



TOWN COUNCIL MINUTES

REGULAR MEETING

December 20, 2016

The Kure Beach Town Council held their regular meeting on Tuesday, December 20, 2016 at 6:30 p.m. The Town Attorney was present and there was a quorum of Council members.

COUNCIL MEMBERS PRESENT

Mayor Emilie Swearingen
Mayor Pro Tem (MPT) Craig Bloszinsky
Commissioner David Heglar
Commissioner Joseph Whitley
Commissioner Jim Dugan

STAFF PRESENT

Building Inspector – John Batson
Police Officer – Jamie King
Police Officer – Ryan Kennedy
Town Clerk – Nancy Avery
Deputy Clerk – Nancy Hewitt

CALL TO ORDER

Mayor Swearingen called the meeting to order at 6:30 p.m., and Pastor Cathy Chester from Carolina Coast Vineyard Church delivered the opening invocation and led everyone in the Pledge of Allegiance.

AWARDS

Mayor Swearingen stated that, during the 2016 Pleasure Island Chamber of Commerce Awards, the Town of Kure Beach and the town's Police Department received an award for the chamber's grateful appreciation for continued dedication and support in all events sponsored by the chamber in 2016. She asked the clerk to place the town's award be placed in the Town Hall lobby for the public to see. Police Officers Jamie King and Ryan Kennedy accepted their department's award and asked that their thanks be conveyed to the chamber.

APPROVAL OF CONSENT AGENDA ITEMS

1. Adopt Capital Project Ordinance for H Avenue Lift Station
2. Accept resignations from the SLABPP Committee: Susan Walters, Priscilla Smith, James Smith, Kerry Garrigan, Ann Hughes, Sara Smith and Pamela O'Quinn
3. Fire Department Report – November 2016
4. YTD Finance Report Meeting
5. Minutes:
 - November 15, 2016 regular meeting
 - November 17, 2016 special meeting

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



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SECOND – Commissioner Dugan

VOTE – Unanimous

Said ordinance is herein incorporated as part of these minutes.

ADOPTION OF THE AGENDA

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

SECOND – Commissioner Dugan

VOTE – Unanimous

DISCUSSION AND CONSIDERATION OF COMMITTEE BUSINESS

1. Marketing Committee

Chairperson Elliott gave a presentation on the marketing campaign for the time period between July 1 and October 31, 2016. She reviewed the advertising methods and results. She said \$44,600 was spent on this campaign, compared to \$32,000 for the 2015 fall campaign. She said that online media continues to be the primary driver of inquiries in both quantity and efficiency.

Mayor Swearingen and MPT Bloszinsky said they were impressed with the results of the marketing campaign.

Ms. Elliott reviewed Marketing's proposal for the rollover budget stating that 60 percent of the budget is to be spent on in-state advertising and 40 percent is to be spent on out-of-state advertising. She reviewed the rollover budget line items which came to a total of \$60,000, in addition to a \$4,588 media contingency, for a grand total rollover budget of \$64,588. She asked Council to approve the use of the rollover funds, as presented.

Commissioner Heglar said that the item wasn't put on the December Council meeting agenda, so they need to have more time to review the proposed rollover budget.

CONSENSUS – Council asked that Marketing's rollover budget be placed on the January Council agenda for further review before approval, and they asked Ms. Elliott to remind them what they asked the Marketing Committee to reserve from last year's rollover budget.

2. Planning & Zoning Commission

Chairperson Ellen stated that Inspector Batson informed the commission of the Development Line concept. He said the commission didn't have a formal position on the subject. He said the commission is still working on a draft ordinance for livestock and exotic animals but isn't ready to present anything to Council yet.

Council asked Mr. Ellen to let them know if there are any county ordinances established regarding the two topics.



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Mayor Swearingen asked if livestock or exotic animals would even become an issue in Kure Beach, to which Mr. Ellen and Commissioner Whitley said the commission is planning ahead to have an ordinance in place, just in case.

MPT Bloszinsky said he likes the idea of an individual being required to get a permit for their animal so that Council can be made aware of anything unusual being brought into town.

Mayor Swearingen said that her biggest concern is having ordinances on the books where there may not be enough staff to enforce them.

Commissioner Dugan gave Council a heads-up that Inspector Batson will bring information and material regarding the Development Line proposal to the January Council meeting for a decision.

3. Other Committees

Mayor Swearingen asked that the clerk notify the chairpersons of all town committees to attend the January Council meeting to report on their committees. She also asked that the clerk notify the liaisons of the non-town committees to attend the February Council meeting to report on their committees. She added that she would like to hear from the 70th Anniversary Committee and Sewer Authority representatives at the February Council meeting.

DISCUSSION AND CONSIDERATION OF DEPARTMENT HEAD BUSINESS

1. Administration and Recreation

a. Consideration of date for 2017 Council Retreat

Town Clerk Avery gave Council a choice of dates to hold their annual retreat.

MOTION – Commissioner Heglar moved to schedule a Council Retreat at the KB Community Center on Tuesday, January 24, 2017, to begin at 8:00 a.m.

SECOND – Commissioner Whitley

VOTE – Unanimous

Town Clerk Avery said she will email Council last year's retreat agenda so they can decide what they want on this year's agenda.

DISCUSSION AND CONSIDERATION OF OLD BUSINESS

1. Focus Group Survey through Survey Monkey

Commissioner Heglar said he met with Susan Sinclair to discuss how to avoid the public from "packing" or "racing" their surveys. He said that "packing" is when a person takes the survey a number of times instead of just once, and "racing" is when a person races through the survey without giving every question serious thought. He said that the survey will have about 35 questions and will be distributed using 1) the town's Notify Me email distribution and 2) the



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town website's "Polls and Surveys" feature. He said the answers from both survey systems will be compared to each other to detect if anyone has packed the survey or raced through it. He said there probably needs to be a third person to be an arbiter to work alongside of him and Ms. Sinclair. He said that they'd like to send the survey out in January, once Ms. Sinclair returns from overseas. He asked how long Council wanted the survey to be available to the public.

Commissioner Whitley volunteered to be the third arbiter of the survey results and suggested limiting the survey's availability to 30 days.

Commissioner Heglar agreed that a 30-day timeframe would be good and said he can always extend it, if needed.

Mayor Swearingen asked if the results would be available for review at the February Council meeting, to which Commissioner Heglar said it is possible if they are able to make the survey available to the public the first week of January.

Commissioner Dugan said that, once the survey is available, the town's committee members should be notified to take the survey, possibly taking it during the committee meeting.

Mayor Swearingen asked the clerks to let Council know how many people actually read the emails that are sent out via Notify Me, to which Deputy Clerk Hewitt said she will get the information from the MailChimp reporting system to forward to Council. Mayor Swearingen also asked if there was enough room on the monthly utility bill to put a sentence on it to notify people about the survey, to which Town Clerk Avery said there are only about 25-30 characters allowed on the bill, which may not be enough room to be effective.

COMMISSIONER ITEMS

Commissioner Dugan thanked Director Beeker and his Public Works crew for their hard work decorating the Ocean Front Park for the annual Christmas show. He also thanked the show organizers and performers for doing a great job. He said he was glad that they were able to use the pavilion this year, rather than the portable stage.

Mayor Swearingen told Council about the new staff person who has taken Josie Fitzgerald's place in the Building Department: Kathleen Zielinski.

CLOSED SESSION

MOTION – At 7:44 p.m., Commissioner Heglar moved to enter into Closed Session for the purpose of discussing personnel, per N.C.G.S. 143-318.11.(a)(6).

SECOND – Commissioner Dugan

VOTE – Unanimous



CAPITAL PROJECT ORDINANCE

H AVENUE LIFT STATION

Be it ordained by the Town Council of Kure Beach, North Carolina, that, pursuant to Section 13.2 of Chapter 159 of the General Statutes of North Carolina, the following capital project ordinance is hereby adopted:

Section 1. The project authorized is the construction of a new H Avenue lift station to be financed by a transfer from the Water/Sewer Fund, transfer from the Sewer Expansion Reserve Fund and installment financing.

Section 2. The officers of this unit are hereby directed to proceed with the capital project within the terms of the installment financing agreements and the budget contained herein.

Section 3. The following amounts are appropriated for the project:

Engineering and Construction	
Administration	\$116,000
Construction	<u>500,000</u>
Total Project Costs	<u>\$616,000</u>

Section 4. The following revenue sources are anticipated to be available to complete this project:

Transfer from the Water/Sewer Fund	\$ 50,000
Transfer from the Sewer Expansion Reserve Fund	150,000
Installment Financing	<u>416,000</u>
Total Revenue Sources	<u>\$616,000</u>

Section 5. The Finance Officer is hereby directed to maintain within the Capital Project Fund sufficient detailed accounting records to satisfy the requirements of any installment financing agreements and State and Federal regulations.

Section 6. Funds may be advanced from the Water/Sewer Fund for the purpose of making payments as due.


Section 7. The Finance Officer is directed to report, on a quarterly basis, on the financial status of each project element in Section 3 and on the total revenues received.

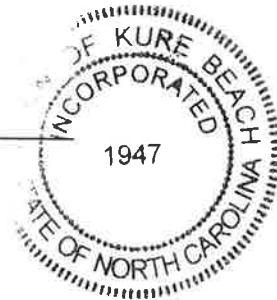
Section 8. The Budget Officer is directed to include a detailed analysis of past and future costs and revenues related to this capital project in every budget submission made to this Board.

Section 9. Copies of this capital project ordinance shall be furnished to the Town Clerk, the Budget Officer and the Finance Officer for direction in carrying out this project.

This ordinance being duly passed and adopted this 20th day of December, 2016.


Emilie Swearingen, Mayor


Nancy Avery, Town Clerk





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MOTION – Commissioner Heglar moved to return to Open Session at 8:13 p.m.

SECOND – Commissioner Whitley

VOTE – Unanimous

Commissioner Heglar said that Council directed Town Clerk Avery to share the Employee Survey results with the department heads, directing them to review the information, and then Council will meet with them sometime in early 2017 to discuss it.

ADJOURNMENT

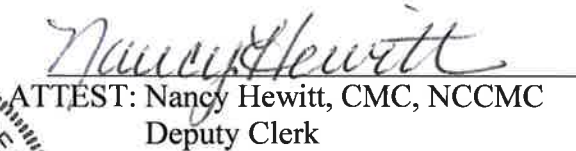
MOTION – Commissioner Heglar moved to adjourn.

SECOND – Commissioner Whitley

VOTE – Unanimous

The meeting adjourned at 8:15 p.m.


Emilie Swearingen, Mayor


ATTEST: Nancy Hewitt, CMC, NCCMC
Deputy Clerk

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

