



CAROLINA BEACH
TOWN COUNCIL MEETING
MINUTES • FEBRUARY 9, 2016

Council Chambers

Regular Meeting

6:30 PM

1121 N. LAKE PARK BLVD.
CAROLINA BEACH, NC 28428

1. CALL MEETING TO ORDER WITH INVOCATION AND PLEDGE OF ALLEGIANCE

Mayor Wilcox called the meeting to order. Rev. Shawn Blackwelder gave the invocation which was followed by the Pledge of Allegiance.

Attendee Name	Title	Status	Arrived
Dan Wilcox	Mayor	Present	
LeAnn Pierce	Mayor Pro Tem	Present	
Steve Shuttleworth	Council Member	Present	
Tom Bridges	Council Member	Present	
Gary Doetsch	Council Member	Present	
Michael Cramer	Town Manager	Present	
Debbie Hall	Finance Director	Present	
Kim Ward	Town Clerk	Present	
Noel Fox	Attorney	Present	

2. ADOPT THE AGENDA

Mayor Wilcox made a motion to adopt the agenda with the following changes:

Item 3a removed to be presented at a later date.
 Item 8d removed from the agenda.

Motion carried unanimously.

3. SPECIAL PRESENTATIONS

a. 1848 : Employee Introduction

(Requested by Kim Ward, Town Clerk)

Chief Spivey introduced Officer Sean Donahue as a new full-time police officer.

Chief Spivey recognized Corporal Stewart Henderson for being nominated for the Service Before Self Award by the Wilmington Rotary Group. Chief Spivey read the nomination letter that was submitted for consideration.

b. February and March Special Events

(Requested by Brenda Butler, Planning & Development)

Brenda Butler gave an update on the events for February and March.

c. Project Update by Gil DuBois

(Requested by Kim Ward, Town Clerk)

Gil DuBois presented update. He said at the boardwalk, on the concrete side, all the water lines are in and tested, sewer lines will be completed in about 2 weeks, concrete is being put back. A section of storm drain in front of Loretta's and Silver Dollar left to do. Working with Duke Power, all conduits are in for the entire

boardwalk area and have started pulling wires. Everything in the north quadrant is hooked up to buildings, power transfers went well. Annie Drive - Duke Power/Charter will be moving some wires due to issues. Gravel is in place, asphalt will start soon. Cape Fear - sewer is complete; lined section from Eighth Street to Dow and will not be digging up sewer line there. Still have storm drain to do at Cape Fear. We have a progress meeting with State Utilities tomorrow on. Right now they are doing landscaping and some water services but not storm drain pipe. Working with Brian Cox, Engineering Services, on finalizing stuff for the wastewater discharge pipelines and equalization project. Continuing research/find issues with stormwater locations.

d. Manager's Update

(Requested by Michael Cramer, Town Manager's Office)

Michael Cramer presented update. About 18 new beach access signs have been added back from Hamlet to Alabama. We will end up with 32 new signs. The sign at Pelican Lane will be put up after the boardwalk project. The operations building grand opening is scheduled for March 29th at 2:00 pm to dedicate the new facility and warehouse. Beach nourishment, first piece of project is the Carolina Beach area north of the pier going south to Harper. We are expecting to have a second dredge plant in the inlet and pumping in mid March. Equipment is being stored on Freeman Park and cordoned off. The second piece is Kure Beach and the southern most portion of Carolina Beach started in December and completed installation of sand from Ocean to Alabama. Our portion in the second piece is completed. They have gone half way to the southern pier in Kure Beach and have some southern areas past the pier to be completed. All projects need to be completed by April 30th in order to get in the turtle habitat window for operations. They are not pumping now due to high seas and they are currently parked in Masonboro Inlet. Arcade - the permits were issued for that project. The contractor has worked on the demolition. They have taken down the western wall, many of the i-beams and taken away much of the rubble from inside the building and started the foundations and pillars to rebuild it. The contractor has fencing wrapped around the area to keep people out. You should see walls within the next couple of months.

Mayor Wilcox asked if the trash cans have been put back at the beach accesses.

Mr. Cramer said they should be in next couple of weeks.

Council Member Shuttleworth asked about some of the areas south of the Marriott that need some TLC.

Mr. Cramer said that we are looking at taken care of some of these areas in the spring where we have boards or nails that have popped up. The next step after this is to go back and doing an engineering drawing for our standard overview for each one of those accesses to rebuild them. We will put this into next years budget.

MPT Pierce asked about the clean up of the lot on Fayetteville. Are we monitoring that?

Mr. Cramer said that we are monitoring that and they do move a lot of material in and out of that facility on a regular basis. Gene usually keeps us informed. We are looking at putting gravel down and trying to clean up that lot. For future projects, we will require that they put up fencing that you cannot see through. I will look into it again.

4. OLD BUSINESS

No old business.

5. PUBLIC DISCUSSION

None.

6. PUBLIC HEARINGS

Mayor Wilcox called for a 5 minute break.

- a. ROT Funding Request from Carolina Beach Downtown Initiative and Pleasure Island Chamber of Commerce

(Requested by Kim Ward, Town Clerk)

Brett Keeler, President of the Pleasure Island Revitalization Association (PIRA) and team member of Carolina Beach Downtown Initiative presented Room Occupancy Tax (ROT) request for FY16/17. He reviewed history and objectives as well as 2015 donations. Request totals \$42,960.00 for FY16/17, an increase of just over \$600 from prior year. Packet includes requests from last 9 years. Correction: \$850 for chairs covers any replacements not what was spent. Note: funding requests are just what we request and not what is actually reimbursed through TDA and we never use the full allotment of what is approved through council.

Mayor Wilcox opened the public hearing.

No one spoke.

Mayor Wilcox closed the public hearing.

Council Member Shuttleworth made a motion to approve the request by CBDI for ROT funds in the amount of \$42,960.00. Motion carried unanimously.

Greg Reynolds Executive, Director of the Pleasure Island Chamber of Commerce presented funding request for FY16/17 in the amount of \$87,600.00, an increase of \$560 from last year. Main difference, fireworks show increased from \$10,000 to \$12,000 but one less movie date saving \$1,440. Everything else identical to last year. He reviewed selected movies and events.

Mayor Wilcox opened the public hearing.

No one spoke.

Mayor Wilcox closed the public hearing.

Council Member Shuttleworth made a motion to approve the request by the Pleasure Island Chamber of Commerce in the amount of \$87,600.00 from the Room Occupancy Tax. Motion carried unanimously.

Council Member Shuttleworth asked for clarification - this is for new ROT's, nothing to do with last year's previous budget or previous roll over funds, correct? These are just the activity funds from the second 3% for this coming year that we are going to start factoring in to our future budget?

Michael Cramer said yes.

MPT Pierce stated for the public that ROT funds are collected from tourists that they pay on hotel rooms and vacation rentals when they come to town and can only be used for certain events.

b. Presentation and Request for Approval of MAC Roll over Funds

(Requested by Michael Cramer, Town Manager's Office)

Jessika Medina, Marketing Advisory Committee member, presented. The Marketing Advisory Committee has a beginning budget of \$117,442 of roll over funds of which the committee is recommending \$80,500. Increase funds for current media (online display/video ads and billboards) extending ads for 4 weeks - total of \$25,000.

Council Member Shuttleworth asked for Ms. Medina to share the process.

Ms. Medina - we received a recommendation from council around \$68,000 to \$70,000. CVB came back with additional recommendations and this is what we were in favor with. We held back 30% of the roll over funds. This is a new initiative we would like to test, that's the one that we would like if council wanted to take \$10,000 out to remove that one. That would be our committee's recommendation. I will go through that. I brought the CVB's plan if we get hit with a category 4 or 5 hurricane. Most of our online display/messaging can be adjusted in the time of a hurricane which would not require a lot of money. Print advertising could not be changed.

Mayor Wilcox - there would be a shortfall of funds the next year due to fewer tourists.

Ms. Medina continued presentation for use of roll over funds:

Add funds for new ideas - Facebook leads (news feed lead ads), instagram promoted posts, and out of state vacationers.

Add funds for creative development - Taboola, increased PR support and website development. (Council may wish to cut this. Wrightsville and Kure Beach opted out of this.) This is a targeted campaign to one out-of-state destination that goes back to school later. This is a new idea and we're not sure of the impact it will have. This would run 6 to 8 weeks. Taboola, Native ad network that doesn't look like an ad that reverts to the Carolina Beach site. Potential to access people we haven't been in front of before. Has better results. Will run for 8 weeks, March and April. Increased PR support - one for sponsored blogger program, \$2,500. Additional money for in-market press trips, about \$3,000. Website development - update functionality and software.

CVB gave a verbal commitment to pitch in an additional \$5,000 to help on out-of-state vacationers.

Mayor Wilcox - of the \$117,442 what was the previous year's carryover?

Michael Cramer - the \$80,500 is made up of the carryover from previous year and additional revenue which is the majority of it. The carryover is the \$36,000 council held in their fund.

Mayor Wilcox - this is a spend of 100% of the roll over for this year.

Council Member Shuttleworth - is the new money this year \$80,000?

Mr. Cramer - yes. The other \$36,000 we had withheld that.

Council Member Shuttleworth - we did have a discussion and the MAC Committee has approved doing some different video outside of this with some of those dollars we held back a couple of years ago. The online video is for kind of a pay for click, view canned videos, not new ones. The \$80,500 is pretty much all of the new dollars available this year for roll over?

Mr. Cramer - yes.

Council Member Shuttleworth - when does the new MAC budget for next year come out? When do you start working on that budget?

Ms. Medina - February is the start of the strategic planning.

Council Member Shuttleworth - if we looked at that budget would that be a time you could add some of those summer campaigns for late summer? That's \$360,000 worth of budget dollars.

Ms. Medina - it would be too late as it starts in July. We need to advertise in March and April for the summer. You could cut advertising for late summer, we're still going to roll that out but it could impact our whole summer.

Michael Cramer - fall season campaign starts in October or the fall, then the spring season. That's why you see them in the spring with roll over money because they have increased the amount of revenue brought in and are requesting to use those funds to add to the pot they have already been using.

Council Member Shuttleworth - do we receive roll over money for the activity side of the ledger?

Mr. Cramer - yes, a little differently. It goes into savings which can be used for eligible expenses in the next year.

Mayor Wilcox - the discussion is, at what point is there diminishing return on continuing to spend more money. The effect is if your dollar starts falling off.

Ms. Medina - when the money is sitting in the account we don't get interest on it and does nothing to help the island. The marketing works.

Mayor Wilcox - if we have a major event that wiped out our summer season, next year we will have lost the bulk of our ROT revenue. The following year we would probably have to do more advertising and won't have the money to do it. We have to consider that.

Council complimented the committee on their hard work. Committee members were recognized.

Mayor Wilcox opened the public hearing.

Miles Bielec - the marketing campaign is designed towards increasing the spring and fall tourism, summer we get naturally. Regarding if there is a disaster, it is going to happen and it is going to lag and some of the committee agree with not spending all the money and being prudent. With online marketing the amount of data that is verifiable where you can determine return on investment is there and how the money is being spent. 7% is print advertising, the rest is online.

Mayor Wilcox closed the public hearing.

Council Member Shuttleworth made a motion to approve \$70,500 and withdraw the summer campaign line item for \$10,000. Motion carried unanimously.

7. CONSENT AGENDA

Mayor Wilcox made a motion to approve the consent agenda. Motion carried unanimously.

The consent agenda included:

Set public hearing date for March 8, 2016 to hear funding requests from non-profit organizations.

Set public hearing date for March 8, 2016 to consider adopting the updated Municipal Code Book.

Set public hearing date for March 8, 2016 for a Conditional Use Permit modification for Harris Teeter Grocery Store.

Budget amendments and transfers as presented by the finance director.

Minutes of January 12, 2016.

8. NEW BUSINESS

a. Consider Resolution in Support of Recycling Receptacle Grant

(Requested by Jerry Haire, Grant Administration)

Jerry Haire presented. This is a grant used in the past through the county, we are doing it this year. Our old recycling trash containers are systematically being replaced as well as going for a consistent look. They are a good quality, high grade plastic. We have received good feedback on this product. It has a 20 year warranty and low cost maintenance. The grant is from the N.C. Department of Environmental Quality - Community Waste Reduction and Recycling Program. The more recycling trash collected the less that goes into the landfill and we expect better use out of this type of product. This is a 50-50 match. The proposal is for 24 dual receptacles to be placed at the marina, lake, Mike Chappell Park, Carolina Beach Avenue North, the beach parking access showers and the same thing for Hamlet Avenue. The maximum grant amount is \$30,000. The grant would be for \$22,638 with the town matching the same amount. The hope is to place more at town parking lots and beach access points in future years. It would take a total of 42/43 receptacles (including the 24) to cover all points.

Michael Cramer - we will know in April if we receive the grant and administer this year's budget change at that time.

Council Member Doetsch made a motion to approve Resolution No. 16-2119. Motion carried unanimously.

b. Emergency Operation Plan Discussion

(Requested by Alan Griffin, Fire Department)

Fire Chief Alan Griffin presented. The updated Emergency Operation Plan was presented at the workshop for your review. Overview: staff determined the plan needed a major overhaul to include other disasters besides hurricanes. We used an all hazard approach with a basic plan with added attachments to support the emergency operations center then have annexes to break it down per event to include anything from a tropical storm, civil unrest and tsunamis. This has made it user friendly for staff and incoming resources to assist with the emergencies. Our recommendation tonight is for council's approval of the basic part of the plan which

includes required scheduled reviews. The resource manual dictates all the of town equipment to be used during disasters, who is responsible for it and key contact numbers and information for key council people. The only changes made were those recommended by council, some phone numbers and the public information officer position is appointed by the manager. Your books will be updated with those changes. The town clerk will manage all future updates.

Council Member Doetsch made a motion to approve the Emergency Operation Plan with the approved changes. Motion carried unanimously.

c. Parking Meter Expansion on Lake Park and Cape Fear

(Requested by Michael Cramer, Town Manager's Office)

Michael Cramer - This year the parking operation improvements include additional parking meters and a change for a parking lot. Last year we added 25 parking meters in the 100 block of Cape Fear to stop people from all day parking and going to the beach and to create turnover for the businesses. It worked well and had a return on investment for the 4 months. Our goal overall is to reduce as many of the time limited parking spots as we can in the main area around the boardwalk and access points to our beaches. We are looking at adding 119 parking meters which will include 115 parking spaces and 4 reserve meters as spares on Lake Park from Harper down to Fayetteville and the 200 block of Cape Fear Blvd. Enforcement in timed parking spaces is very labor intensive. SP Plus spoke with businesses over the past year and got mixed reviews, i.e., free private parking lots might be used for long term parking if the free parking is removed. Private parking lots can be enforced with signage for towing and don't think they will be significantly impacted. There were 2 public meetings held last week with the businesses, letters were sent to 26 businesses affected, to discuss this and receive feedback - 6 businesses came and a couple of other people dropped in. We touched base with 6 others after that. Questions were about how it would be managed and rolled out. Residential parking stickers will work in these spaces but must abide by time restrictions. Feedback - either strong support or mild support, a couple of businesses were adamantly opposed because of customers who came and left quickly. Meters can take less money for shorter time frames. It was a good conversation, businesses seemed to be generally accepting of the idea. Our recommendation is to move forward with the purchase of 119 parking meters and have them installed by April 1st. Conservatively speaking we will have a return on investment in 1 season. Cost is approximately \$110,000.

MPT Pierce asked about price of parking stickers for employees of the town.

Mr. Cramer - There have been discussions on how to implement that, i.e., \$5-\$15 for a residential parking sticker, \$25 for employees in the CBD, \$50 for off island individuals. It is being explored.

Mayor Wilcox - Of the 12 businesses spoken with, 1 was adamantly opposed and a couple of others were lukewarm.

Mr. Cramer - Those with lukewarm opposition based on quick turnover time or concerned about their free private parking lots being moved in to. After speaking with them I felt just the 1 was truly opposed to meters in front of their business. Meters operate from 7:00 am to 7:00 pm from April 1 to October 30 and free after that.

Council Member Shuttleworth asked why the meters aren't in operation until 9:00 pm?

Mr. Cramer - not sure, history of use.

Council Member Shuttleworth - Why are golf cart spaces not being charged?

Mr. Cramer -They have to be registered and have parking permit/stickers. We are trying to encourage cart owners to use those spaces instead of metered spaces.

Council Member Shuttleworth questioned the ability to shorten the 2 hour limit.

Mr. Cramer - We have the ability but it defeats the enforcement aspect of 2 hour meters. We could possibly label side street spaces for businesses with quick turnarounds. We will continue to work with businesses on their needs.

Mayor Wilcox asked if anyone from the audience would like to make a comment.

No one spoke.

Council Member Shuttleworth - can motorcycles park in golf cart spaces?

Mr. Cramer - Our folks would educate that person if they did, the space is for carts which are not registered with NCDOT. Council could have the signage changed.

Council Member Shuttleworth - 20 minute meters are in front of the Sea Merchant.

Mr. Cramer - I spoke with Sea Merchants and they are in favor of putting 2 hour meters in front of their business. I would like to say our goal is to put up 115 meters, change the practice and work individually with the property owners to make sure we meet their needs for parking. Because we are not changing the ordinance this item was not required to be a public hearing.

Council Member Shuttleworth - I would like for the manager to come back sometime and discuss extending the meter timeline.

Mr. Cramer - we can review it and bring it back.

Mayor Wilcox - the public needs to understand they can park in these spots with their sticker. Employees can get a sticker to park.

Council Member Bridges made a motion to allow the manager to pursue the 119 meters with 115 being placed in the designated parking spaces with the latitude that he may make some moderate changes after talking to businesses over time.

Mr. Cramer - credit cards can be used with a 1 hour minimum otherwise change can be used for less time. There will be signage with explanation on each meter pole.

Motion carried unanimously.

- d. Award Construction Contract for the Boardwalk Northern Extension Project

(Requested by Jerry Haire, Grant Administration)

This item was removed from the agenda. Only one bid was received during the bid opening. This item will go on the March 23rd workshop.

- e. Consider transferring funds from the unrestricted fund balance to accommodate parking lot improvements

(Requested by Ed Parvin, Planning & Development)

Michael Cramer presented. He said one of the other types of improvements made over the years, has been leasing vacant property, installing pay stations placing parking lots on those properties. This is cost shared with property owners - 50/50 on revenue. Last year we did a 1 year lease with the Hamlet west parking area behind Coast Walk Realty, was previously and continued to be mulched. There were issues with rain and people getting stuck. The property owner is willing to go to a 5 year lease and have us up fit the lot with gravel. We would need approximately \$12,000 from Fund Balance to up fit with gravel. If the property owner decides to terminate the lease, we would receive a prorated share of \$12,000 cost back. Each year it would be 1/5 of the remainder. We are asking council to authorize improvements to that property under this lease agreement, and set up the lease in that manner to give us an additional 36 spaces of designated parking spots. Within a year or two the improvements would be paid for.

Council Member Bridges made a motion to authorize the finance director to transfer \$12,000 from the General Fund Unrestricted Fund Balance to implement these changes. Motion carried unanimously.

9. NON-AGENDA ITEMS

MPT Pierce - did we get our bicycle racks?

Michael Cramer - yes, haven't installed all of them yet. There are 2 out by the gazebo.

Mayor Wilcox - we're running out of time on the planters, any progress on that?

Mr. Cramer - they should be building a sample for us to look at, I will find out when and get back to you.

Mayor Wilcox - the poles in front of the gazebo area are all peeled off.

Mr. Cramer - as soon as the weather warms a little we will use the pressure washer. We have not received good response from the person who put them in on any other warranty than the 1 year. The contractor will not be used again.

Council Member Shuttleworth - workshops are when and what is being discussed?

Mr. Cramer - February 18th at 9:00 am to review the detailed rate analysis for revenue bonds; February 23rd at 9:00 am regular workshop, will discuss 5 items.

Council Member Shuttleworth - quick update on solid waste transfer, our trucks and what we're doing, changes we talked about.

Mr. Cramer - we've received new can machine that dumps the unit off, also received half of the cans and expect in the next week the manufacturer will come and help us retrofit our previous can machines. I estimate beginning use in the next month.

Mayor Wilcox - Are we all geared up for Saturday's Polar Plunge?

Mr. Cramer - The concrete is poured on the one side. The other side where there is construction will be cordoned off and any open areas will be rocked.

Mayor Wilcox requested someone from the town to be there at setup time.

10. ADJOURNMENT

Council Member Doetsch made a motion to adjourn. Motion carried unanimously.

Kimberlee Ward
Kimberlee Ward, Town Clerk

3-8-2016
Date Approved



RESOLUTION IN SUPPORT OF APPLYING FOR A GRANT FROM THE N.C. DEPARTMENT OF ENVIRONMENTAL QUALITY – COMMUNITY WASTE REDUCTION AND RECYCLING GRANT PROGRAM

WHEREAS, the Town of Carolina Beach desires to continue development and expansion of its community recycling program to enhance public waste reduction and recycling, and

WHEREAS, the Town is supportive of New Hanover County's goal of reducing the waste stream to the landfill by 40%, and

WHEREAS, the Town desires to expand away-from-home recycling opportunities such as recycling infrastructure for parks, sports fields, streetscape / pedestrian recycling, and / or recycling at public venues, and

WHEREAS, funding for recycling is available through the N.C. Department of Environmental Quality – Community Waste Reduction and Recycling Program,

NOW, THEREFORE, BE IT RESOLVED THAT:

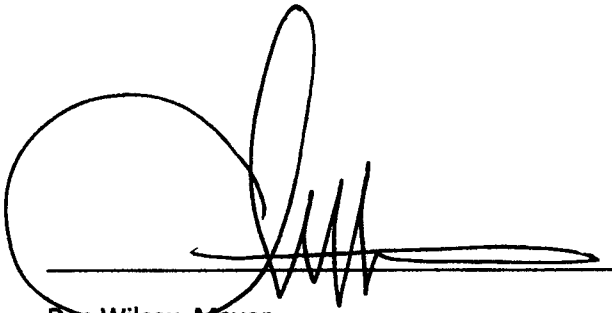
- 1) The Town Council requests the N. C. Department of Environmental Quality to provide financial assistance to the Town for acquisition of 24 recycling/trash receptacles to be placed in Town parks and other public facilities in the amount of \$22,638, with the Town contributing matching funds in the amount of \$22,638 for a total project budget of \$45,276.
- 2) The Town Council assumes full obligation for payment of the balance of project costs;
- 3) The Town Council will obtain all necessary State and Federal permits.
- 4) The Town Council will comply with all applicable laws governing the award of contracts and the expenditure of public funds by local governments.
- 5) The Town Council will assure that the project is open for use by the public on an equal basis with no restrictions.

Resolution 16-2119

Town of Carolina Beach
Town Council

- 6) The Town Council will hold the funding agency harmless from any damages that may result from the construction, operation and maintenance of the project.
- 7) The Town Council accepts responsibility for the operation and maintenance of the completed project.

Adopted by the Town Council this 9th day of February, 2016 by a vote of 5 in favor and 0 against.



Dan Wilcox, Mayor



Attest: Kimberlee Ward, Town Clerk



Date Approved