

MINUTES

TOWN OF KURE BEACH TOWN COUNCIL

117 Settlers Lane ■ Kure Beach, NC 28449



Dean Lambeth, Mayor
Chuck Keener, Mayor Pro Tem
Jim Dugan, Commissioner
Barry Nelder, Commissioner
Tim Fuller, Commissioner
Kaysie Pralle, Town Clerk

SPECIAL MEETING
MARCH 29, 2010 at 5:30 PM

PURPOSE

The purpose of this meeting is a joint workshop between the Marketing, P&Z, Beautification and SLAP Committees concerning economic development studies

COUNCIL MEMBERS PRESENT:

Mayor	Dean Lambeth
Mayor Pro Tem	Chuck Keener
Commissioner	Jim Dugan
Commissioner	Barry Nelder
Commissioner	Tim Fuller

COUNCIL MEMBERS ABSENT:

NONE

STAFF PRESENT:

Admin Asst.	Aimee Zimmerman
Town Attorney	A.A. Canoutas

There was a quorum of the Town Council present.

CALL TO ORDER

Mayor Lambeth called the meeting to order at 5:31 pm.

Alan Votta - Planning and Zoning

- Jim Schutta, was unable to make the meeting.
- P&Z, in the past, utilized John Sawyer for items such as form based planning.
- Any economic development will be zoning based as opposed to incentive based.
- P&Z is currently working on the overlay district, burying power lines and form based planning.
- It was the consensus of P&Z that they be the ones to implement the plan and then bring in the other committees.
- SLAP should do parking and Beautification will be involved at a later stage.
- P&Z Chair Galbraith was to have a memo prepared for Council.
- P&Z has not worked yet with the NC State study.
- Commissioner Fuller questioned the starting process with P&Z as both SLAP and Beautification have given a list to Council. He further stated that, in terms of incremental steps, Council needs to know what P&Z has planned. Are there

specific things that P&Z has in mind for council to look at implementing prior to a final recommendation?

- Mr. Votta stated P&Z has been working on the power line issue as well as funding and whether that would be something attainable through a Mainstreet USA initiative.
- Commissioner Fuller questioned what it would take for the Town to find out 1) what involved; 2) cost; 3) how big a project would it be; and 4) is there a way to accomplish it whether having Progress Energy perform a study or hire someone from outside to conduct the research.
- Jim Schutta was going to do a map of the minimum required 1200 linear feet to make a determination of where to begin.
- Mr. Votta stated that, to his recollection, in order to have the engineers do a study, cost was approximately \$20,000 but he could not be certain.
- Commissioner Dugan stated part of the problem in the past was that Progress Energy did not want the lines buried. Progress Energy has stated that for flooding purposes, the lines are better elevated.
- Commissioner Fuller stated that if this project is going to make a significant difference, it might be worth the time finding the funding for this project. Commissioner Fuller asked Mr. Votta to look back and find that information and to ask Progress Energy who else can do this project.
- Mayor Lambeth stated that this not only includes power lines but cable and telephone as well.
- Commissioner Nelder stated that he thought Progress Energy gave a price per foot. Mr. Votta clarified it was per line per pole.
- Commissioner Nelder stated that this project is not only for aesthetics but for safety and that the Council needs to seriously consider this proposition. He further stated that Progress Energy will not be doing the work; it would be done by a subcontractor.
- Commissioner Fuller recommended that Council ask P&Z to put together a brief at their next meeting regarding the issues involved and what it would take to have something to talk about.
- Mayor Lambeth stated parameters needed to be set however Jim Schutta is working on that.
- Commissioner Fuller stated that the most logical place to start would be in the B-1 district, along Fort Fisher Boulevard North and South and K Avenue. In the long run, this project could be too costly. Mr. Votta confirmed that P&Z was considering K and Fort Fisher at the minimum of 1200 linear feet to give them an idea as to cost.
- Commissioner Nelder stated that Brunswick County put all their barrier island's lines underground and perhaps the Town should ask Brunswick County how they did this and what was their cost ratio. Commissioner Dugan indicated Bald Head Island is completely underground as well.
- Tony Gonsalves (SLAP) stated it is easier to do residential than commercial burying of lines. With the center of town it is quite a difference with all the concrete and underground piping, etc.

Candace Clark – Beautification Committee

Re-valuation of Kure Beach

- Beautification did not have anything further to add other than, as to economic development, she personally would like to convince the County Commissioners to re-evaluate Kure Beach and all of Pleasure Island.
- The County intends on leaving the entire island at 40% over-valuated.
- Commissioner Nelder asked Attorney Canoutas to draft a letter to the County Commissioners stressing the importance of a re-evaluation due to the disparity between Wrightsville Beach and Wilmington.
- Attorney Canoutas stated this is similar to the insurance issue as the Island is facing the same scenario. Unfortunately, a re-evaluation can only be done for the entire county and not just one area.
- It was recommended that Mayor Lambeth draft a letter to County Commissioners stating that the Town understands the County's financial crisis but stress the need to re-evaluate Pleasure Island.
- Ms. Clark stated that re-evaluation might not be necessary as she personally has challenged her valuation three times and each time it was been decreased.
- Can they do a mass board of equalization for the residents of Pleasure Island?
- The Town Attorney and Mayor Lambeth will work together on letter and Mayor Lambeth will provide Town of Carolina Beach with a copy of draft to see if they will join in as well.
- Commissioner Fuller asked whether Sonny Beeker could give some numbers to Council as to employees required for project, including use of vehicles, etc., to see what an approximate cost would be. Commissioner Dugan will discuss this with Sonny Beeker.

Uniform Signage

- Commissioner Fuller, on behalf of beautification, questioned the uniformed signs.
- Ms. Clark stated Council approved their sign ideas in October.
- Commissioner Fuller asked if their proposal was sent to P&Z.
- The committee has been concerned that other committees are putting up signs that are not uniform. There needs to be some coordination for this. It was suggested that P&Z address this. Sign clutter was also an issue.
- Mr. Gonsalves stated there needs to be uniform parking signage as there is not enough signage for parking.
- Commissioner Keener stated that in 2005 he started a sign committee as a subcommittee to SLAP to determine who is responsible for signs. Either a committee needs to be assigned or one created to address the design which would ultimately go through P&Z.
- Commissioner Dugan stated SLAP should be lead committee on this while Commissioner Keener believed that should be with Beautification.

- Commissioner Fuller recommended that it be returned to Beautification and that they be provided a map of the town. Beautification would then put dots on it where signs should go and what those signs are. SLAP would do the same.
- P&Z would only need to make sure there are no violations as to size and location.
- There should also have a map of existing signs.
- Mr. Gonsalves indicated that the Town, at one point, was looking at a different material rather than the typical aluminum.
- Commissioner Fuller reiterated that Council needs to know approximately how many signs are needed so that pricing can be obtained.
- Council recommended that Building Inspector Batson gather the maps and work with Chief Cooper to mark the existing signs. The maps would then be forwarded to the committees for their additions/deletions.
- Commissioner Fuller stated that another item that bothered him were the DOT Signs. He indicated he would coordinate with Chief Cooper to find out a contact at DOT to work on an acceptable alternative.

Peter Boulter – Marketing Committee

- Mr. Boulter indicated that the Marketing Committee has not discussed the economic development issue and how it relates to them.
- From the committee's standpoint, it is difficult to market Kure Beach when they do not have a sense as to what the Town's vision is.
- Mayor Lambeth clarified that there is a distinct difference between a "tourist" and a "day tripper".
- With the decline in the economy paper marketing has changed to electronic marketing.
- Kure Beach is the star of southeast North Carolina as their numbers are much better than the surrounding communities insofar as tourism tax dollars. The Town has a very loyal base of visitors, in his opinion, and that base has been retained throughout the years. Expansion is limited but the base remains.
- Mayor Lambeth stated his hope is to work with Fort Fisher and the Aquarium to incorporate them into our tourist trade.
- The Marketing Committee is working on promoting the Island while keeping in mind what the residents want.
- The biggest benefits are the people from within the state coming here and that has been translated into the marketing effort.
- Commissioner Fuller stated that most people want an attractive business district and amenities where they can take their families.
- Mayor Lambeth recommended that the marketing committee track through TDA funds what type of tourists are coming here. That information can also be used in the social marketing aspect.
- Commissioner Fuller indicated there is a month by month study done as opposed to the Randall Marketing Study completed previously. This information could prove to be beneficial to the committee.
- Marketing also wants to focus on the shoulder season as well.

- Commissioner Nelder questioned the Oceanfront Park and whether the committee has discussed it. Mr. Boulter stated that once it is completed, it will increase the value of the area from a promotional standpoint.

Tony Gonsalves - SLAP

- Mr. Gonsalves thanked Dick Graham for reviewing and itemizing the studies that have been done. Copies of the itemization were provided to Council.
- SLAP believed the Sawyer study to be the best study available and that they were disappointed in the NC State study as they simply duplicated the Sawyer study.
- SLAP recommended that Council not spend any more money of these studies as the Town has not following through after each study.
- The MPO study was a free study and SLAP wants to take over a lot of the ideas from that study.
- SLAP previously provided a list to Council of their recommendations. For consideration:
 - Pedestrian crossing light button at Fort Fisher and K Avenue
 - Sign on the intersection for pedestrians to walk.
 - DOT approval to put up signs on Fort Fisher
 - A letter will need to be written to DOT so they can start their own study before the Town could receive approval.
 - Mayor Lambeth questioned cost to the Town for crossover. Mayor Lambeth asked Mr. Gonsalves to draft a letter to Council for a base point of what they want and Commissioner Keener will work on fine tuning the letter.
- Mr. Gonsalves also mentioned a sign for K Avenue for an in-street pedestrian crosswalks which also needs DOT approval. They are looking at approximately 17 locations. It involves putting up signage on road as well as a pedestrian walkway.
- A third map will need to be done by BI Batson for SLAP to show their proposed signage.
- The Town will need the "P" (parking) signs all along Fort Fisher.
- Tony is requesting that SLAP be given the okay to start researching and following through on these items.
- Among the other projects SLAP is looking at are additions of:
 - Concrete wheel stops for E and I Avenue, 6th Avenue South, Eakes Park and the Corral as well as at each beach access. Sonny Beeker is looking into pricing for these.
 - Parking on Fort Fisher needs to be repainted.
 - Emergency vehicle parking at the Pier
 - Striping of the road.
- Commissioner Nelder was concerned about number of signs and the aesthetics with these signs and that any signs would need to blend and be uniform.
- Mr. Gonsalves stated if the walkways are added, there will be signs on both sides of Fort Fisher as they are necessary.
- Mr. Gonsalves recommended that Council review the list provided by SLAP and direct them as to which areas to focus.

- Commissioner Fuller stated his hope is that at the April meeting Council will be able to provide SLAP with some direction.
- Mr. Gonsalves referred to his suggestion about making N a one way street (as suggested in MPO study) and including diagonal parking there for a net gain of 15 spaces. Commissioner Nelder stated his concern about an increase of traffic on that road. Mayor Lambeth stated it might also be problematic for one of the homes there.
- Other items to address (also in the MPO) include:
 - K Avenue - between Third and Fourth to change from 16 feet to 11 feet and restripe.
 - Bike racks in their original places are having cars parking there and blocking access to the bikes.
 - Move handicapped spaces at the beach accesses to make things more accessible to those who are handicapped.
- SLAP will be meeting again on April 6th.
- Mayor Lambeth recommended that Council have their prioritized list to SLAP before their next meeting.
- Mr. Gonsalves stated that they would add additional street lighting and he would like to have Progress Energy available with a proposal for the lighting.
- SLAP's list demonstrated an increase of more than 300 parking spaces.
- Commissioner Nelder stated that a lot of their recommendation pertained to day trippers and that is in violation of the Land Use Plan and Council must be wary of that.
- Mr. Gonsalves stated all other studies from the past indicated that pay parking was not feasible at that time but with the addition of these new spots, the issue of paid parking would now be a viable topic.
- SLAP also discussed the addition of an LED sign at Alabama and Fort Fisher which currently is not permitted by Sec. 19-375 and, if approved, would require an ordinance amendment. That sign would assist public regarding events, parking and emergency information. Mayor Lambeth requested that SLAP check into rental of this sign rather than purchase.
- Flag pole installation at the Police and Fire Department is also another suggestion at the price of \$1600 and solar lighting at each beach access is also a consideration.
- Dick Graham questioned that, in planning for the summer, is there is anything that can be done under the current budget they would like to know which projects could be implemented rather than waiting for next year's budget.
- Mr. Gonsalves and Sonny Beeker will meet regarding costs involved in some of these projects.
- Mr. Votta questioned if, when considering the crosswalks, did SLAP do what DOT allows or are they looking at different studies regarding issues including safety. Mr. Gonsalves indicated they looked at what DOT mandates. Mr. Votta is concerned what DOT has done in Carolina Beach recently. For instance, engineers from DOT are putting bike path behind the parked cars. DOT stated they looked at a bicycle the same as they do a 6000 lb. SUV.

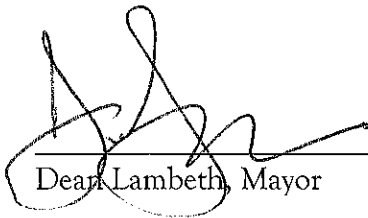
ACTION - Commissioner Fuller MADE THE MOTION to go into closed session at 7:00 p.m. with Attorney Canoutas for purposes of addressing personnel issues. Commissioner Keener seconded the motion. THE VOTE OF APPROVAL WAS UNANIMOUS.

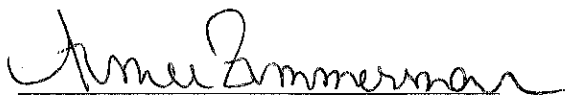
ACTION - Commissioner Fuller MADE THE MOTION to return to the special session at 7:52 p.m. Commissioner Keener seconded the motion. THE VOTE OF APPROVAL WAS UNANIMOUS.

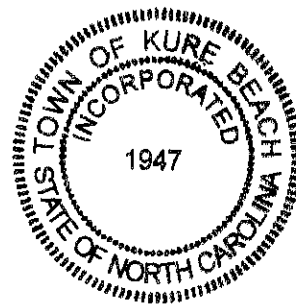
ACTION - Commissioner Fuller MADE THE MOTION to excuse Commissioner Dugan due to a fire drill. Commissioner Keener seconded the motion. THE VOTE OF APPROVAL WAS UNANIMOUS.

ADJOURNMENT

ACTION - Commissioner Fuller MADE THE MOTION to adjourn the work session at 7:55 p.m. Commissioner Keener seconded the motion. THE VOTE OF APPROVAL WAS UNANIMOUS.


Dear Lambeth, Mayor


Aimee Zimmerman, Administrative Assistant



NOTE: These are action minutes reflecting items considered and actions taken by Council. These minutes are not a transcript of the meeting. Persons wishing to hear the recording of this meeting may request to do so by contacting the Town Clerk.