Departments to assist with marketing the program. MPT Heglar asked council to provide the allowance of the Fire Chief to work with the Marketing Committee, if permissible under the marketing rules. Also, he would like the committee to offer advice as to what kind of opportunities they can provide to support the Fire Department.

Mayor Bloszinsky recommended checking with the CBV to see if marketing funds can be used to support the tournament. He also stated if this was not possible, a request could be made for the Marketing Committee to assist the Fire Department.

COUNCIL CONSENSUS – Council directed the Fire Chief to work with the Marketing Committee reviewing the option to work with the Fire Department in support of the fundraiser.

Commissioner Ellen stated that the Marketing Committee meets on January 23rd, and he will present the matter to the committee. Fire Chief Kennedy committed to attending the meeting held at the Community Center on the 23rd.

3. Public Works Department – No report was provided
MPT Heglar provided an overview to those in attendance on the update of the matter on Third Street. He communicated that a homeowner requested assistance with storm water issues. He



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explained that the town handles this by providing drainage on public property, and the homeowner is responsible to get the water from private property to public property

DISCUSSION AND CONSIDERATION OF OLD BUSINESS

1. Appointments to Planning and Zoning Commission for the regular and alternate position Mayor Bloszinsky asked each of the candidates to stand for the council and audience, with the exception of Robert Young who was out of town. He encouraged the candidates to get involved in other committees if they were not selected for Planning and Zoning.

MOTION – Commissioner Whitley moved to appoint Retha Deaton as the permanent member of the Planning and Zoning Commission.

SECOND – Commissioner Ellen

VOTE – Unanimous

MOTION – Commissioner Whitley moved to appoint Robert Young as the alternate member of the Planning and Zoning Commission.

SECOND – MPT Heglar

VOTE – Unanimous

2. Proposed draft amendments to Chapter 19 (Zoning) of the Code of Ordinances regarding setback regulation clarification and consistency submitted by P&Z in November 2017.

Commissioner Ellen reported that the matter had been presented previously when he was Chair of Planning & Zoning. He provided a summary of the accounts and research conducted and brought to council. Mayor Bloszinsky confirmed that there were no changes to the setbacks just clarity provided to the language in 19 places to be consistent to the current setbacks. Mr. Galbraith communicated that the attorney went through the document carefully cleaning up the language.

MOTION – Commissioner Ellen moved to schedule a Public Hearing to address the proposed draft amendments on Chapter 19 (Zoning) of the Code of Ordinances regarding setback regulation clarification consistency as the first order of business at the February meeting.

SECOND – Commissioner Whitley

VOTE – Unanimous



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3. Proposed System Development Fee assessment of \$592.00 for water and sewer connection for all new development, per unit.

MOTION – Commissioner Heglar moved to adopt the fee of \$592.00, as presented, amending Chapter 17, Section 42(c), 48, 126 (b-c) and 127 (a-d) of the Code of Ordinances and the Fee Schedule presented.

SECOND – Commissioner Oliver

VOTE – Unanimous

An audience participant asked if there was a way to recoup the money lost. MPT Heglar responded that it is not retroactive and the town acted as quickly as possible per legislative directives.

DISCUSSION AND CONSIDERATION OF NEW BUSINESS

1. Appointment to WMPO CAC Committee

MOTION – Commissioner Ellen moved to appoint John Cawthorne to the WMPO CAC Committee

SECOND – MPT Heglar

VOTE – Unanimous

Commissioner Ellen stated that he would advise the candidate of his appointment to the WMPO CAC Committee.

2. Request for potential wheelchair access at beach access 1004-1/2 (Myrtle/Oceanview)
Mayor Bloszinsky advised there is no handicap access at the north end of the town. A request has been received from the citizens for handicap access. MPT Heglar stated that a ramp needs to be installed. Building Inspector Batson confirmed that the issue was not a CAMA issue. MPT Heglar communicated that a permit was needed to install a ramp, and with the approval of council Public Works could evaluate the situation with the engineer and provide a presentation to council for approval to be completed.

MOTION – MPT Heglar moved to direct Public Works to evaluate the cost and make a recommendation to council at the February meeting to make this an ADA compliant beach access.

SECOND – Commissioner Whitely

VOTE – Unanimous



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3. Overpayments/refunds on utility payments

MPT Heglar reported that council has seen issues regarding this matter three times. Changes were made in the July budget to have an increase added to residents' second garbage receptacle; therefore, costing more than the first receptacle. The Finance Department made adjustments to the billing process reflective of the changes. When this was completed three citizens requested refunds for charges of the second garbage receptacle, which they stated had never been received. The Finance Officer made advisement to council of the two year statute of limitations for refund of overbilling on utility bills. In these three incidents refunds were made to the citizens for over two years, approved by council. MPT Heglar stated that it has been 6 months since the change occurred, and the citizens have had ample time to request refunds.

MOTION – MPT Heglar moved to follow state policy regarding the 2 year statute of limitation on refunding overbilling.

SECOND – Commissioner Whitley

VOTE – Unanimous

4. DOT request to update ordinances on speed limits

Town Clerk Avery reported that a request was received from the NC Department of Transportation. She stated that they are trying to update their ordinances on speed limits, and explained that there are no changes to speed limits only changes to both DOT and Town ordinances reflective of what exists today. Town Clerk Avery communicated that the request was reviewed by both the Police Chief and the Town Attorney. She requested a motion to adopt the changes.

MOTION – MPT Heglar moved to adopt DOT traffic ordinances 1031880, 1031881, 1072288 and 1072525 and amend Chapter 10, Section 82-5 of the Code of Ordinances, as presented.

SECOND – Commissioner Ellen

VOTE – Unanimous

5. Signage on beach for Ethyl-Dow structure

Mayor Bloszinsky reported that input from neighbors along the beach front have been received regarding the beach front just south of the Seawatch entrance at the public access within view of the pier. He explained the hidden structure in the water to be corroded steel spikes, and the numerous actions and great deal of work taken by council to protect people from the structure in the water. Discussions revolved around the signage sizing, posting, placement, and the defined distance between the signage. Confirmation of what is not allowed in the wording of the signage was received from the attorney.

MOTION – MPT Heglar moved to authorize the Shoreline Access and Beach Protection (SLABP) Committee to work with the following guidelines for signage on the beach for Ethyl-Dow Structure, with recommendations to be brought back to council. Two signs are to be placed



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north and south 250 feet from the center of the structure facing north and south. Two signs are to be placed facing east and west, one on each end of the actual structure. A fifth sign is to be placed in the center of the structure at the entrance of the walkway pointing east and west, with the SLABP Committee to recommend the size and the wording for the signs after research completed.

SECOND – Commissioner Ellen

VOTE – Unanimous

MAYOR UPDATES

The mayor reported that North Carolina Byways will be travelling to Washington, DC in March to talk with congressional representatives about drilling along the coast. He stated that council may be joining the delegation. MPT Heglar confirmed that Town Council is in opposition of the drilling.

MPT Heglar and Commissioner Whitley requested that the dates of the March and April meeting be placed on the February Agenda for discussion and changes.

COMMISSIONER ITEMS

MPT Heglar reported that the new commissioners will be in receipt of emergency training requirements 1, 2, 7 & 8 sometime in February which may be completed on-line. He explained the importance of the training of those in leadership positions for FEMA filing requirements to receive FEMA relief and reimbursement in case of storms.

ADJOURNMENT

MOTION – Commissioner Ellen moved to adjourn the meeting.

SECOND – Commissioner Whitley

VOTE – Unanimous

The meeting adjourned at 8:03 p.m.

Craig Bloszinsky, Mayor

ATTEST: Nancy Avery, Town Clerk

NOTE: These are action minutes reflecting items considered and actions taken by Council. These minutes are not a transcript of the meeting.