



TOWN COUNCIL MINUTES

REGULAR MEETING

Monday, June 16, 2025 @ 6:00 p.m.

The Kure Beach Town Council held its regular meeting on Monday, June 16, 2025 @ 6:00 p.m. Town Attorney Jim Eldridge was present, and there was a quorum of Council members present.

COUNCIL MEMBERS PRESENT

Mayor Allen Oliver
MPT David Heglar
Commissioner John Ellen
Commissioner Dennis Panicali
Commissioner Connie Mearkle

COUNCIL MEMBERS ABSENT

STAFF PRESENT

Town Clerk – Beth Chase
Director of Administration – Mandy Sanders
Director of Development and Compliance – Bethany White
Finance Officer – Arlen Copenhaver
Fire Chief – Ed Kennedy
Recreation Director – Nikki Keely
Police Chief – Mike Bowden
Police Lieutenant – Brandon Bailey

Mayor Oliver called the meeting to order at 6:00 p.m., and Commissioner John Ellen gave the invocation followed by the Pledge of Allegiance.

APPROVAL OF CONSENT AGENDA ITEMS

1. Approve Resolution R25-06 Opposing New Offshore Oil and Gas Leasing
2. Approve Budget Amendment 25-09 totaling \$16,150 to increase lifeguard pay rates for the 2025 season
3. Approve Budget Amendment 25-10 totaling \$8,852 for replacement of a Police Department drone
4. Approve Budget Amendment 25-11 totaling \$25,000 to increase paid parking program expenses for additional costs relating to signage, other improvements and labor
5. Minutes:
 - June 9, 2025 Budget Hearing
 - May 19, 2025 Regular
 - April 21, 2025 Budget Workshop #2



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MOTION – MPT Heglar made a motion to approve the consent as presented

SECOND – Commissioner Ellen

VOTE – Unanimous

ADOPTION OF THE AGENDA

MOTION – MPT Heglar made a motion to adopt the agenda as presented

SECOND – Commissioner Ellen

VOTE – Unanimous

PUBLIC COMMENT

Mac Linstead at 114 Channel Drive South stated he wanted to speak tonight on a new service to hopefully be providing soon in Kure Beach. The basic concept is carrying your beach chairs and umbrellas for you within walking distance of the beach. The company is called Beach Sherpa.

PRESENTATIONS

DISCUSSION OF COMMITTEE BUSINESS

1. Marketing Committee

- Presentation of Marketing Committee Budget

Chairperson Dirks gave a presentation regarding the Marketing Committee Budget that is hereby incorporated into the minutes.

MOTION- MPT Heglar made a motion to approve the Marketing Committee Budget

SECOND- Commissioner Panicali

VOTE- Unanimous

DISCUSSION AND CONSIDERATION OF DEPARTMENT HEAD BUSINESS

None.

DISCUSSION AND CONSIDERATION OF OLD BUSINESS

None.



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DISCUSSION AND CONSIDERATION OF NEW BUSINESS

1. Adoption of FY25-26 Budget Ordinance and Fee Schedule

Finance Officer Copenhaver stated since the budget was presented in May there has been a small increase in the budget for changing providers for dental/vision/life insurance for the employee benefits. The County did finalize the tax rate and will be 30.6 cents per 100. The average Kure Beach resident will see a 12% tax increase.

MOTION- MPT Heglar made a motion to adopt the FY 25-26 Budget Ordinance and Fee Schedule

SECOND- Commissioner Ellen

VOTE- Unanimous

2. Approve the 2025 Emergency Plan

MOTION- MPT Heglar made a motion to approve the 2025 Emergency Plan

SECOND- Commissioner Ellen

VOTE- Unanimous

3. Schedule a Quasi-Judicial Hearing for a Special Use Permit Application for Seamist Suites on Monday, July 21, 2025

MOTION- MPT Heglar made a motion to schedule a Quasi-Judicial Hearing for a Special Use Permit Application for Seamist Suites on Monday, July 21, 2025 during the regular meeting

SECOND- Commissioner Ellen

VOTE- Unanimous

4. Recognition of Kure Beach Police Chief Michael Bowden

Mayor Oliver stated the Town has been very fortunate to have Police Chief Bowden in his position for the past 9 years. He has been a valuable asset for the past 24 years and he is retiring with 30 years of service. Mayor Oliver presented Police Chief Bowden with the Town Seal plaque.

CLOSED SESSION

None.



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ADJOURNMENT

MOTION – MPT Heglar made a motion to adjourn the meeting at 8:30 p.m.

SECOND – Commissioner Ellen

VOTE – Unanimous

A reception for Police Chief Bowden was held in the Council Chambers following the adjournment of the meeting.

ATTEST: Beth Chase, Town Clerk

Allen Oliver, 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

ADVERTISING/MEDIA/SERVICES		FY25-25	FY25-26	Difference	Notes
Unified Media Campaign	*Paid Search (Google)	\$35,000	\$29,750	-\$5,250	Moved to Mythic from Simpleview
*Dedicated KB Media Campaign	*Paid Social (FB, Instagram, YouTube)	\$30,700	\$34,000	\$3,300	Increase overall, specifically in YouTube
	*Social Amplification (FB, Instagram)	\$10,000	\$4,250	-\$5,750	Decreased tactic overall
	*Programmatic Display (Sojern)	\$27,500	\$10,200	-\$17,300	Display and remarketing
	Programmatic Display/Content Targeting, Travel Audience (Sojern)	\$49,080	\$42,424	-\$6,657	Same tactic for unified plan as KB dedicated plan
	Custom Content		\$16,850	\$16,850	Local and regional publications
	Custom Content (Matador)	\$27,920	\$17,677	-\$10,243	Matador
	Publisher Direct (TripAdvisor, Hopper)	\$18,236	\$15,597	-\$2,639	TripAdvisor and Hopper
					Increased to incorporate programmatic digital into OOH tactics (i.e. points of interest, custom geo-fencing)
	Out of Home (Billboards, Transit)	\$14,909	\$20,328	\$5,419	
	Sponsored Content	\$19,765	\$0	-\$19,765	TBD
	Streaming Video	\$54,656	\$53,483	-\$1,173	
	Streaming Audio (Pandora)	\$18,219	\$0	-\$18,219	Moved to unified fall, in-state campaign
					Increased for Regional Mags & Full page premium spot in Visit NC Travel Guide
	Print (Our State, Southern Living, NC Travel Guide)	\$9,890	\$24,917	\$15,027	
	Visit NC Print Co-op	\$4,042	\$0	-\$4,042	Decreased based on lottery selections
	Visit NC Digital Co-op	\$3,674	\$2,850	-\$824	Decreased based on lottery selections
		\$323,591	\$272,324	-\$51,267	Decreased largely due to media commissions no longer being included in this number.
					Previously included PR costs, now only represents blog content development for one year
Public Relations & Social Media	Blog Content Development & Misc	\$37,926	\$5,462	-\$32,464	
	Eblast Development and Coding	\$3,000	\$0	-\$3,000	Changed tactic
	PR Content Development Service Fees		\$37,926		PR Budget (FWV)
	Press Trips	\$3,750	\$0	-\$3,750	Pr Budget (FWV in House Funds)
	Social Media/Strategy/Content Calendar/Postings	\$25,000	\$0	-\$25,000	Bringing in house
	Sprout Social Monitoring, Scheduling & Reporting Platform	\$1,680	\$1,703	\$23	Price increase

	Social Channel Verifications	\$600	\$0	-\$600	Consider for next year
	Influencer Marketing Campaigns	\$24,000	\$24,000	\$0	Stay level
		\$95,956	\$69,091	-\$26,865	
Account Management	Agency Retainer/Project Management/Meetings	\$19,894	\$70,455	\$50,561	Increased to include all media fees, account service and meetings and reporting
Strategic Planning	Agency Research/Analysis	\$5,851	\$0	-\$5,851	Not needed for this year
Creative Development	All creative services for paid ads	\$32,767	\$23,760	-\$9,007	
		\$58,512	\$94,215	\$35,703	Increased for cost of doing business, plus showing media fees in this number

ADVERTISING/MEDIA/SERVICES TOTAL		\$478,059	\$435,630	-\$42,429	
RESEARCH					
	PlacerAI	\$3,000	\$5,000	\$2,000	Visitation Intelligence Platform
	Key Data Short Term Rental Data	\$0	\$4,000	\$4,000	STR Data
	Adara	\$0	\$6,000	\$6,000	Media Attribution
	Savanta Brand Research	\$0	\$6,000	\$6,000	Brand Research, previously Future Partners
RESEARCH TOTAL		\$3,000	\$21,000	\$18,000	
ONLINE MANAGEMENT					
Account Management	CMS License (Formally Acct Mgmt, CMS licensing and Module licensing)	\$5,335	\$6,025	\$690	Fee Increase
Email Marketing	Domain Renewals	\$280	\$280	\$0	
Search Marketing	Especially Distribution (6)	\$4,176	\$3,611	-\$565	Brought in house- Active Campaign
Site Development	SEO	\$5,333	\$5,918	\$585	Fee Increase
	Maintenance/General Improvements	\$1,000	\$1,008	\$8	Simple Support, slight increase
	Sky Nav Licensing	\$250	\$250	\$0	
	Social Media Aggregator Licensing	\$2,646	\$1,875	-\$771	Brought in house- Crowdriff
	Audio Eye	\$2,000	\$2,000	\$0	
	CMS Modules Licensing				Moved to CMS License bucket to match SV listing

	Check Whats Good Mobile Guide		\$5,850	\$5,850	Cost sharing mobile guide license
ONLINE MANAGEMENT TOTAL		\$21,020	\$26,817	\$5,797	Brought on CWG to replace mobile trip guide
FULFILLMENT					
	Postage	\$1,500	\$500	-\$1,000	
FULFILLMENT TOTAL		\$1,500	\$500	-\$1,000	
IMAGES & VIDEO				\$0	
	Videos- Mythic	\$6,000	\$2,000	-\$4,000	
	Videos	\$0	\$2,000	\$2,000	Local videographer, broll and/or special video projects, TBD
	Photography (Images, Usage Rights, Talent)	\$4,000	\$1,000	-\$3,000	
IMAGES & VIDEO TOTAL		\$10,000	\$5,000	-\$5,000	
Total		\$513,579	\$488,947	-\$24,632	
Contingency		\$28,547	\$1,225	-\$27,322	Contingency for flexibility in projects
FY Budget Total		\$542,126	\$490,172	-\$51,954	