



# TOWN COUNCIL MINUTES

**REGULAR MEETING**

**Monday, June 21, 2021 @ 6:00 p.m.**

The Kure Beach Town Council held its regular meeting on Monday, June 21, 2021 at 6:00 p.m. The Town Attorney was present and there was a quorum of Council members present.

**COUNCIL MEMBERS PRESENT**

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

**COUNCIL MEMBERS ABSENT**

**STAFF PRESENT**

Town Clerk – Mandy Sanders  
Police Chief – Mike Bowden  
Fire Chief – Ed Kennedy  
Recreation Director – Nikki Keely  
Building Inspector – John Batson  
Finance Officer – Arlen Copenhaver  
Public Works Director – Jimmy Mesimer

Mayor Bloszinsky called the meeting to order at 6:00 p.m. and Commissioner Ellen gave the invocation and Pledge of Allegiance.

**APPROVAL OF CONSENT AGENDA ITEMS**

1. Accept David Dorgan and Gerald Stavlas as full members to the Community Center Committee
2. Approve Budget Amendment 21-14 totaling \$2,500 for additional beach signage requested by the Shoreline Access and Beach Protection Committee
3. Approve Budget Amendment 21-15 totaling \$3,498 for reimbursement of parking permit costs to the seasonal lifeguards
4. Approve Budget Amendment 21-16 totaling \$50,000 for paid parking program expenses through the end of the fiscal year
5. Approve Budget Amendment 21-17 totaling \$13,000 for additional legal costs relating to 160D revisions and other requirements
6. Minutes:
  - February 1, 2021 Retreat
  - February 12-15 Special Meeting
  - May 17, 2021 Regular
  - June 7, 2021 Budget Public Hearing
  - June 7, 2021 Special

7.



# TOWN COUNCIL MINUTES

**REGULAR MEETING**

**Monday, June 21, 2021 @ 6:00 p.m.**

MOTION- Commissioner Oliver made a motion approve the consent agenda as presented

SECOND- MPT Heglar

VOTE- Unanimous

## ADOPTION OF THE AGENDA

MOTION- Commissioner Oliver made a motion to add 10.3 discussion of support to Fort Fisher Concert Series and to add a closed session 143-118 (a) (3) for Attorney-Client Privilege and adopt the agenda as amended

SECOND- Commissioner Ellen

VOTE- Unanimous

## PRESENTATIONS

None.

## PUBLIC COMMENT

1211 Fort Fisher Blvd, Vikki Adcocks

- Looking for Councils consideration on beautifying the entrance sign of Kure Beach
- She is willing to fund the total cost of \$2,189 as the sign is right next to her front lawn
- Update the lights to a timer LED system

## DISCUSSION AND CONSIDERATION OF COMMITTEE BUSINESS

### 1. Bike/Ped Committee

Mo Linqvist stated:

- Bike repair station has been delivered and Public Works Department will install it
- The East Coast Greenway HB130 Bill passed the House vote and also passed unanimously in the Senate making the East Coast Greenway a State trail
- 27 Citizens signed up to join the Kure Beach team to do the virtual Tour De Blueberry Ride
- Bike Ped Comprehensive Plan will be starting soon

### 2. Historical Preservation Commission

- Proposed text amendment to the HPC Rules of Procedures



# TOWN COUNCIL MINUTES

## REGULAR MEETING

Monday, June 21, 2021 @ 6:00 p.m.

MOTION- Commissioner Ellen made a motion to approve the proposed text amendment to the HPC Rules of Procedure

SECOND- Commissioner Whitley

VOTE- Unanimous

### 3. Land Use Plan Committee

Commissioner Whitley commented 940 responds received from the Land Use Plan Survey. There will be a Public Workshop held in July.

### 4. Marketing Committee

Presentation of the FY 2021-2022 Marketing Budget

Debbie Elliott gave a presentation on the FY 2021-2022 Marketing Budget hereby incorporated into the minutes.

MOTION- MPT Heglar made a motion to approve the FY 2021-2022 Marketing Budget

SECOND- Commissioner Whitley

VOTE- Unanimous

### 5. Parking Committee

Mayor Bloszinsky commented year to date 2,200 citizens have paid to park in Kure Beach and year to date revenue is \$318,250 in the last 7 weeks with citation revenue at \$26,000.

### 6. Planning & Zoning Commission

Proposed text amendment to the PZC Rules of Procedures

MOTION- Commissioner Whitley made a motion to approve the proposed text amendment to the PZC rules of Procedures

SECOND- Commissioner Ellen

VOTE- Unanimous

## DISCUSSION AND CONSIDERATION OF DEPARTMENT HEAD BUSINESS

### 1. Finance Department

- Potential transfer to the Beach Protection Fund

Finance Officer Copenhaver commented at the Budget Work sessions Council discussed if possible transferring to the Beach Protection Fund. He recommends transferring \$100,000.



# TOWN COUNCIL MINUTES

## REGULAR MEETING

Monday, June 21, 2021 @ 6:00 p.m.

MOTION Commissioner Oliver made a motion to transfer \$100,000 to the Beach Protection Fund

SECOND- Commissioner Whitley

VOTE- Unanimous

MOTION Commissioner Oliver made a motion to approve Budget Amendment 21-18 to transfer \$100,000 to the Beach Protection Fund

SECOND- Commissioner Whitley

VOTE- Unanimous

Finance Officer Copenhaver stated Town Council needs to have a formal vote to accept the funds to comply with N.C.G.S. Section 160A-17.1 Grants from other Governments.

MOTION- MPT Heglar made a motion to accept Finance Officer Copenhaver recommendation for the American Rescue Fund, Local Fiscal Recovery Funds

SECOND- Commissioner Whitley

VOTE- Unanimous

MOTION- MPT Heglar made a motion to approve the Grant Project Ordinance as presented

SECOND- Commissioner Oliver

VOTE- Unanimous

- Adoption of the FY21-22 Proposed Budget Ordinance and Fee Schedule

MOTION- MPT Heglar made a motion to adopt the FY21-22 Budget Ordinance and Fee Schedule as presented

SECOND- Commissioner Whitley

VOTE- Unanimous

## 2. Recreation Department

### Special Event – New Hanover County Sheriff's Office

- Received a Special Event request from the New Hanover Sheriff's Office in conjunction with the United States Police Canine Association
- Utilize the Ball field at Joe Eaks park for the National K9 trials
- Waive the special event fees due to both being Law Enforcement

MOTION- Commissioner Ellen made a motion to approve the Special event and waive the Special event fees

SECOND- Commissioner Whitley

VOTE- Unanimous



# TOWN COUNCIL MINUTES

**REGULAR MEETING**

**Monday, June 21, 2021 @ 6:00 p.m.**

## DISCUSSION AND CONSIDERATION OF OLD BUSINESS

None.

## DISCUSSION AND CONSIDERATION OF NEW BUSINESS

1. Discussion of Resolution for HB 496

Mayor Bloszinsky read the Resolution for HB 496 and is hereby incorporated into the minutes.

MOTION- MPT Heglar made a motion to approve Resolution R21-02 opposing HB 496

SECOND- Commissioner Oliver

VOTE- Unanimous

2. Recognition of Andy Canoutas

MPT Heglar stated spoke with Andy Canoutas wife and daughter who have requested he be recognized for his service to the Town. He would like to recognize him at the August Town Council meeting and present a plaque in his honor.

3. Concerts at Fort Fisher Air Force Base

Commissioner Ellen commented the Town has always supported the Chamber of Commerce concerts. The cost has increased so the originally budgeted amount will only cover the cost of 4 concerts. He is requesting Town Council agree to pay \$3,000 to fund the remaining 2 concerts.

MOTION- Commissioner Ellen made a motion to approve the additional \$3,000 to support the two concerts at the Fort Fisher Air Force base

SECOND- Commissioner Whitley

VOTE- Unanimous

MOTION- MPT Heglar made a motion to enter into closed session per N.C.G.S 143A-318-11 (a) (3) for Attorney client privilege

SECOND- Commissioner Ellen

VOTE- Unanimous

MOTION- Commissioner Ellen made a motion to return to open session

SECOND- MPT Heglar

VOTE- Unanimous



# TOWN COUNCIL MINUTES

**REGULAR MEETING**

**Monday, June 21, 2021 @ 6:00 p.m.**

**ADJOURNMENT**

**MOTION-** Commissioner Ellen made a motion to adjourn the meeting at 7:34 p.m.

**SECOND-** MPT Heglar

**VOTE-** Unanimous

ATTEST: Mandy Sanders, Town Clerk

Craig Bloszinsky, Mayor

NOTE: These are action minutes reflecting items considered and actions taken by Council. These minutes are not a transcript of the meeting. A recording of the meeting is available on the town's website under government>agendas&minutes

**Kure Beach Budget Allocations FY21-22 DRAFT**

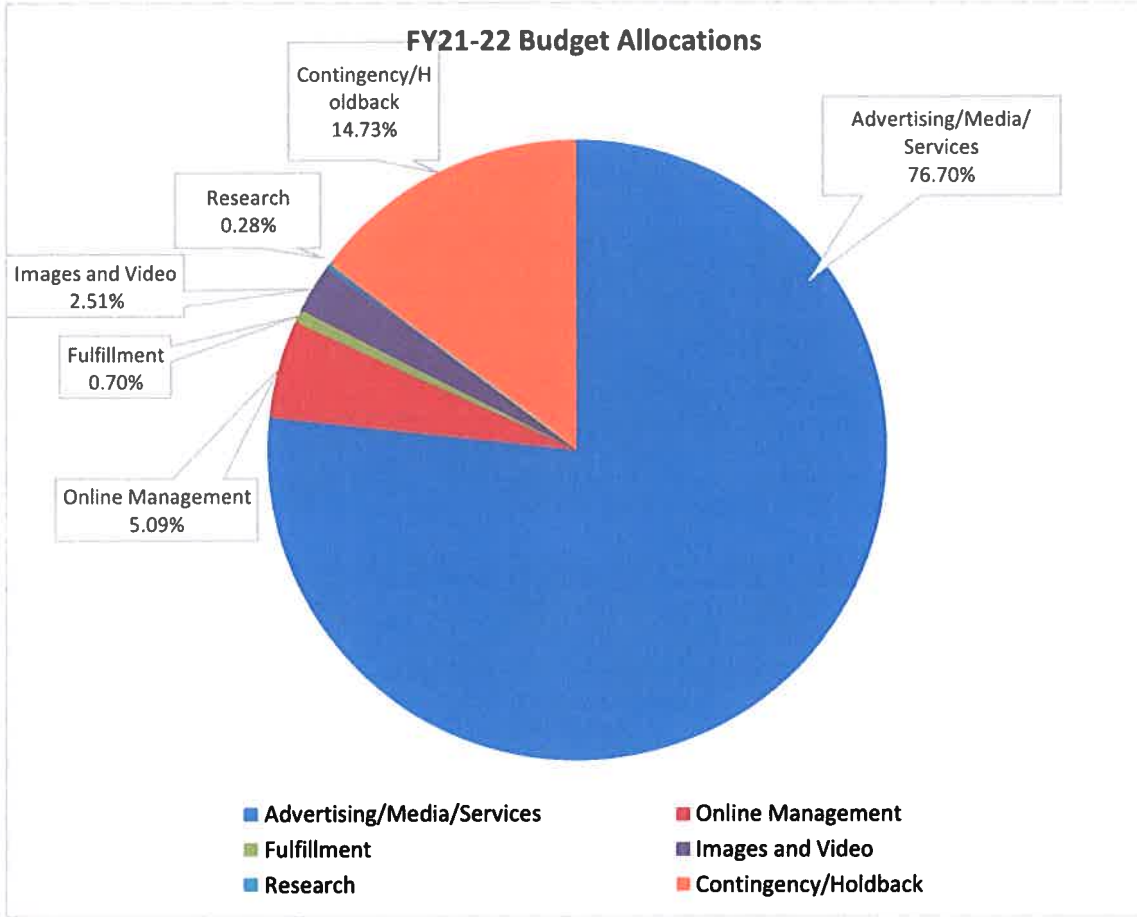
<b>ADVERTISING/MEDIA/SERVICES</b>		<b>FY 21-22</b>	<b>Notes</b>
Unified Media Campaign	*Paid Search (Google, Bing)	\$26,306.00	Dedicated KB Media Campaign
*Dedicated KB Media Campaign	*Paid Social (FB, Instagram, YouTube)	\$25,294.00	Dedicated KB Media Campaign
	Travel Audience/Content Targeting (Sojern, Dstillery, Adara)	\$22,018.00	
	Custom Content (Madden Media, Matador)	\$10,070.00	
	Publisher Direct (Trip Advisor, VRBO)	\$14,532.00	
	*eBlasts (Engagement Marketing)	\$20,720.00	Dedicated KB Media Campaign
	Streaming Video (Hulu, Tubi)	\$17,410.00	
	Streaming Audio (Pandora, Spotify)	\$10,305	
	Print (Southern Living, Our State, Better Homes & Gardens)	\$10,626.00	
	Visit NC (Print & Digital)	\$8,452.00	
		<b>\$165,733.00</b>	42% advertising increase
Public Relations & Social Media	Public Relations and Content Development	\$29,980.00	Includes proactive media pitches and blog content development
	Press Trips (Reserve due to COVID)	\$0.00	Hosting of Travel Writers to KB
			Additional time included to coordinate videographer, increased post frequency and development of Instagram Guides
	Social Media/Strategy/Content Calendar/Postings	\$20,000.00	
	Social Media Content Amplification	\$20,000.00	Paid Social Media/Promoted Posts
	Social Media Videos	\$3,600.00	New - 1 short-form video per month
	Influencer Marketing Campaigns	\$15,000.00	Fall and spring campaigns; 2-3 influencers per campaign
		<b>\$88,580.00</b>	36% increase due to paid social media and videos
Account Management	Agency Retainer/Project Management/Meetings	\$4,536.00	
Strategic Planning	Agency Research/Analysis	\$2,268.00	
Creative Development	Print/Digital	\$14,241.00	
		<b>\$21,045.00</b>	10.7% decrease due to unified plan creative savings
<b>ADVERTISING/MEDIA/SERVICES TOTAL</b>		<b>\$275,358.00</b>	27% increase based on additional media spend and new social videos
<b>RESEARCH</b>			
	Arrival Research	\$1,000.00	Measurement platform tool that links visitor behavior and visitation to paid media through GPS tracking
<b>RESEARCH TOTAL</b>		<b>\$1,000.00</b>	New to budget
<b>ONLINE MANAGEMENT</b>			Fixed website fees, eNews distribution and User Generated Content platform tool
Account Management	Account Management/CMS Licensing/Hosting	\$2,000.00	
	Domain Renewals	\$250.00	
Email Marketing	Especials Distribution (6)	\$3,921.00	
Search Marketing	SEO	\$5,333.32	
Site Development	Maintenance/General Improvements	\$2,000.00	
	Social Media Aggregator Licensing	\$2,000.00	
	CMS Modules Licensing	\$2,755.00	
<b>ONLINE MANAGEMENT TOTAL</b>		<b>\$18,259.32</b>	2.2% increase
<b>FULFILLMENT</b>			
	Postage	\$2,500.00	Visitors Guide and website inquiry fulfillment
<b>FULFILLMENT TOTAL</b>		<b>\$2,500.00</b>	Based on historical spend
<b>IMAGES &amp; VIDEO</b>			
	Videos	\$5,000.00	Website videos
	Photography (Images, Usage Rights, Talent)	\$4,000.00	Advertising, social and website photos
<b>IMAGES &amp; VIDEO TOTAL</b>		<b>\$9,000.00</b>	27% increase based on number produced
<b>Total</b>		<b>\$306,117.32</b>	26% increase from FY19-20
<b>Contingency/Holdback</b>		<b>\$52,874.68</b>	Increased holdback from 10% to 15%
<b>FY Budget Total</b>		<b>\$358,992.00</b>	33% increase from FY19-20



Kure Beach Budget Allocations FY21-22 DRAFT

FY21-22 Budget Allocations

Advertising/Media/Services	\$275,358.00
Online Management	\$18,259.32
Fulfillment	\$2,500.00
Images and Video	\$9,000.00
Research	\$1,000.00
Contingency/Holdback	\$52,874.68

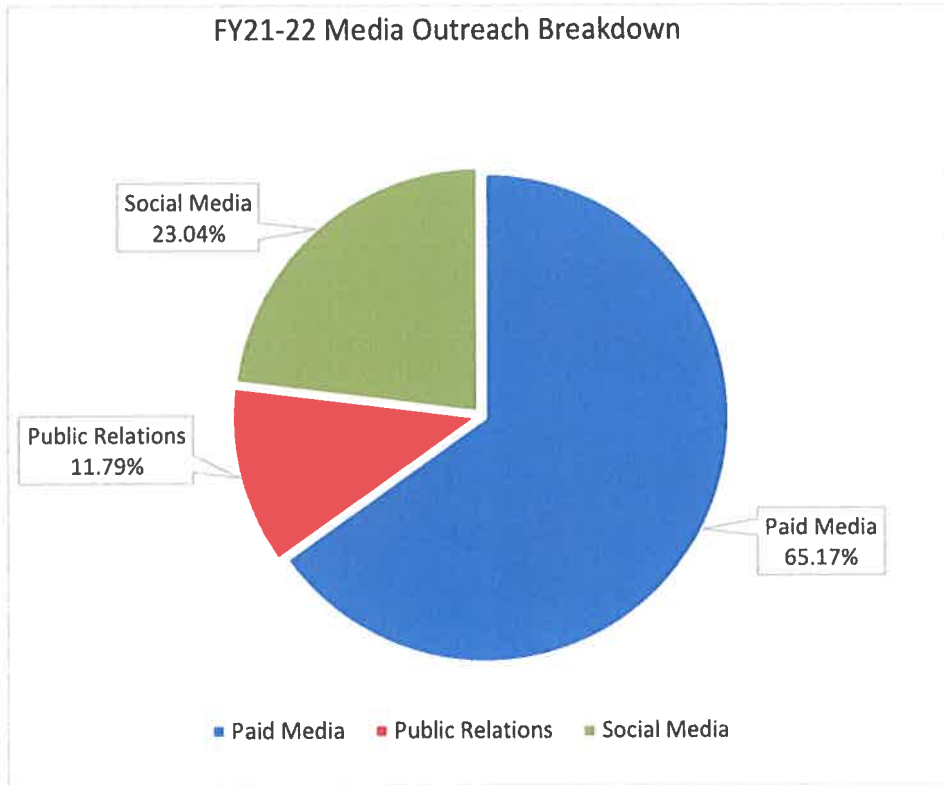




Kure Beach Budget Allocations FY21-22 DRAFT

FY21-22 Media Outreach Breakdown

Paid Media	\$165,733.00
Public Relations	\$29,980.00
Social Media	\$58,600.00





**KURE BEACH TOWN COUNCIL  
TOWN OF KURE BEACH, NC**

**R**ESOLUTION R21-02

**A RESOLUTION OF THE TOWN OF KURE BEACH,  
NORTH CAROLINA, OPPOSING HB 496**

**WHEREAS**, the North Carolina General Assembly is considering House Bill 496, entitled An Act Providing that Counties and Cities Shall Not Adopt Ordinances Regulating the Removal of Trees From Private Property Without the Express Authorization of the General Assembly; and,

**WHEREAS**, the proposed legislation would require all local governments to obtain special authorization from the General Assembly prior to enacting a tree protection ordinance and void all existing ordinances protecting existing trees that were established without special authority; and,

**WHEREAS**, , the proposed legislation is inconsistent with the State's laws regarding tree removal and preservation around outdoor advertising in addition to the State's historic preservation laws that allow local governments to protect the vegetation of historic sites; and,

**WHEREAS**, the proposed legislation conflicts with G.S. 160D-921 regarding the ability of local jurisdictions to delay approvals following clear cutting; and,

**WHEREAS**, the proposed legislation creates a conflict with any prior development agreement, planned development, or special use permit approval that included tree preservation as a condition of approval; and,

**WHEREAS**, the proposed legislation interferes with the ability of local governments to provide supplemental credit towards landscaping requirements for retained/preserved existing vegetation; and,

**WHEREAS**, the proposed legislation could result in a more confusing regulatory framework as local governments would be required to receive individual express authority from the General Assembly.

**NOW, THEREFORE, BE IT RESOLVED** that the Town Council of the Town of Kure Beach, North Carolina expresses its opposition to HB 496 and urges the North Carolina General Assembly and the Governor of the State of North Carolina to oppose the proposed legislation.



KURE BEACH TOWN COUNCIL  
TOWN OF KURE BEACH, NC

**R**ESOLUTION R21-02

Adopted by the Kure Beach Town Council this 21<sup>st</sup> day of June, 2021.

---

Craig Bloszinsky  
Mayor

---

Attest: Mandy Sanders  
Town Clerk

DRAFT