

CAROLINA BEACH

Town Council Workshop

Tuesday, October 26, 2021 - 9:00 AM

Council Chambers, 1121 N. Lake Park Boulevard, Carolina Beach, NC



MINUTES

CALL TO ORDER

Mayor Pierce called the meeting to order at 9:00 AM.

PRESENT

Mayor LeAnn Pierce

Mayor Pro Tem Jay Healy

Council Member Lynn Barbee

Council Member Steve Shuttleworth

ABSENT

Council Member JoDan Garza

ALSO PRESENT

Town Manager Bruce Oakley

Assistant Town Manager Ed Parvin

Town Clerk Kim Ward

Town Attorney Noel Fox

DISCUSSION ITEMS

1. Employee Recognition

Human Resources Director Holly Brooks introduced Paul Courtney, the new Human Resources intern.

Mayor Pierce recognized Town Clerk Kim Ward for 17 years of service.

2. Select Parking Company for the 2022 Season

Mr. Oakley said the Town received 7 proposals in response to the RFP for vendors to manage the 2022 parking program. That pool was narrowed to 3, and staff met with Mayor Pro Tem Healy and Council Member Barbee to review and discuss before agreeing on a recommendation of Pivot Parking, a local company. Mr. Oakley said Pivot's numbers estimating what the Town would make are the highest of all the vendors, and there is an incentive-based component to the contract. He said negotiations would include discussion of a non-performance clause so the Town can exit without penalty if necessary.

Mayor Pro Tem Healy said the main considerations for a parking vendor are revenue, customer service, communication, and data.

Council Member Barbee said there are some operational issues that need to be worked out, but the number one thing is the customer experience, which was lacking this year and confused a lot of visitors.

Mayor Pro Tem Healy said Pivot is willing to go into a 1-year contract versus 3 years, and there has been discussion of a 30-day assessment.

Council Member Shuttleworth asked Mr. Oakley if he is comfortable with the plan for repairing or replacing capital equipment. Mr. Oakley said Pivot will inventory everything the Town has, and the company wants to transition more to Text2Pay to get rid of equipment.

Council Member Shuttleworth said he would prefer to see the Town pay Pivot a management fee rather than Pivot paying the Town net revenue. He said this would put the Town in better control of the revenue. Mayor Pierce said she would also like to see this. Mr. Oakley said this is how Pivot prefers the arrangement.

Mayor Pierce asked if Pivot can quickly transition to handle Freeman Park because early bird sales begin in December. Mr. Oakley said he is confident this can happen so the Town doesn't miss a beat.

ACTION: Motion to have the Town Manager and staff move forward with negotiating a parking contract for 1 year with Pivot

Motion made by Council Member Shuttleworth

Voting Yea: Mayor Pierce, Mayor Pro Tem Healy, Council Member Barbee, Council Member Shuttleworth

Motion passed 4-0

3. Parking Discussion

Mr. Parvin presented information about various parking options.

One of the ideas up for discussion was use of an unmanned license plate reader/arm at Freeman Park. Mr. Parvin said this would work much like an E-ZPass on a toll road. He said the Town has not yet seen a cost analysis for this system, but indications are that it may cost less than having an employee there.

Council Member Shuttleworth said he would like to see the new parking vendor look at how the Town can compete with private lots.

Mayor Pierce said if the Town can't regain some of those private lots, then there should be an ordinance where they must charge the same thing as the Town lots. She said the new parking vendor should also examine how far back the Town should allow right-of-way parking and that this is an issue the Town needs to get ahead of before it gets out of hand.

Council Member Barbee said it's important to get all parking lots on the same schedule to eliminate confusion.

Mayor Pierce asked for analysis of parking revenue for October because this is the first year it was done. She said maybe not charging for parking in October would've been a better move for local businesses.

Council Member Barbee said the Town should work on signage and how to market and brand Town parking spots with color coding or something else visually easy to understand. He said there should be clear communication with visitors at every entrance so they can make informed decisions before entering a parking lot.

Mr. Parvin said the parking business is constantly changing and becoming more innovative, so the Town should discuss this with Pivot. He also brought up the idea of limiting the number of parking passes each person can purchase.

Council Member Shuttleworth asked why the Town would limit the number of passes a resident can buy. He said people can only drive one vehicle at a time, and this would be a good way to get more revenue. Council Member Shuttleworth also mentioned the need for better employee parking options as well as the possibility of a free shuttle system that could take people from a Town-leased lot just over the bridge.

Mayor Pierce said there has been some discussion with Wave Transit about a trolley system for some of the beach towns.

Council Member Barbee said quarterly updates from the parking vendor would improve communication. He also suggested looking into tiered pricing for better locations.

Mayor Pierce said Council would start the closed session early because the speaker for the next item was not scheduled to arrive until 11:00 AM.

ACTION: Motion to go into closed session to discuss an attorney/client matter in accordance with NCGS 143-318.11. Matters being discussed are:

18 CVS 3151 Town of Carolina Beach vs. Carolina Freeman LLC

18 CVS 3152 Town of Carolina Beach vs. B&F Enterprises LLC

18 CVS 3153 Town of Carolina Beach vs. DRDK LLC

18 CVS 3154 Town of Carolina Beach vs. Freeman Beach LLC

20 CVS 2596 Porter vs. Town of Carolina Beach et al.

21 CVS 14055 Buscemi vs. Berger et al.

Motion made by Mayor Pierce

Voting Yea: Mayor Pierce, Mayor Pro Tem Healy, Council Member Barbee, Council Member Shuttleworth

Motion passed 4-0

Mayor Pierce called the meeting back to order and said Council took no action during closed session.

4. Legislative Update from Senior Advisor Mike McIntyre

Senior Advisor and Former Congressman Mike McIntyre gave Council a legislative update. He said it has been a year since he joined efforts to help the Town.

Mr. McIntyre congratulated the Town on the recent development that storm damage reduction money is available. He said the window for progress to occur is November 16-April 30.

Mr. McIntyre mentioned an infrastructure package that could benefit the Town in the next fiscal year.

Mr. McIntyre also discussed potential real estate transactions with Military Ocean Terminal Sunny Point (MOTSU). He said a letter was sent to the Congressional delegation, and all are supportive of the efforts, which gives things a better chance to come to fruition.

Mr. McIntyre said overall he is seeing progress and anticipating good things to continue to happen.

Council Member Shuttleworth asked if communication with MOTSU is getting easier. Mr. McIntyre said yes.

NON-AGENDA ITEMS

None

CLOSED SESSION

5. Closed Session to Discuss an Attorney/Client Matter

ACTION: Motion to go into closed session to discuss an attorney/client matter in accordance with NCGS 143-318.11. Matters being discussed are:

18 CVS 3151 Town of Carolina Beach vs. Carolina Freeman LLC

18 CVS 3152 Town of Carolina Beach vs. B&F Enterprises LLC

18 CVS 3153 Town of Carolina Beach vs. DRDK LLC

18 CVS 3154 Town of Carolina Beach vs. Freeman Beach LLC

Motion made by Mayor Pierce

Voting Yea: Mayor Pierce, Mayor Pro Tem Healy, Council Member Barbee, Council Member Shuttleworth

Motion passed 4-0

Mayor Pierce called the meeting back to order and said Council took no action during closed session.

ADJOURNMENT

ACTION: Motion to adjourn

Motion made by Mayor Pierce

Voting Yea: Mayor Pierce, Mayor Pro Tem Healy, Council Member Barbee, Council Member Shuttleworth

Motion passed 4-0

The meeting adjourned at 11:30 AM.