



STRATEGIC PLANNING COMMITTEE
REGULAR MONTHLY MEETING
Wednesday, August 7, 2024
3:00 – 5:00pm

Agenda

- I. Administration (5 Minutes)**
 - a. Call to Order
 - b. Approval of the Agenda
 - c. Approval of Absentees
 - d. Approval of Minutes
 - e. Brief Introduction of Guests

- II. Liaison Updates (20 Minutes)**
 - a. BOC Update
 - b. Planning Board Update
 - c. AC Update
 - d. Town Staff Update

Commissioner Ferguson
Member Michelle Powers
AC Member Holland
Town Manager Anderson

- III. New Business (5 Minutes)**

2025 Concept Ideas for Discussion:

 - a. Strategic Plan: Lee Padrick, Chief Economic Development Planner in the DOC's Rural Planning Center, Greenville
 - b. EVs – preparation, infrastructure, planning

- IV. Old Business (60 Minutes)**
 - a. Updated SP Presentation Schedule – Deadline for feedback: November
 - b. Brief overview of CCCC Presentations – Challenges/Successes
 - c. SPC Speaker Schedule
 - i. Sept 4 - Nicole Goddard and/or Team Member – Building Resilience to Extreme Heat
NCORR: Heat Planning: Action Plan Toolkit and Strategies for Implementation
 - ii. 2025: Don Kirkman: County Economic Development; Braxton Davis, NC Coastal Federation;
Sonny Cunningham, Public Service Director
 - d. SPC Applicants: Mike Lamar and Cindy Scherschling recommended to the BOC for approval
 - e. Ongoing: Census/Snapshot of PKS

- V. Meeting Conclusion**
 - a. Next SPC Meeting: September 4, 2024 @3:00 p.m.
 - b. Adjournment

Strategic Planning Committee Meeting Minutes July 3, 2024

Call to Order

Chairwoman Jeanne Biddle called the meeting to order at 3:00 PM and welcomed all in attendance.

Members Present: Member Christine Voss, Commissioner John Ferguson, Member Jimmy Beckom, Vice Chairwoman Suzanne Wheatcraft, Mayor John Brodman, Member Michelle Powers

Members Absent: None

Staff Present: Chief Ryan Thompson, Town Manager Julie Anderson, Town Clerk Missy Shine

Others Present: Ken Rozewski, Commissioner Robert Cox, Town Clerk Missy Shine, Mike Lamar, Cindy Scherschling, Appearance Commissioner Member Penny Holland

Approval of Agenda

Member Michelle Powers made a motion to approve the agenda with a second from Vice Chairwoman Suzanne Wheatcraft. The motion passed unanimously.

Approval of Absentees

There were no members absent from the meeting.

Approval of the Minutes

Member Jimmy Beckom made a motion to accept the June meeting minutes with a second from Member Christine Voss. The motion passed unanimously.

Liaison Updates

Board of Commissioners: Commissioner John Ferguson

The Board of Commissioners met on June 12, 2024, and voted to approve and adjust the ordinance on building height to allow buildings in Roosevelt Reserve to build up to 50 feet in height. There are two joint meetings with the Planning Board coming up in July to continue work on the Unified Development Ordinance. Town Manager Julie Anderson recently met with Commissioner John Ferguson and Commissioner DeVan Barbour to discuss the state of the Town's Beach Fund. The Mayor, Town Manager Julie Anderson, and Commissioner John Ferguson recently met with Victoria Holmes, to discuss the Town's various phases of our storm water project. Holmes is writing a article for Blue Dot Living, which is where it will be published. Chairwoman Jeanne Biddle and Commissioner John Ferguson met with the Country Club to discuss the Strategic Plan. This will be discussed later in the meeting.

Planning Board: Member Michelle Powers

Chairwoman Jeanne Biddle and Member Michelle Powers will be meeting with the Planning Board in September to discuss the Town's Strategic Plan. Member Powers recently got a copy of the edited UDO and is beginning to review it now. As she understands it, there are quite a few changes to the UDO that the Town's Attorney recommended.

Vice Chairwoman Suzanne Wheatcraft inquired about the recent discovery that Roosevelt Reserve may be listed to sell either individual lots or the entire 4 acres and if that changes any of the recent decisions made by the Planning Board or the Town. Town Manager Julie Anderson led a discussion on the topic with the group.

Appearance Commission: Appearance Commission Member Penny Holland

The Appearance Commission recently did a walkthrough of the Roosevelt Reserve property with the property developer. Member Holland has received some calls about the lot being developed on the corner of Aspen Court from people concerned about too many trees being cut. Member Holland assured those individuals and the group that the property is within compliance with our ordinances.

Town Update: Town Manager Julie Anderson

Town Manager Julie Anderson told the group that our recently hired Finance Director backed out of the position, which was supposed to start on Monday July 1, 2024. Town Manager Anderson told the group that there is a nationwide shortage of Finance Directors, so Town staff are reviewing recent applicants and looking for a candidate that could be groomed and trained into the future Finance Director.

The Public Safety Building Roof project is still ongoing, with the holdup being the new HVAC units that will be installed on the roof. The HVAC units are being treated with salt-water protection, which is what is causing the delay. Once they are delivered, the units will be installed and the roof project should be completed shortly after.

The Public Service's Equipment Building project is moving forward. Town staff had a virtual meeting earlier in the day that served as the pre-construction meeting. The building materials will be delivered by August 23rd with some sitework being completed prior to material delivery. The dumpsters in the parking lot of Town Hall will be moved prior to the project starting.

Town Manager Julie Anderson and Mayor John Brodman met with a group of residents that live on Cedar Road. One of the concerns the citizens had was speeding vehicles and vehicles not stopping for the stop signs. The police department placed a speed measuring sign on Cedar Road to measure the speed of vehicles that come through there and we recently ordered temporary speed bumps to install on Cedar Road, to slow traffic down. Cedar Road is labeled as a "truck route" and Town Manager Anderson inquired with Member Jimmy Beckom, who is a retired traffic engineer, who would have labeled Cedar Road as a "truck route". Member Beckom briefly discussed the potential drawbacks of putting speed bumps down on Cedar Road.

New Business

Member Terms and July 2024 Oaths

Town Clerk Missy Shine gave Suzanne Wheatcraft, Christine Voss, and Jeanne Biddle their Oaths of Office for their new terms on the Strategic Planning Committee.

Old Business

PPT of Strategic Plan Presentation, Tools, and Discussion

Member Christine Voss created a PowerPoint presentation to use at the presentations to the HOA's, committees, and boards. The updated Strategic Plan will be presented during these meetings.

Updated/Revised Presentation Schedule

There is an updated presentation schedule attached in the agenda packet for this meeting. Chairwoman Biddle and Commissioner Ferguson presented the Strategic Plan to the Crystal Coast Country Club on June 26, 2024. Chairwoman Biddle will update the schedule as dates are set for the presentations. Chairwoman Biddle and Commissioner Ferguson told the group about the feedback they got from their presentation at the country club. Storm water mitigation and pumping was a big topic of discussion during the Strategic Plan presentation. Commissioner Ferguson talked about some of the challenges they faced during their presentation, to better prepare the rest of the group for future presentations. The group discussed the recent discovery that the Crystal Coast Country Club made, which was that their water quality in their ponds has gone down since the Town started pumping storm water from Myrtle Court several years ago.

SPC Speaker Schedule

Nicole Goddard will give a presentation at the September 4, 2024 SPC meeting. The presentation will be on building resilience to extreme heat and heat planning.

Update of Applicants for SPC Positions

During the meeting, three applicants that applied for open positions on the Strategic Planning Committee were in attendance. Those applicants were Mike Lamar, Ken Rozewski, and Cindy Scherschling. Cindy Scherschling and Mike Lamar gave the group a brief introduction on themselves and what they could bring to the group. Ken Rozewski was no longer in attendance at this point in the meeting.

Commissioner John Ferguson and Chairwoman Jeanne Biddle recently updated the Strategic Planning Committee Recruitment Process. The document outlining the process is attached to this meeting's agenda packet.

Update of Census for PKS

The group talked about the need for a PKS specific census/snapshot and some possible ways to facilitate it and some possible information that would be useful to gather.

Next Meeting

Chairwoman Jeanne Biddle noted the next regular meeting would be on August 7th, 2024 at 3:00pm.

Motion to Adjourn

A motion was made by Member Michelle Powers to adjourn the meeting. Commissioner John Ferguson seconded the motion, and the meeting was adjourned at 4:34 PM.

Updated Strategic Plan Presentations

Organizations/Clubs/Committees	Presenters	Presentation Dates
All HOAs	Jeanne &	HOA Summit Aug. 23
HOA: PKA	Chris & John F.	July 11
HOAs: PIKSCO / Beacon's Reach		
Women's Club	Suzanne & Michelle	Fall – waiting for date
Planning Board	Michelle & Jeanne	Sept. 24
Garden Club	Suzanne & Jeanne	October 9
Appearance Commission	Penny & Jeanne	August 15 @2pm
Town Departments	Julie & Ryan	
History	John F. & Michelle	
Board of Adjustment	John F. & Jeanne	
CC Country Club	John F. & Jeanne	June 26 @3pm
Shoreline Newspaper	Jimmie & Mayor	
Successful Ageing	Mayor & Michelle	
PARC	Mayor & Jeanne	August 6 @6pm
Aquarium	Chris & Penny	

Deadline for feedback is November.

Feedback will be compiled and shared with all groups as well as used for the offsite meeting in February.