

Town of Pine Knoll Shores Board of Commissioners and Strategic Planning Committee
Joint Meeting
December 1, 2016
6:00 PM

Call to Order and Pledge of Allegiance

Mayor Jones called the December 1, 2016 Joint Meeting of the Pine Knoll Shores Board of Commissioners and Strategic Planning Committee to order at 6 PM and led the Pledge of Allegiance. Also present for the meeting were Commissioners Clark Edwards, John Brodman, Larry Corsello, Fred Fulcher and Ted Goetzinger; Strategic Planning Committee members John Halada, Bob Warren, George Greene, Vince Larson, and John Tilyard; Lee Padrick with the NC Department of Commerce; Town Planner Scott Sherrill; and Town Clerk Sarah Williams.

Approval of the Agenda

Mayor Jones asked if there were any objections to the agenda, there were none. Mayor Jones turned the meeting over to Chairman of the Strategic Planning Committee (SPC), John Halada.

Mr. Halada explained that he would like to talk about 3 main topics during the meeting: the focus group results, what the SPC did last year, and the next steps to take.

Focus Group Results

Mr. Halada explained that the group would go over four emerging issues that they had discussion on during their focus group sessions that Mr. Padrick led for the Town. He explained that Mr. Padrick would reveal the trends and results he found after meeting with the different focus groups, and then the Commissioners and Committee members would discuss the issues and the approach they would like to take for the new year.

Mr. Padrick facilitated discussion with five focus groups. One of the five groups was comprised of some younger residents. Each group had 5-6 people, lasted about 1.5 hours, and they all were give the same 5 questions:

- 1) Why did you select Pine Knoll Shores to have property and live in?
- 2) Looking at PKS today, what's important to you and what concerns you the most? What about sea level rise and water quality issues (aquifer and surface)?
- 3) Specific on Long Term Demographic Shift. Did you know that only three out of every ten homes in PKS have fulltime residents and the trend is going lower? Why do you think this is? Is this a good or bad this for the town? Why? What do you think it would take for you, if you were a part time resident, to become a fulltime resident?
- 4) What is your vision of the future, what changes to you expect to see?
- 5) What changes/tweaks would you like to see made to the PKS Strategic Plan?

The results from the focus groups are included herein by reference and attached to these minutes.

Mr. Halada directed the group's attention to p10 of their packets and went through what the SPC had identified as emerging topics.

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Water Quality

He said that the SPC would like look at water in a systematic way and put it in its own category. The SPC would also like to see Water Quality as its own category and identify different sources.

Long Range Demographic Shift

The SPC needs guidance and discussion from the Board on how they would like to move forward. There is not a consensus among the SPC that the long range demographic shift is a bad thing.

Sea Level Rise

There is an objective in Beach Preservation in the current Strategic Plan. There was discussion among those present on how best to present sea level rise data. Mr. Larson noted that sea level rise could be turned into a positive and asked for some time to study the subject and bring it back to the Commissioners for discussion. Member Greene suggested creating a plan and being proactive; like the Town has done with beach erosion. Commissioner Edwards suggested looking at models that show various levels of sea rise; Commissioner Fulcher suggested fly overs to get current vegetation levels; and Commission Brodman suggested small steps, such as riparian buffers and sea walls. The SPC and the Commissioners were in agreement that it should be considered an emerging issue.

Branding

Planner Sherrill informed the group that he had spoken with different subject matter experts in the field of community development to see what suggestions they had. He stressed that this was very much predicated on the objective of increasing the full time residents in Town; which the Town may not want. Based on these discussions, he advised the Board and the SPC that they would need to figure out a brand marketing strategy once they decided how to move forward. Mayor Jones suggested getting the facts together before making any decisions and Member Greene suggested a SWOT Analysis of the changing demographics. Commissioner Corsello did not see branding as a concern; but felt that community participation was an issue that should be addressed. Mr. Larson agreed with Commissioner Corsello and said building community was the issue; not necessarily branding and marketing. Member Larson said that the idea was to study if the Town would be OK with part-time residents and/or what would happen if the Town lost their full-time residents. Member Corsello's concern was the way the objective "Increase the percentage of full time residents in Town" was worded.

There was general discussion about the changing demographics in Town. The consensus among the Board was that as a residential community, it should be addressed.

Commissioner Edwards stated that it was different than a town with a Main St. and seeing businesses decline; accessibility, safety, and making sure things are done right were the main concerns. Member Larson referenced the focus groups and the reasons why people liked living in Town. There was further

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discussion and Member Larson asked the Commissioners if they wanted the SPC to continue to discuss demographics. There was consensus.

Two issues that were considered emerging topics in February of 2016 were a Town Center and Broadband. Mr. Halada believed these two topics should be looked at under the umbrella of demographics; he asked the Board if they would like to see anything else as an emerging issue. Commissioner Edwards asked Mr. Padrick if any of the focus groups mentioned the need for a town center. Mr. Padrick answered that the topic did not come up, but that it had come up in stakeholder interviews a couple of years ago. Commissioner Brodman answered that the Parks and Recreation Committee would be conducting a survey in 2017 and suggesting asking some of the questions that had been discussed.

Public Comment

Nick and Melissa Murray, 104 Laurel Ct, are part-time residents and they care about the community, even though they aren't full-time they feel the sense of community. They appreciate the communication from the Town.

Daniel Kulynych, 105 Redwood Court, believes that there can be more communication between the Town and its residents but he is impressed that the Town has a Strategic Plan and that they use it.

Planner Sherrill spoke in defense of a Town Center, he sees the Center as an opportunity for the Town to see what residents would like to see and to gather input. He asked the group think about the area along Pine Knoll Blvd that turns out to Genesis as a hub of community involvement. Commissioner Edwards supported the idea of some kind of center that could be used a meeting place and asked the SPC to look into the topic. Mr. Halada said that they would.

Commissioner Edwards would like the SPC to take a look at educating citizens, teaching them how to be better stewards of their property, and showing them that how they design their yards, contributes to water quality; especially homes along the canal. There was discussion among those present about different ways to test the quality.

Adjournment

The Mayor adjourned the meeting at 7:30 PM.

S. G. Williams

Sarah G. Williams, Town Clerk



Ken Jones

Ken Jones, Mayor

