

CAROLINA BEACH

Town Council Regular Meeting

Tuesday, June 11, 2024 – 6:00 PM

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



AGENDA

CALL TO ORDER

INVOCATION BY REVEREND MOLLY PAINTER, FOLLOWED BY THE PLEDGE OF ALLEGIANCE

ADOPT THE AGENDA

CONSENT AGENDA

1. Budget Amendments/Transfers

2. Set a public hearing for July 9, for the creation of the Town's first Unified Development Ordinance (UDO). Chapters 30, 32, 36, and 40 will be repealed and the existing relevant language will be incorporated into the new UDO.

Applicant: Town of Carolina Beach

3. Set a public hearing for July 9, 2024, to consider a text amendment to Chapter 40 Article III Sec. 40-72, Article V Sec. 40-150, and Article IX Sec. 40-261 for Wine and Beer Shops

Applicant: Town of Carolina Beach

4. Set a public hearing for July 9, 2024, to consider a Conditional Zoning at 2 North Carolina Avenue for a 2-unit PUD

Applicant: Michael Rose Properties, LLC

5. Approval of Council Meeting Minutes

SPECIAL PRESENTATIONS

6. Marketing Advisory Committee Budget Presentation

7. Manager's Update

PUBLIC COMMENT

Public Comment allows the public the opportunity to address Town Council. Please direct your comments to Council only. Speakers should restrict comments to no more than three minutes. Items or questions presented during this time will not be discussed by Council. However, the topic may be

deferred to Town staff or a Town committee for follow-up. Please be sure to state your name and address, and speak directly into the microphone for those watching online.

PUBLIC HEARINGS

- [8.](#) Consider Adopting the Proposed FY2024-25 Budget

ITEMS OF BUSINESS

- [9.](#) Text Amendment to amend Chapter 16, Article II., Division 2., Sec. 16-79. – Sunset provision for golf carts on streets, for golf cart taxi businesses.

Applicant: Sherice Boyack

- [10.](#) Sidewalk from Carolina Beach Lake to Carolina Sands

- [11.](#) Annual Committee Appointments

COUNCIL COMMENTS

ADJOURNMENT



AGENDA ITEM COVERSHEET

PREPARED BY: Debbie Hall, Finance Director

DEPARTMENT: Finance

MEETING: Town Council – 6/11/24

SUBJECT: Budget Amendments/Transfers

BACKGROUND:

I have received several budget amendments and/or transfer requests. Transfers require only your notification whereas amendments require your approval. Listed below you will find a description of the amendments and/or transfers. I have also attached a copy of the supporting documentation for the appropriations.

Appropriations:

Appropriate \$1,500 from 10-330-003 Police Digital Forensic Investigation Revenue to account 10-510-070 Police Digital Forensic Investigation Expense to purchase equipment for the Digital Forensics Lab.

Appropriate \$10,000 donation from the Pleasure Island Volleyball Association to account 10-620-074 for construction of the new beach volleyball court.

Transfers:

Transfer \$5,000 from account 10-510-023 Police M&O Software to account 10-510-014 Police Travel & Training to cover training costs for May and June.

Transfer \$34,000 from account 10-630-046 Beach Maintenance Professional Services to account 10-570-046 Parking Professional Services to cover parking management fees for April, May and June.

Transfer \$500 from account 10-420-033 Executive Supplies to 10-550-046 Marina Professional Services to cover the cost of installation of multiple spigots at the Town Marina.

Transfer \$4,300 from account 10-570-074 Parking Capital over \$10,000 to account 10-570-012 Parking Printing & Publishing for signs for the new parking lots on Fayetteville Ave and Harper Ave.

Transfer \$1,595 from account 10-570-074 Parking Capital over \$10,000 to account 10-570-012 Parking Printing & Publishing for signs for new parking lot on Carolina Beach Avenue South.

Transfer \$200 from account 10-570-074 Parking Capital over \$10,000 to account 10-570-046 Parking Professional Services to cover cost of incidental purchases by the Parking Office.

Transfer \$1,595 from account 10-570-074 Parking Capital over \$10,000 to account 10-570-046 Parking Professional Services to cover.

Transfer \$5,000 from account 10-420-061 Executive Tuition Reimbursement; \$2,500 from account 10-410-014 Legislative Travel & Training; and \$2,085 from account 10-410-053 Legislative Dues & Subscription to account 10-410-046 Legislative Professional Services to cover additional survey services needed for Freeman Park Grant and legal services due to a lawsuit.

Transfer \$883 from account 10-420-033 Executive Supplies as follows: \$461 to account 10-420-023 Executive M&O Software; \$243 to account 10-550-011 Marina Communications; and \$179 to account 10-550-016 Marina M&O Equipment to cover line-item shortages.

Transfer \$5,065 from account 10-620-014 P&R Travel & Training and \$475.68 from account 10-620-024 P&R Uniforms to account 10-620-015 P&R M&O Building to cover HVAC repairs at the Rec Center.

Transfer \$338.52 from account 10-620-024 P&R Uniforms follows: \$182.54 to account 10-620-016 P&R M&O Equipment and \$155.98 to account 10-620-023 P&R M&O Software to cover weight room equipment repairs and increase in RecDesk software cost.

Transfer \$3,200 from account 10-530-045 Fire Contract Services to account 10-530-021 Fire M&O Tires to cover line-item shortage.

Transfer \$960 from account 10-530-023 Fire M&O Software to account 10-530-051 Fire Liability Insurance to cover insuring new equipment.

Transfer \$6,708.07 from account 10-530-075; \$10,907.34 from account 10-530-011 Fire Communications Fire Capital under \$10,000 and \$245 from account 10-530-050 Fire Rental Property to account 10-530-074 Fire Capital over \$10,000 to cover the cost of replacement ice machines and equipment for the new Fire Apparatus.

Transfer \$1,122 from account 10-520-015 Lifeguard M&O Building to account 10-520-017 Lifeguard M&O Vehicles to cover line-item shortage.

Transfer \$1,650 from account 10-450-006 HR Medical Insurance to account 10-450-025 HR 401(K) Match to cover line-item shortage.

Transfer \$107 from account 10-450-055 HR Wellness to account 10-450-053 HR Dues & Subscriptions to cover line-item shortage.

Transfer \$1,010 from account 10-450-051 HR Liability Insurance to account 10-450-014 HR Travel & Training to cover line-item shortage.

Transfer \$44,000 from account 10-580-045 Environmental Contract Services to account 10-580-013 Environmental Electric to cover project energy costs for May and June.

Transfer \$1,500 from account 10-580-035 Environmental Smalls Tools & Equipment to account 10-580-080 Environmental PPE & Safety Equipment to cover line-item shortage.

Transfer \$1,600 from account 10-580-014 Environmental Travel & Training to account 10-580-033 Environmental Supplies to cover line-item shortage.

Transfer \$100 from account 30-900-012 Stormwater Printing & Publishing to account 30-900-078 Stormwater Permit Fees to cover line-item shortage.

Transfer \$50 from account 30-900-012 Stormwater Printing & Publishing to account 30-900-080 Stormwater PPE & Safety Equipment to cover line-item shortage.

Transfer \$100 from account 30-900-012 Stormwater Printing & Publishing to account 30-900-035 Stormwater Small Tools & Equipment to cover line-item shortage.

Transfer \$98 from account 30-810-014 WWTP Travel & Training to account 30-810-011 WWTP Communications to cover cell phone replacement.

Transfer \$7,767 from account 30-811-014 WWC Travel & Training to account 30-810-013 WWTP electric to cover line-item shortage.

Transfer \$1,394 from account 30-810-024 WWTP Uniforms to account 30-810-016 WWTP M&O Equipment to cover line-item shortage.

Transfer \$250 from account 30-810-014 WWTP Travel & Training to account 30-810-032 WWTP Chemical & Lab Fees to cover line-item shortage.

Transfer \$1,750 from account 30-810-014 WWTP Travel & Training to account 30-810-033 WWTP Supplies to cover line-item shortage.

Transfer \$36,971 from account 30-812-015 Water M&O Buildings to account 30-810-045 WWTP Contract Services to cover estimated cost of sludge removal for May and June.

Transfer \$7,953 from account 30-811-026 WWC M&O Materials to account 30-810-047 WWTP Plant Renovation to cover repair costs at the Treatment Plant.

Transfer \$5,369 from account 30-811-015 WWC M&O Building to account 30-811-045 WWC Contract Services to cover cost of contractor installing sewer taps.

Transfer \$10,221 from account 30-812-019 Water M&O Streets to account 30-812-013 Water Electric to cover line-item shortage.

Transfer \$15,260 from account 30-812-019 Water M&O Streets to account 30-812-020 Water M&O Infrastructure to cover water maintenance and repair.

Transfer \$32,493 from account 30-811-020 WWC M&O Infrastructure to account 30-812-026 Water M&O Materials to cover cost of water maintenance and repair materials.

Transfer \$2,231 from account 30-811-026 WWC M&O Materials to account 30-812-035 Water Small Tools & Equipment to cover line-item shortage.

Transfer \$8,307 from account 30-812-046 Water Professional Services to account 30-812-045 Water Contract Services to cover contractor installing water taps.

Transfer \$31,402 from account 30-811-046 WWC Professional Services to account 30-813-016 Utility Fund Fleet M&O Equipment to cover the cost of repairs to the Street Sweeper and other equipment.

BUDGET IMPACT:

The Budget will not be impacted by the amendments or transfers.

ACTION REQUESTED:

Approve the budget amendments and/or transfers as presented by the Finance Director.



CAROLINA BEACH POLICE DEPARTMENT

1121 N. Lake Park Blvd.
Carolina Beach, NC 28428
Tel: (910) 458-2540
Fax: (910) 458-2988



Item 1.

TO: Debbie Hall, Finance Director
Bruce Oakley, Town Manager

FROM: Chief C. V. Ward *C. V. Ward*

DATE: May 28, 2024

RE: Budget Transfer Requests

The Carolina Beach Police Department would like to request the following budget transfers for FY23/24.

\$5,000.00 – Training costs for May and June

From 10-510-023 Maintenance & Repair – Software
To 10-510-014 Travel & Training

\$1,500.00 – Equipment for Digital Forensics Lab

From 10-330-003 Digital Forensic Investigation (Revenue)
To 10-510-070 Digital Forensic Investigation (Expense)

Thank you for your consideration.

Lynn Barbee
Mayor

Joe Benson
Council Member

Jay Healy
Council Member



Deb LeC... **Item 1.**
Mayor Pro Tem

Mike Hoffer
Council Member

Bruce Oakley
Town Manager

Town of Carolina Beach
1121 N. Lake Park Blvd.
Carolina Beach, NC 28428
Tel: (910) 458-2999
Fax: (910) 458-2997

To: Debbie Hall, Finance Director
Bruce Oakley, Town Manager

From: Eric Jelinski, Parks and Recreation Director

Date: 5/31/2024

Re: Budget Transfer Request

I am requesting the below budget transfer for the FY 23/24 Parks and Recreation Department budget. If you have any questions regarding the below transfers, please let me know.

Account	Amount	Transfer to Account	Reason
General Fund	\$10,000	10-620-074	The Pleasure Island Volleyball Association donated \$10,000 to the Town of Carolina Beach for construction of the new beach volleyball court.

Debbie Hall

From: Sheila Nicholson
Sent: Thursday, May 9, 2024 10:39 AM
To: Debbie Hall
Cc: Bruce Oakley; Ed Parvin
Subject: Budget transfer request(s)

To cover remainder of annual fees (Apr, May, Jun 2024) for parking management, please transfer \$34,000 from 10-630-046 to 10-570-046. Please let me know if you have any questions.

Thank you,

Sheila P. Nicholson

Executive Assistant to the Town Manager
Town of Carolina Beach
sheila.nicholson@carolinabeach.org
(910)458-2995

DISCLAIMER:
E-mail correspondence to and from this address may be confidential and/or subject to the North Carolina Public Records Law and may be disclosed to third parties.

Debbie Hall

From: Sheila Nicholson
Sent: Wednesday, May 15, 2024 5:21 PM
To: Debbie Hall
Cc: Ed Parvin; Bruce Oakley
Subject: Budget Transfer-marina spigot installation

Debbie,
To cover the cost of installation of multiple spigots at Town Marina, please transfer \$500 from 10-420-033 to 10-550-046.

Please let me know if you have any questions or need more details.

Thank you,

Sheila P. Nicholson

Executive Assistant to the Town Manager
Town of Carolina Beach
sheila.nicholson@carolinabeach.org
(910)458-2995

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Debbie Hall

From: Sheila Nicholson
Sent: Wednesday, May 15, 2024 4:27 PM
To: Debbie Hall
Cc: Bruce Oakley; Ed Parvin
Subject: Budget Transfer Request-Signs for new parking lots

Debbie,
We have ordered and installed signs for the new parking lots on Fayetteville Ave. and Harper Ave. and need a budget transfer to cover cost.

Please transfer \$4,300.00 from 10-570-074 to 10-570-012.

Let me know if you have any questions.

Thanks!

Sheila P. Nicholson

Executive Assistant to the Town Manager
Town of Carolina Beach
sheila.nicholson@carolinabeach.org
(910)458-2995

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Debbie Hall

From: Sheila Nicholson
Sent: Thursday, May 30, 2024 2:09 PM
To: Debbie Hall
Subject: Correction: Budget Transfer Request 10-570-074 to 10-570-012

Debbie,
To cover the cost of signs purchased for new parking lot locations, please transfer \$1,595.00 from 10-570-074 to 10-570-012.

Please let me know if you have any questions.

Thanks!

Sheila P. Nicholson

Executive Assistant to the Town Manager
Town of Carolina Beach
sheila.nicholson@carolinabeach.org
(910)458-2995

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Debbie Hall

From: Sheila Nicholson
Sent: Wednesday, May 15, 2024 4:38 PM
To: Debbie Hall
Cc: Ed Parvin; Bruce Oakley
Subject: Budget transfer request-parking office BAME

To cover the cost of incidental purchases from the local hardware store needed by parking office for the remainder of the 23/24 budget year, please transfer \$200 from 10-570-074 to 10-570-046.

Please let me know if you have any questions.

Thanks!

Sheila P. Nicholson

Executive Assistant to the Town Manager
Town of Carolina Beach
sheila.nicholson@carolinabeach.org
(910)458-2995

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Debbie Hall

From: Sheila Nicholson
Sent: Wednesday, May 15, 2024 10:11 AM
To: Debbie Hall
CC: Bruce Oakley
Subject: Budget Transfer Request: GeoInnovation Freeman Park & Legal Services

From: Sheila Nicholson <sheila.nicholson@carolinabeach.org>
Sent: Wednesday, May 15, 2024 10:11 AM
To: Debbie Hall <debbie.hall@carolinabeach.org>
Cc: Bruce Oakley <Bruce.Oakley@carolinabeach.org>
Subject: Budget Transfer Request: GeoInnovation Freeman Park & Legal Services

Please transfer \$5,000 from 10-420-061; \$2,500 from 10-410-014 and \$2,085 from account 10-410-053 to account 10-410-046. This is to cover the cost for GeoInnovation invoice 22137.03, services related to Freeman Park, and legal services provided by Rountree Losee LLP.

Please let me know if you have any questions.

Thank you,

Sheila P. Nicholson

Executive Assistant to the Town Manager
Town of Carolina Beach
sheila.nicholson@carolinabeach.org
(910)458-2995

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Debbie Hall

From: Sheila Nicholson
Sent: Tuesday, May 28, 2024 4:41 PM
To: Debbie Hall
Cc: Bruce Oakley
Subject: Transfer requests to cover shortages year end BY 23/24

Debbie,

To cover year end shortages, please make the following budget transfers:

- \$461.00 from 10-420-033 to 10-420-023
- \$243.00 from 10-420-033 to 10-550-011
- \$179.00 from 10-420-033 to 10-550-016

Please let me know if you have any questions or need more information.

Thank you,

Sheila P. Nicholson

Executive Assistant to the Town Manager
Town of Carolina Beach
sheila.nicholson@carolinabeach.org
(910)458-2995

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Lynn Barbee
Mayor

Joe Benson
Council Member

Jay Healy
Council Member



Deb LeC... **Item 1.**
Mayor Pro Tem

Mike Hoffer
Council Member

Bruce Oakley
Town Manager

Town of Carolina Beach
1121 N. Lake Park Blvd.
Carolina Beach, NC 28428
Tel: (910) 458-2999
Fax: (910) 458-2997

To: Debbie Hall, Finance Director
Bruce Oakley, Town Manager

From: Eric Jelinski, Parks and Recreation Director

Date: 5/28/24

Re: Budget Transfers

I am requesting the below budget transfers for the FY 23/24 Parks and Recreation Department budget. If you have any questions regarding the below transfers, please let me know.

Account	Amount	Transfer to Account	Reason
10-620-014	\$5,065	10-620-015	Overage for HVAC work at Recreation Center
10-620-024	\$475.68	10-620-015	Overage for HVAC work at Recreation Center
10-620-024	\$182.54	10-620-016	Overage for weight room equipment repairs
10-620-024	\$155.98	10-620-023	Increase in Recreation Center software - RecDesk

TO: Debbie Hall, Finance Director
FROM: Chief Griffin, Fire Chief
DATE: May 28th, 2024
RE: Budget Transfers for the 23/24 FY



530 – Fire

\$3,200 from 10-530-045 Contract Services to 10-530-021 Maintenance & Repair of Tires to cover overages for replacement tires

\$960 from 10-530-023 Maintenance & Repair of Software to 10-530-051 Liability Insurance to cover insurance overages

\$6,708.07 from 10-530-075 Capital Projects under \$10,000 to 10-530-074 Capital Projects over \$10,000 to cover line-item shortage

\$10,907.34 from 10-530-011 Communications to 10-530-074 Capital Projects over \$10,000 to cover overages

\$245 from 10-530-050 Rental of Property to 10-530-074 Capital Projects over \$10,000 to cover overages

520 – Ocean Rescue

\$1,122 from 10-520-015 Maintenance & Repair of Buildings to 10-520-017 Maintenance & Repair of Vehicles to cover line-item shortage

From: Brian Stanberry <brian.stanberry@carolinabeach.org>
Sent: Wednesday, May 29, 2024 11:53 AM
To: Debbie Hall <debbie.hall@carolinabeach.org>
Cc: Alisa Perry <alisa.perry@carolinabeach.org>
Subject: Budget Transfers

Debbie,

I would like to request the following budget transfers to account for overages:

\$44,000 from 10-580-045 Contract Services to 10-580-013 Electric
\$1,500 from 10-580-035 Small Tools to 10-580-080 PPE and Safety
\$1,800 from 10-580-014 Travel and Training to 10-580-033 Supplies
\$100 from 30-900-012 Printing & Publishing to 30-900-078 Permit Fees
\$50 from 30-900-012 Printing & Publishing to 30-900-080 PPE & Safety
\$100 from 30-900-012 Printing & Publishing to 30-900-035 Small Tools & Equipment

If there are any questions, just let me know. Thank you for your help on this.

Sincerely,

Brian Stanberry
Director of Public Works
Town of Carolina Beach
910-458-5291 office
910-443-1537 mobile
brian.stanberry@carolinabeach.org



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From: Holly Brooks <holly.brooks@carolinabeach.org>
Sent: Wednesday, May 29, 2024 2:26 PM
To: Debbie Hall <debbie.hall@carolinabeach.org>
Subject: Budget Transfers

Debbie, please make the following budget transfers for the Human Resources Cost Center 10-450.

<u>Transfer From</u>	<u>Transfer To</u>	<u>Amount</u>
10-450-006 Medical Insurance	10-450-025 401k Match	\$1,650
10-450-055 Wellness	10-450-053 Dues	\$107
10-450-051 Liability	10-450-014 Training	\$1,010

Thank you for your attention to this matter.

Holly Brooks
Director of Human Resources
Town of Carolina Beach
910-458-9530
holly.brooks@carolinabeach.org

Lynn Barbee
Mayor

Joe Benson
Council Member

Deb LeCompte
Council Member



Jay Healy
Mayor Pro Tem

Mike Hoffer
Council Member

Bruce Oakley
Town Manager

TOWN OF CAROLINA BEACH
1121 N. Lake Park Boulevard
Carolina Beach, North Carolina 28428

BUDGET TRANSFER REQUEST

To: Debbie Hall, Finance Director

From: Mark Meyer, Public Utilities Director

Re: Budget transfer

Date: May 28, 2024

Budget transfer amount: \$ 98

From: 30-810-014 (WWTP Travel and Training)

To: 30-810-011 (WWTP Comm)

Explanation: WWTP Cell replacement

Mark Meyer

Director of Public Utilities, Town of Carolina Beach

Lynn Barbee
Mayor

Joe Benson
Council Member

Deb LeCompte
Council Member



Jay Healy
Mayor Pro Tem

Mike Hoffer
Council Member

Bruce Oakley
Town Manager

TOWN OF CAROLINA BEACH
1121 N. Lake Park Boulevard
Carolina Beach, North Carolina 28428

BUDGET TRANSFER REQUEST

To: Debbie Hall, Finance Director

From: Mark Meyer, Public Utilities Director

Re: Budget transfer

Date: May 28, 2024

Budget transfer amount: \$ 7,767

From: 30-811-014 (WWC Travel and Training)

To: 30-810-013 (WWTP Electric)

Explanation: WWTP Electric

Mark Meyer

Director of Public Utilities, Town of Carolina Beach

Lynn Barbee
Mayor

Joe Benson
Council Member

Deb LeCompte
Council Member



Jay Healy
Mayor Pro Tem

Mike Hoffer
Council Member

Bruce Oakley
Town Manager

TOWN OF CAROLINA BEACH
1121 N. Lake Park Boulevard
Carolina Beach, North Carolina 28428

BUDGET TRANSFER REQUEST

To: Debbie Hall, Finance Director

From: Mark Meyer, Public Utilities Director

Re: Budget transfer

Date: May 28, 2024

Budget transfer amount: \$ 1,394

From: 30-810-024 (WWTP Uniform)

To: 30-810-016 (WWTP Maint and Repair)

Explanation: WWTP repairs

Mark Meyer

A handwritten signature in black ink, appearing to read "Mark Meyer". The signature is stylized and includes a long horizontal line extending to the right.

Director of Public Utilities, Town of Carolina Beach

Lynn Barbee
Mayor

Joe Benson
Council Member

Deb LeCompte
Council Member



Jay Healy
Mayor Pro Tem

Mike Hoffer
Council Member

Bruce Oakley
Town Manager

TOWN OF CAROLINA BEACH
1121 N. Lake Park Boulevard
Carolina Beach, North Carolina 28428

BUDGET TRANSFER REQUEST

To: Debbie Hall, Finance Director

From: Mark Meyer, Public Utilities Director

Re: Budget transfer

Date: May 28, 2024

Budget transfer amount: \$ 250

From: 30-810-014 (WWTP Travel and Training)

To: 30-810-032 (WWTP Chem and lab fees)

Explanation: WWTP Chems

Mark Meyer

Director of Public Utilities, Town of Carolina Beach

Lynn Barbee
Mayor

Joe Benson
Council Member

Deb LeCompte
Council Member



Jay Healy
Mayor Pro Tem

Mike Hoffer
Council Member

Bruce Oakley
Town Manager

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1121 N. Lake Park Boulevard
Carolina Beach, North Carolina 28428

BUDGET TRANSFER REQUEST

To: Debbie Hall, Finance Director

From: Mark Meyer, Public Utilities Director

Re: Budget transfer

Date: May 28, 2024

Budget transfer amount: \$ 36,971

From: 30-812-015 (Water Buildings)

To: 30-810-0⁴⁵~~33~~ (WWTP Contract Services)

Explanation: WWTP Services

Mark Meyer

Director of Public Utilities, Town of Carolina Beach

Lynn Barbee
Mayor

Joe Benson
Council Member

Deb LeCompte
Council Member



Jay Healy
Mayor Pro Tem

Mike Hoffer
Council Member

Bruce Oakley
Town Manager

TOWN OF CAROLINA BEACH
1121 N. Lake Park Boulevard
Carolina Beach, North Carolina 28428

BUDGET TRANSFER REQUEST

To: Debbie Hall, Finance Director

From: Mark Meyer, Public Utilities Director

Re: Budget transfer

Date: May 28, 2024

Budget transfer amount: \$ 7,953

From: 30-811-026 (WWC Materials)

To: 30-810-047 (WWTP PLANT RENO)

Explanation: Cover repairs WWTP

Mark Meyer

Director of Public Utilities, Town of Carolina Beach

Lynn Barbee
Mayor

Joe Benson
Council Member

Deb LeCompte
Council Member



Jay Healy
Mayor Pro Tem

Mike Hoffer
Council Member

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Town Manager

TOWN OF CAROLINA BEACH
1121 N. Lake Park Boulevard
Carolina Beach, North Carolina 28428

BUDGET TRANSFER REQUEST

To: Debbie Hall, Finance Director

From: Mark Meyer, Public Utilities Director

Re: Budget transfer

Date: May 28, 2024

Budget transfer amount: \$ 5,369

From: 30-811-015 (Buildings)

To: 30-811-045 (WWC Contract Services)

Explanation: WWC Contract work

Mark Meyer

Director of Public Utilities, Town of Carolina Beach

Lynn Barbee
Mayor

Joe Benson
Council Member

Deb LeCompte
Council Member



Jay Healy
Mayor Pro Tem

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Council Member

Bruce Oakley
Town Manager

TOWN OF CAROLINA BEACH
1121 N. Lake Park Boulevard
Carolina Beach, North Carolina 28428

BUDGET TRANSFER REQUEST

To: Debbie Hall, Finance Director

From: Mark Meyer, Public Utilities Director

Re: Budget transfer

Date: May 28, 2024

Budget transfer amount: \$ 10,221

From: 30-812-019 (Water Streets)

To: 30-812-013 (Water Electric)

Explanation: Water Electric

Mark Meyer

Director of Public Utilities, Town of Carolina Beach

Lynn Barbee
Mayor

Joe Benson
Council Member

Deb LeCompte
Council Member



Jay Healy
Mayor Pro Tem

Mike Hoffer
Council Member

Bruce Oakley
Town Manager

TOWN OF CAROLINA BEACH
1121 N. Lake Park Boulevard
Carolina Beach, North Carolina 28428

BUDGET TRANSFER REQUEST

To: Debbie Hall, Finance Director

From: Mark Meyer, Public Utilities Director

Re: Budget transfer

Date: May 28, 2024

Budget transfer amount: \$ 15,260

From: 30-812-019 (Water Streets)

To: 30-812-020 (Water Maint and Repair)

Explanation: Water Maint and Repair

Mark Meyer

A handwritten signature in black ink, appearing to read "Mark Meyer", with a long horizontal line extending to the right.

Director of Public Utilities, Town of Carolina Beach

Lynn Barbee
Mayor

Joe Benson
Council Member

Deb LeCompte
Council Member



Jay Healy
Mayor Pro Tem

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Council Member

Bruce Oakley
Town Manager

TOWN OF CAROLINA BEACH
1121 N. Lake Park Boulevard
Carolina Beach, North Carolina 28428

BUDGET TRANSFER REQUEST

To: Debbie Hall, Finance Director

From: Mark Meyer, Public Utilities Director

Re: Budget transfer

Date: May 28, 2024

Budget transfer amount: \$ 32,493

From: 30-811-020 (WWC Maint Infrastructure)

To: 30-812-026 (Water Maint and Repair Material)

Explanation: Water Maint and Repair Material

Mark Meyer

Director of Public Utilities, Town of Carolina Beach

Lynn Barbee
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Council Member

Deb LeCompte
Council Member



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Mayor Pro Tem

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Carolina Beach, North Carolina 28428

BUDGET TRANSFER REQUEST

To: Debbie Hall, Finance Director

From: Mark Meyer, Public Utilities Director

Re: Budget transfer

Date: May 28, 2024

Budget transfer amount: \$ 2,231

From: 30-811-026 (WWC Maint Material)

To: 30-812-035 (Water Small tools and Equipment)

Explanation: Water Smaa tools and Equipment

Mark Meyer

A handwritten signature in black ink, appearing to read 'Mark Meyer', with a long horizontal line extending to the right.

Director of Public Utilities, Town of Carolina Beach

Lynn Barbee
Mayor

Joe Benson
Council Member

Deb LeCompte
Council Member



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BUDGET TRANSFER REQUEST

To: Debbie Hall, Finance Director

From: Mark Meyer, Public Utilities Director

Re: Budget transfer

Date: May 28, 2024

Budget transfer amount: \$ 8,307

From: 30-812-046 (Water Professional Services)

To: 30-812-045 (Contract Services)

Explanation: Water Professional Services

Mark Meyer

Director of Public Utilities, Town of Carolina Beach

Lynn Barbee
Mayor

Joe Benson
Council Member

Deb LeCompte
Council Member



Jay Healy
Mayor Pro Tem

Mike Hoffer
Council Member

Bruce Oakley
Town Manager

TOWN OF CAROLINA BEACH
1121 N. Lake Park Boulevard
Carolina Beach, North Carolina 28428

BUDGET TRANSFER REQUEST

To: Debbie Hall, Finance Director

From: Mark Meyer, Public Utilities Director

Re: Budget transfer

Date: May 28, 2024

Budget transfer amount: \$ 31,402

From: 30-811-046 (WWC Professional Services)

To: 30-813-016 (Fleet Maint Repair Equipment)

Explanation: Enterprise Fleet Equipment

Mark Meyer

Director of Public Utilities, Town of Carolina Beach



AGENDA ITEM COVERSHEET

PREPARED BY: Jeremy Hardison, Planning & Development Director

DEPARTMENT: Planning

MEETING: Town Council June 11, 2024

SUBJECT: Set a public hearing for July 9, for the creation of the Town’s first Unified Development Ordinance (UDO). Chapters 30, 32, 36, and 40 will be repealed and the existing relevant language will be incorporated into the new UDO.

Applicant: Town of Carolina Beach

BACKGROUND:

June 13th 6:00pm – The Planning and Zoning Commission will consider a recommendation for approval or denial.

June 25th 9:00am – Town Council Workshop presentation on significant changes.

July 9th 6:00pm – Town Council Public Hearing to adopt UDO.

ACTION REQUESTED:

Adopt the consent agenda.

RECOMMENDED MOTION:



AGENDA ITEM COVERSHEET

PREPARED BY: Jeremy Hardison, Planning & Development Director

DEPARTMENT: Planning

MEETING: Town Council June 11, 2024

SUBJECT: Set a public hearing for July 9, 2024, to consider a text amendment to Chapter 40 Article III Sec. 40-72, Article V Sec. 40-150, and Article IX Sec. 40-261 for Wine and Beer Shops

Applicant: Town of Carolina Beach

BACKGROUND:

ACTION REQUESTED:

Adopt the consent agenda.

RECOMMENDED MOTION:



AGENDA ITEM COVERSHEET

PREPARED BY: Gloria Abbotts, Sr Planner

DEPARTMENT: Planning

MEETING: Town Council June 11, 2024

SUBJECT: Set a public hearing for July 9, 2024, to consider a Conditional Zoning at 2 North Carolina Avenue for a 2-unit PUD

Applicant: Michael Rose Properties, LLC

BACKGROUND:

ACTION REQUESTED:

Adopt the consent agenda.

RECOMMENDED MOTION:



AGENDA ITEM COVERSHEET

PREPARED BY: Kim Ward, Town Clerk

DEPARTMENT: Clerk

MEETING: Town Council Meeting 6/11/2024

SUBJECT: Approval of Council Meeting Minutes

BACKGROUND:

Attached are the meeting minutes from May 14, 2024.

ACTION REQUESTED:

Review and consider approving under the consent agenda.

CAROLINA BEACH

Town Council Regular Meeting

Tuesday, May 14, 2024 - 6:00 PM

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



MINUTES

CALL TO ORDER

Mayor Barbee called the meeting to order at 6:00 PM, followed by the invocation by Mayor Pro Tem LeCompte and Pledge of Allegiance.

PRESENT

Mayor Lynn Barbee
Mayor Pro Tem Deb LeCompte
Council Member Jay Healy
Council Member Joe Benson
Council Member Mike Hoffer

ALSO PRESENT

Town Manager Bruce Oakley
Assistant Town Manager Ed Parvin
Finance Director Debbie Hall
Town Clerk Kim Ward
Town Attorney Noel Fox

ADOPT THE AGENDA

Mayor Barbee said at the end of tonight's meeting, Council will recess until May 30 at 9:00 AM and hear item 8 at that time.

ACTION: Motion to adopt the agenda

Motion made by Mayor Barbee

Voting Yea: Mayor Barbee, Mayor Pro Tem LeCompte, Council Member Healy, Council Member Benson, Council Member Hoffer

Motion passed unanimously

CONSENT AGENDA

1. Budget Amendments/Transfers
2. Amend Grant Project Ordinance for American Rescue Plan
3. Proclamation Recognizing May 15-June 15 as Tourette Awareness Month
4. Approval of Council Meeting Minutes

Mayor Barbee asked if the new volleyball court is included in budget transfers. Mr. Oakley said yes, there is an additional \$20,000 included in the activities fund. He said the Parks & Recreation

Department was able to fund the remainder along with donations raised by the Pleasure Island Volleyball group.

ACTION: Motion to adopt the consent agenda

Motion made by Mayor Barbee

Voting Yea: Mayor Barbee, Mayor Pro Tem LeCompte, Council Member Healy, Council Member Benson, Council Member Hoffer

Motion passed unanimously

SPECIAL PRESENTATIONS

5. Events Update by Tim Murphy

Tim Murphy, Recreation Programs Superintendent/Community Events Coordinator, reviewed upcoming events:

- Carolina Beach Skate Park Ribbon Cutting – May 18 at Mike Chappell Park
- Pickleball Tournament for Compassion to Companions – June 1 at Mike Chappell Park
- Carolina Beach Music Festival – June 1 at Boardwalk beach strand
- Carolina Beach Market – begins May 25 at Lake Park and continues every Saturday through September 28
- Movies at the Lake – begins May 26 and continues every Sunday through September 1
- Family Night – begins June 13 at Lake Park and continues every Tuesday through August 20
- Boardwalk Bingo – begins May 29 at the Gazebo and continues every Wednesday through August 28
- Fireworks/Music – begins Friday, May 24, and continues every Thursday through the season with the exception of July Fourth (Wednesday, July 3) and Labor Day (Friday, August 30) shows

6. Manager's Update

Mr. Oakley gave an update on various projects:

- He and other staff members attended a meeting with the U.S. Army Corps of Engineers regarding Snow's Cut Park, which previously closed due to erosion. Funding in the amount of \$15 million is available to shore up some of the current erosion and prevent further progress, and there are plans for a total revetment there. Work will start in July, and it will be an 8-month project that will result in visual improvements as well as keeping the banks stable. Council Member Benson said this area will be dredged next winter, and the sand pulled out will end up on Freeman Park.
- The certificate of occupancy for the marina has been received, and the Town is just waiting for Duke Energy to install meters. A grand-reopening event is planned for June 3 at 4:00 PM, immediately followed by a public input session focusing on the south-side lawn.

Council Member Benson asked if there are any items on the punch list for the lake-dredging project that will take time. Mr. Oakley said crews need to get up all the mesh matting, which will hopefully start on Friday. He said he thinks the project will come in under budget, and they are looking at the possibility of adding another fountain or two.

Mayor Pro Tem LeCompte asked if the Town can put out information about the paddle boats at Lake Park. Mr. Oakley said staff has some ideas, and the Lake may not be the most appropriate place for them at this point due to shallow depth.

Mayor Barbee said he has heard some positive comments from the New Hanover County Tourism Development Authority (TDA) about possible help with marketing funds for a photo-op prop of some sort at the park in front of the marina.

Council Member Hoffer asked about the Ocean Boulevard sidewalk. Mr. Oakley said it's in the hands of the N.C. Department of Transportation (DOT), and the contractor is ready to proceed as soon as the Town gets the go-ahead.

PUBLIC COMMENT

Alex Torres of 310 Spencer Farlow Drive said he and other concerned citizens have put together a petition with 1,348 signatures regarding the SeaWitch Café property. He said most of the people who signed live on the island or nearby, and he urged Council to listen to citizens and take petitions seriously.

JoDan Garza of 513 Atlanta Avenue, whom Mayor Barbee recognized as a former Council Member, spoke about several budget transfers. He recommended that Council develop a way to follow up with citizen concerns presented during public comment so people know they are heard. Mr. Garza said there is a need for shade and bathrooms at Town parks and near the beach stand. He suggested the Town look at bringing parking enforcement back in-house to save costs, and he said he'd like to hear an update about the walkway on Harper Avenue from Dow Road to 6th Street.

Elizabeth Howard of 501 Spartanburg Avenue said she would like to see a stop sign added on Spartanburg Avenue. She said the route's traffic has increased, and people tend to accelerate in that area, which is part of the commute for school bicycle traffic.

Joe MacPherson, owner of The Spot at 1006 South Lake Park Boulevard, said recent changes to rules regarding on-street parking have resulted in problems with employee parking. He suggested repealing the on-street parking law because it has pleased a few while punishing many local businesses and employees. Mr. MacPherson said this would be an easy and free solution for the current problems.

Crystine Good of 6 Tennessee Avenue said she is experiencing consistent problems with stormwater entering her property, and she worries that the flooding is starting to cause irreversible damage. She asked the Town to support appropriate drainage or provide help with elevating the house.

David Sink said he wanted to talk about the proposed Embassy Suites project. Mayor Barbee said Council has seen nothing from Embassy Suites, but Mr. Sink may still present his concerns. Mr. Sink said he and others would love it if Embassy Suites never went on the proposed site, but he would like to hear feedback from Council. He said he would like to know if there is a plan to add sand to the beaches. Mayor Barbee said the next nourishment project is happening during the winter. Mr. Sink said he was thrilled to hear the news about Snow's Cut, and he said he would like to find out more details

about the proposed tax increase. Mayor Barbee said a public hearing regarding the proposed budget is coming up next on the agenda.

Adam Priest of 314 Lumberton Avenue said the recent change with the right-turn lane into Food Lion also becoming a through-lane may be problematic now that summer traffic is coming. He suggested a sign letting people turning right from the shopping center onto Lake Park Boulevard know to look for through-traffic. Mayor Barbee said Lake Park Boulevard is a DOT road, and DOT determined through analysis that many motorists were driving through the right lane anyway, so their fix was to change it to make that legal.

PUBLIC HEARINGS

7. Public Hearing to Receive Public Input on the 2024/2025 Budget

Council gave the public the opportunity to give input on the FY 24-25 proposed budget.

ACTION: Motion to open the public hearing

Motion made by Mayor Barbee

Voting Yea: Mayor Barbee, Mayor Pro Tem LeCompte, Council Member Healy, Council Member Benson, Council Member Hoffer

Motion passed unanimously

Mr. Oakley said this is the 21st municipal budget he's submitted, and this is the first time he's asked for a tax-rate increase. He said he doesn't like it, but there are not many options due to inflation.

Mr. Oakley reviewed the calendar for the FY 24-25 budget process:

- Public Hearing for Non-Profit Requests – March 12
- Community Input Public Hearing – April 9
- Budget Workshop – April 23
- Budget Workshop (if needed) – April 30
- Budget Open House – May 7
- Revenue and Expense Projections – May 14
- Budget Message and State of the Town Presentation – May 28
- Budget Adoption – June 11

Mr. Oakley said May 30 is the actual date he will submit the budget message. He said the proposed budget is in line with past inflationary increases, and there are not a lot of wants included. Mr. Oakley said it's mostly a response to inflation, maintenance for completed projects, and recruitment and retention money to maintain the highly skilled Town workforce.

Mr. Oakley gave the following summary of the proposed FY 24-25 budget:

General Fund

- 2-cent tax-rate increase -- \$100 on a property valued at \$500,000
 - Inflation
 - Strategic goals

- Employee recruitment and retention
- Fee increases
 - Dockage rates
 - Recreation Center memberships
 - Solid waste --residential/commercial/Boardwalk

Utility Fund

- 4% fee increases
 - Infrastructure bond planning
 - Water tank engineering and permitting
 - Lift station (Lewis Drive)
 - Wastewater treatment improvements
 - Stormwater improvements

Mr. Oakley said there are no amenities in the budget, and it is primarily needs-based. He said there are no new positions included in it.

Mayor Barbee said taking care of employees is important because turnover is expensive.

Council Member Healy said it's important to take care of staff, and he acknowledged that the cost of goods is very high. He said the Town is in a good place compared to other beach towns. Mr. Oakley said the Town is fortunate to have received a lot of outside funding during the past few years.

Mayor Barbee asked if anyone from the public wanted to speak about the budget.

David Sink of 1006 Carolina Beach Avenue North said he does not like the idea of increasing dockage fees because fishermen are not making much money as it is, so their fees should stay low to enable them to make a living. He asked if there is a way to lower solid waste fees and said the Town should explore ways to use volunteers to help offset expenses. Council Member Hoffer said there are already lots of volunteer service hours given to this community.

JoDan Garza of 513 Atlanta Avenue pointed out fee increases in the proposed budget. He said the budget assumes room occupancy tax (ROT) funds will drop, but they usually skyrocket, and he said Powell Bill funds increased this year, which should take care of paving. Mr. Garza questioned a proposed wage increase of \$200,000 for the Planning Department. Mayor Pro Tem LeCompte said the Planning Department wages have increased because Project Manager positions were moved there from other departments.

Mark Miller of 702 Seafarer Drive asked if additional property tax revenue from Proximity and other large condominium complexes have been taken into account for the coming year. Mr. Oakley said the County will do an appraisal of the property, and this will be in next year's revenues.

Crystal Lee of 308 Ivy Lane asked about software maintenance costs for various departments. Mr. Oakley said this time is for comments and not questions, but anyone with questions can call or email

him and he will get answers. Ms. Lee encouraged the Town to seek grant money to help the community, especially with environmental and public safety matters.

Cathrine Robbins of 113 Winner Avenue said it's difficult to review a budget without clear information. She said it appears the tax increase is to fund wages and capital improvement, not inflation. Ms. Robbins said there is no need for a tax increase because property tax revenue will increase. She said this community loves to give money, so the Town should put together events to fund things such as non-profit requests. Ms. Robbins urged Council to not increase property taxes.

JoDan Garza said the Town share of the match for the Saint Joseph Street project increased.

James Sanderford of 418 Marina Street said he thinks the Town can find ways to get better prices on goods and services through the bidding process. He suggested using the N.C. Vendor Portal, implementing quality control on the back end to get better products, and possibly bidding out smaller projects.

Jama Hare of 408 Ivy Lane said projects such as improving the Fire Department's living quarters would be a good use of volunteer labor and donations.

Kristen Dunn of 907 Ocean Boulevard said she is not in favor of a tax increase, especially if it's just going to staff salaries. She said the proposed budget lacks expense details, and she thinks there are big cuts and tough decisions that can be made.

Crystine Good of 6 Tennessee Avenue said she thinks the tax increase is reasonable because it goes to pay for things the community wants, such as the Ocean Boulevard sidewalk. She said \$100 spread over 12 months is really pennies compared to what will be gained by fostering a great community. Ms. Good asked about proposed parking lot improvements and suggested the Town ensure affected residents are involved so they know what the implications are.

David Sink asked if there is a way to get tourism money to help pay for some of the items covered by the proposed tax increase. Mayor Barbee said ROT funds are all paid by visitors.

No one else requested to speak.

ACTION: Motion to close the public hearing

Motion made by Mayor Barbee

Voting Yea: Mayor Barbee, Mayor Pro Tem LeCompte, Council Member Healy, Council Member Benson, Council Member Hoffer

Motion passed unanimously

Mayor Barbee said the process of things being paid for by ROT funding can be confusing to the public. He said the Town doesn't really donate money to the Chamber; that money is ROT funding that passes through the budget. Mr. Oakley said the Town files for reimbursements for those expenses.

Mayor Barbee asked how often the Town renegotiates contracted solid waste services. Mr. Oakley said the Town just renegotiated a new agreement for these services, and it was held to a 3% inflation cost increase.

Mayor Barbee asked about the 4% increase in water rates. Mr. Oakley said increases are spread out over many years instead of having a big increase during one year. He said there are nearly \$26 million of improvements to wastewater and water needed over the next 10 to 20 years, and the Town worked with a financial planner to determine how bonds can be paid without overburdening residents in any one year.

Council Member Benson asked about the possibility of automating the Freeman Park gate. Mr. Oakley said it would have to be done after the summer, but even if this is implemented there may still be a need for staffing there at times.

Council Member Healy said budget preparation is a 6-month process, and during the 2-hour budget workshop only 10 people showed up to learn more from department heads. He said he appreciates the people who came out to speak tonight and reminded everyone that numbers often go down to the wire, with Council getting figures at about the same time as the public.

Council Member Hoffer said he would like to see more clarity and line items in proposed budgets. He said below every department's budget there should be a written summary. Council Member Hoffer said he doesn't want a property tax increase, but he does want a really nice Town and will be glad to pay for that.

Mayor Barbee said he doesn't like tax increases either, but he doesn't know where the line is between that and what is needed for the Town.

8. Consider a Special-Use Permit Modification for Additional Boat Slips Located at 401 Marina Street – PID 313115.74.1321.000, 313115.64.9002, and 313115.64.8036 in the Marina Business and R-1B District
Applicant: CBYC, LLC

(This item has been moved to May 30 at 9:00 AM.)

ITEMS OF BUSINESS

9. Amend Grant Project Budget for Saint Joseph Bike/Ped Project

On October 25, 2023, the Wilmington Urban Area Metropolitan Planning Organization (WMPO) Board voted to approve an additional \$1,172,760 for Saint Joseph Street bicycle and pedestrian improvements. This is an 80/20 DOT grant (#12874). WMPO previously awarded the Town a grant for \$457,777 with a 20% match of \$114,445 (#10929). Grant Ordinance No. 24-1223 will amend the budget, adding the new grant award for a project total of \$2,038,172 (\$1,465,950 DOT and \$572,222 Town match).

New grant allocation:

DOT 80% – \$1,172,760
 Match 20% – \$293,190
 Total – \$1,465,950

Mr. Parvin presented the details.

Council Member Benson asked if additional costs for this project were anticipated. Mr. Parvin said yes, this was a planned second grant.

Mayor Barbee said if this request is not approved, the Town would have to kill the project and \$1.6 million would need to go back to WMPO.

ACTION: Motion to approve Budget Ordinance 24-1223 amending the previous budget to include the additional grant funding and expenditures associated with the Saint Joseph Street/Lewis Drive bike/ped project

Motion made by Mayor Barbee

Voting Yea: Mayor Barbee, Mayor Pro Tem LeCompte, Council Member Healy, Council Member Benson, Council Member Hoffer

Motion passed unanimously

COUNCIL COMMENTS

Council Member Hoffer said the Saint Joseph project is something he's been supporting for a long time, and he's glad to pay for it.

Council Member Benson asked if it would be outrageous for the U.S. Army Corps of Engineers to draft two different contracts that use two different sites for sand for beach nourishment. He said the purpose would be for a contract to be ready to go if at the 11th hour there is permission to go back to the historical sand source. Mr. Oakley said staff can talk to them again because they also want to go back to the historical sand source. Mayor Barbee said there is optimism this will be allowed, but he agrees that it's getting late.

Council Member Hoffer reminded everyone about the Saturday ribbon cutting for the new Skate Park. He said he is proud the Town helped to fund that along with \$210,000 in private donations raised by the Skate Park Committee, showing they had skin in the game. Council Member Hoffer said the Town is already using donations as a source of partial funding for various items.

Mayor Pro Tem LeCompte said she would like an update on the AM radio station. She asked about training from the N.C. League of Municipalities for Council, the Planning and Zoning Commission, and the Board of Adjustment. Mr. Oakley said there was a recent training session from the Cape Fear Council of Governments for the Board of Adjustment, and there is an upcoming training session in Wilmington next week for the Planning and Zoning Commission that is also open to Council.

Mayor Barbee asked about the budget transfer item for additional legal fees for the Board of Adjustment. Planning Director Jeremy Hardison said the group had more legal fees than anticipated for its hearings, so money had to be transferred to cover those costs.

Mayor Pro Tem LeCompte said Kure Beach Mayor Allen Oliver recently thanked the Town's Police Department Detectives for assisting with a recent investigation. She said it's National Police Week and encouraged everyone to thank an Officer.

Council Member Healy said it was good to see the hot box out filling holes. He urged the public to use SeeClickFix to report problems.

Mayor Barbee said budget season is tough on everyone, but it's part of the job. He said the Town must find the line between what makes it better with amenities residents want and paying for them. Mayor Barbee said the Town is more than welcome to his share of the tax increase if it makes a better Town.

RECESS

At 7:45 PM, Mayor Barbee recessed the meeting until May 30 at 9:00 AM.



AGENDA ITEM COVERSHEET

PREPARED BY: Kim Ward, Town Clerk

DEPARTMENT: Clerk

MEETING: Town Council Workshop 6/11/2024

SUBJECT: Marketing Advisory Committee Budget Presentation

BACKGROUND:

Jeff Hogan, Chair of the Marketing Advisory Committee will present the 24/25 marketing budget.

ACTION REQUESTED:

Discuss and consider approving the budget as presented.

RECOMMENDED MOTION:

Motion to approve the FY24/25 marketing budget as presented.

Carolina Beach Budget Allocations FY24-25 DRAFT

Item 6.

ADVERTISING/MEDIA/SERVICES		FY 23-24	FY 24-25	Notes
Unified Media Campaign	*Paid Search (Google)	\$100,000.00	\$100,000.00	
				Increased YouTube to push more video based on being consistent top performer and awareness/consideration key tactic
*Dedicated CB Media Campaign	*Paid Social (FB, Instagram, YouTube)	\$120,000.00	\$150,000.00	
	*Paid Social Amplification	\$25,000.00	\$25,000.00	
				Increased to take top performing social ads and convert to programmatic banner/video ads, optimizing in real time
	*Programmatic Display (Sojern)	\$90,000.00	\$115,200.00	
	Programmatic Display (Sojern)	\$121,950.00	\$124,587.00	Same tactic for unified plan as CB dedicated plan
	Custom Content (Matador, Garden & Gun)	\$63,765.00	\$70,873.00	Expanded G & G for advertorial coverage to complement social, enews and display ads)
	Publisher Direct (TripAdvisor, VRBO)	\$47,824.00	\$46,290.00	
	*eBlasts (Engagement Marketing)	\$45,000.00	\$44,824.00	
				Increased to incorporate programmatic digital into OOH tactics (i.e. custom geo-fencing)
	Out of Home (Billboards, Transit)	\$27,100.00	\$37,847.00	
	Streaming Video	\$128,725.00	\$138,742.00	Increased based on top performer channel
				Reduced to one vendor given performance and new restrictions on selecting specific inventory with Spotify
	Streaming Audio (Pandora)	\$67,750.00	\$46,247.00	
				Replaced one-time event with channel to deliver ad other than laptop, tablet or mobile phone; customized placements (i.e. points of interest/shopping malls along with retargeting component
	*Out of Home	\$60,000.00	\$37,500.00	
	Print (Our State half page ads, event enewsletter and eblast, content article)		\$35,000.00	Added Our State based on MAC feedback
	Print (Our State, Southern Living, NC Travel Guide)	\$25,793.00	\$25,106.00	
	Visit NC Print Co-ops (Garden & Gun, GA/DC/PA lifestyle magazines)	\$9,102.00	\$10,260.00	
	*Visit NC Digital Co-op (Featured Events)	\$471.00	\$2,941.00	Increased to dedicated CB plan
	Visit NC Digital Co-ops	\$17,344.00	\$9,327.00	Decreased based on lottery selections
		\$949,824.00	\$1,019,744.00	Increased 7.4%; added \$70K to CB dedicated plan
Public Relations & Social Media	Public Relations and Content Development	\$49,412.00	\$49,412.00	
	Eblast Development and Coding	\$2,700.00	\$3,000.00	
	Press Trip	\$3,750.00		No funds needed based on PR funds reserve
	Social Media/Strategy/Content Calendar/Postings	\$55,000.00	\$55,000.00	
	Sprout Social Monitoring, Scheduling & Reporting Platform	\$1,680.00	\$1,680.00	
	Influencer Marketing Campaigns	\$39,667.00	\$43,717.00	Increased based on influencers' fee increases
	Social Channel Verifications	\$600.00	\$600.00	Did not have to verify yet in FY23-24.
		\$152,809.00	\$153,409.00	

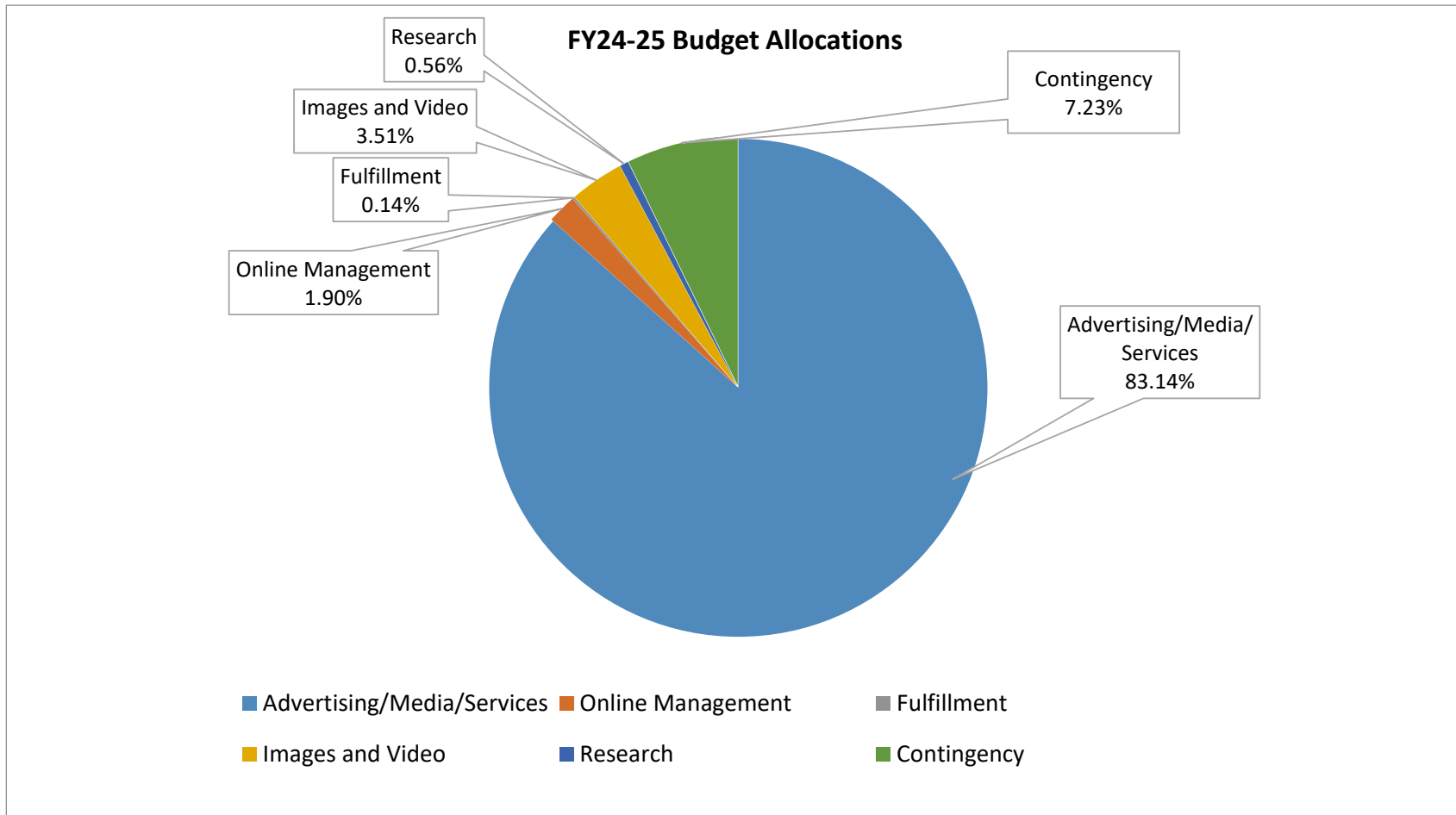
Carolina Beach Budget Allocations FY24-25 DRAFT

Item 6.

Account Management	Agency Retainer/Project Management/Meetings	\$17,820.00	\$21,369.00	
Strategic Planning	Agency Research/Analysis	\$5,140.00	\$6,106.00	
Creative Development	Print/Digital	\$27,920.00	\$33,581.00	
		\$50,880.00	\$61,056.00	Increased 20%; 5% cost of doing business increase plus increased dedicated media spend and time spent on monitoring and reporting
ADVERTISING/MEDIA/SERVICES TOTAL		\$1,153,513.00	\$1,234,209.00	
RESEARCH				
	Arrival and Economic Research	\$5,000.00	\$8,000.00	Looking to increase research partners to include vacation rental data
RESEARCH TOTAL		\$5,000.00	\$8,000.00	
ONLINE MANAGEMENT				
Account Management	Account Management/CMS Licensing/Hosting	\$3,000.00	\$3,000.00	
	Domain Renewals	\$300.00	\$300.00	
Email Marketing	Especials Distribution (8)	\$5,235.00	\$5,494.00	
Search Marketing	SEO	\$8,000.00	\$8,000.00	
Site Development	Maintenance/General Improvements	\$2,000.00	\$2,000.00	
	Sky Nav Licensing	\$250.00	\$250.00	
	Social Media Aggregator Licensing	\$2,500.00	\$2,646.00	
	Audio Eye	\$2,000.00	\$2,000.00	
	CMS Modules Licensing	\$3,334.50	\$3,334.50	
ONLINE MANAGEMENT TOTAL		\$26,619.50	\$27,024.50	Increased 1.5%; email and social aggregator platform contract renewals
FULFILLMENT				
	Postage	\$2,000.00	\$2,000.00	
FULFILLMENT TOTAL		\$2,000.00	\$2,000.00	
IMAGES & VIDEO				
	Videos	\$30,000.00	\$35,000.00	Increased 16.6% % based on increase in YouTube videos
	Photography (Images, Usage Rights, Talent)	\$15,000.00	\$15,000.00	
IMAGES & VIDEO TOTAL		\$45,000.00	\$50,000.00	Increased 11%
Total		\$1,232,132.50	\$1,321,233.50	
Contingency		\$155,253.50	\$102,914.50	Decreased contingency based on rollover fund balance
FY Budget Total		\$1,387,386.00	\$1,424,148.00	Increased 2.65%

FY24-25 Budget Allocations

Advertising/Media/Services	\$1,234,209.00
Online Management	\$27,024.50
Fulfillment	\$2,000.00
Images and Video	\$50,000.00
Research	\$8,000.00
Contingency	\$102,914.50



Carolina Beach: Proposed Paid Media Support for 100th Centennial



Planning Assumptions

- The official Kickoff to the Centennial Celebration at Town Hall is scheduled for March 6, 2025. There will be a series of in-market “events” scheduled throughout CY 2025.

Recommended Paid Media Support

- **Objective:** Build awareness & familiarity of the Centennial Celebration as a key support point for all the great things to do while vacationing in Carolina Beach
- **Target Audience:** Primary: residents of NC (excluding New Hanover County)
- **Timing:** Kick-off the campaign in March 2025, aligning with the Celebration at Town Hall. Sustain activity through May to create top-of-mind awareness of the Celebration. Note: we recommend continuing the successful elements of the campaign into the second half of 2025; this would be evaluated for FY25-26 and funded by rollovers if applicable.
- **KPIs:** impressions/CPM (awareness), clicks/landing page traffic (familiarity).
- **Media Channels:** To ensure maximum effectiveness, we recommend allocating the majority of the paid media budget to digital/social. This will enable us to measure the effectiveness of the campaign, optimize the campaign in real-time, leverage digital/social targeting capabilities and focus on channels that have historically performed well. eBlasts and eNewsletters with an event and family focus (for example, Axios Charlotte, Axios Raleigh, Charlotte Parent) will be considered and used to supplement awareness efforts with a North Carolina audience. In terms of specific tactics, we recommend:
 - **Paid Social (Meta):** Incorporate multiple formats (video, image, carousel) and targeting tactics (prospecting, retargeting).

Special Plans: CB (May 16th, 2024)

Item 6.

- **Programmatic (Sojern):** Using the CVB's preferred programmatic partner, leverage both display and pre-roll video. Schedule programmatic to align with paid social for optimal impact.
 - **Paid Search:** Incorporate relevant keywords within the existing Carolina Beach search campaigns to leverage the effectiveness of paid search without incremental spending.
 - **eBlast/eNewsletter:** Paid eblasts targeting beach vacation interests in NC; Leverage existing engaged email audiences with North Carolina-based media outlets to promote the series of events related to the Centennial celebration.
 - **PR:** Leverage existing PR and influencer campaigns to incorporate Centennial celebration/events where applicable.
- **Total Budget:** \$100,000



AGENDA ITEM COVERSHEET

PREPARED BY: Bruce Oakley, Town Manager

DEPARTMENT: Executive

MEETING: Town Council 6/11/2024

SUBJECT: Manager's Update

BACKGROUND:

Town Manager Bruce Oakley will give an update on current and future projects.



AGENDA ITEM COVERSHEET

PREPARED BY: Kim Ward, Town Clerk

DEPARTMENT: Clerk

MEETING: Town Council Workshop 6/11/2024

SUBJECT: Consider Adopting the Proposed FY2024-25 Budget

BACKGROUND:

Town Manager Bruce Oakley will present Budget Ordinance No. 24-1225 for Council’s review and approval.

ACTION REQUESTED:

A public hearing will take place to receive public input on the proposed 2024-25 budget.

RECOMMENDED MOTION:

Motion to approve Ordinance No. 24-1225 adopting the FY2024-25 budget as presented by the Budget Officer Bruce Oakley.



Town of Carolina Beach, North Carolina Fiscal Year 2024/2025 Budget Ordinance

Whereas, the Town of Carolina Beach is directed by the North Carolina General Statutes to prepare, adopt and operate by a fiscal budget, and

Whereas, the Town of Carolina Beach endeavors to operate responsibly and efficiently in order to maximize the benefit of all revenues and comply with Federal, State and Local guidelines regarding operation and expenditures of public funds, and

Whereas, the Town of Carolina Beach recognizes the benefits and returns enjoyed by sound financial planning and management of resources,

Be It Therefore Resolved by the Town Council of the Town of Carolina Beach, North Carolina, that;

Authorization

In a regular Town Council Meeting on this the 11th day of June, 2024, a quorum being present, that the following Budget, for Fiscal Year 2024/2025, including Revenues, Unappropriated Surplus, Investment Instruments, Debt Payments, Departmental Expenditures, and Capital Expenditures, be adopted in accordance with the Generally Accepted Governmental Accounting Principles of this State and the Nation, the North Carolina Budget and Fiscal Control Act, and the requisite restrictions and authorizations required by the same.

Planning and Fiscal Management

The Revenues, Expenditures and Message included in this Budget, in conjunction with the Benefit Plan, and Salary Increases constitute the plans and intentions of the Town for sound fiscal management in FY 24/25. The policies of the Town of Carolina Beach, the actions of this Board, and Staff will carry out the plans and fiscal transactions contained within this Budget in order to meet the goals and objectives of the Town with respect to daily operations, development, and provision of services to the residents of this municipality.

The Finance Officer shall administer this Budget document, and shall insure that all officials and the administration are provided appropriate and timely information regarding the status of the Town’s finances. Further, the Finance Officer shall provide to the Elected Officials all such pertinent information and guidance as is necessary for the daily operation, implementation of this Budget, and advice on handling the financial endeavors (current and future) of the Town.

Rate Summary-Taxes

In accordance with the Budget documents attached, there shall be levied a tax on such taxable property which exists within the municipality. The rate for said tax shall be, as follows, for each one hundred dollars (\$100.00) of valuation of property:

General Fund – For general expenses incident to the operation of all General Fund departments, capital projects and for the payment of interest and principal on outstanding debts: **\$.235 per \$100**

Rate Summary-Water, Sewer and Stormwater Charges

In accordance with the Budget documents attached, there shall be levied a charge for the use of water and sewer services. The water and sewer rates for said services shall be, as follows, for each one thousand (1,000) gallons of water used after the first 3,000 gallons.

Water – For general expenses incident to the operation of all Enterprise Fund departments, capital projects and for the payment of interest and principal on outstanding debt - **A water flat rate charge of \$23.94 for the first 3,000 gallons as identified in the attached schedule of fees then \$6.75 per 1,000 gallons.**

Sewer – For general expenses incident to the operation of all Enterprise Fund departments, capital projects and for the payment of interest and principal on outstanding debts - **A sewer flat rate charge of \$43.26 for the first 3,000 gallons as identified in the attached schedule of fees then \$11.46 per 1,000 gallons.**

Stormwater – For general expenses incident to the operation of all Enterprise Fund departments, capital projects and for the payment of interest and principal on outstanding debts - **\$18.39 per Equivalent Residential Unit (ERU).**

Other Rates and Fees

Other Rates and Fees will be charged for services as listed and periodically amended in this Budget Document and as included in the Town's Rate and Fee Schedule.

Fiscal Calendar for Revenues and Expenditures/Appropriations

The Revenues and Expenditures detailed in this document shall be available and appropriated for the Fiscal Year beginning July 1, 2024 and ending June 30, 2025.

Distribution

Copies of this ordinance shall be furnished to the members of the Town Council, the Town Manager, the Finance Officer, and all Department Heads.

Be It Further Resolved by the Town Council of Carolina Beach, NC, that:

The following anticipated Fund Revenues, Departmental Expenditures, and Interfund Transfers are approved and appropriated for the Town of Carolina Beach's operations for the Fiscal Year beginning July 1, 2024 and ending June 30, 2025:

SECTION I -- General Fund**Revenues:**

Property Taxes	\$7,420,484
Sales Taxes	3,529,096
Freeman Park	1,125,949
Parking	3,216,686
Solid Waste Fees	2,198,452
ABC Revenue	698,500
Reimbursement from Utility Fund	775,000
Powell Bill	235,504
Grants	25,000
Franchise Fees	831,869
Room Occupancy Tax	1,050,258
Building Permits	244,437
App Fund Bal Powell Bill	0
Other Revenue	1,065,026
TOTAL GENERAL FUND REVENUES	\$22,416,261

Expenditures:

Non-Departmental	\$270,430
Debt Service	1,444,335
Legislative	294,800
Executive	1,509,400
Clerk	197,789
Finance	519,062
Human Resources	684,519
Planning & Development	1,062,040
Police Department	4,397,190
Ocean Rescue	774,646
Fire Department	2,459,365
Marina	392,881
Powell Bill	212,000
Fleet Maintenance	301,000
Parking	848,398
Environmental	4,568,598
Parks and Recreation	1,672,861
Beach Maintenance	606,713
Boardwalk	200,234
TOTAL GENERAL FUND EXPENDITURES	\$22,416,261

SECTION 2 -- Utilities Fund

Revenues:

Water Monthly Service Fees	\$2,711,748
Sewer Monthly Service Fees	4,576,928
Stormwater Monthly Service Fees	1,739,984
Wholesale Sewer Services	314,554
Other Revenue	1,129,302
Appropriated Fund Balance	29,226
TOTAL ESTIMATED UTILITIES FUND REVENUES	\$10,501,742

Expenditures:

Debt Service	\$2,316,099
Administration	1,473,437
Waste Water Treatment	1,348,840
Waste Water Collection	1,904,297
Water Distribution	1,581,301
Water & Sewer Fleet Maintenance	298,500
Stormwater	1,579,268
TOTAL ESTIMATED UTILITIES FUND EXPENDITURES	\$10,501,742

Total For All Funds	\$32,918,003
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SECTION 3 - Ad Valorem Taxes

An Ad Valorem tax rate of \$.235 (twenty-three and 1/2 cents) per hundred (\$100) valuation of taxable property, as listed for taxes as of January 2024 is hereby levied and established as the official tax rate for the Town of Carolina Beach for Fiscal Year 2024-2025. The rate is based upon a total projected valuation of \$3,155,145,000 with an estimated tax collection rate of 99.00%. The purpose of the Ad Valorem tax levy is to raise sufficient revenue to assist in financing necessary municipal government operations in Carolina Beach.

SECTION 4 -- Documentation

Copies of this ordinance will be kept on file at the Municipal Building and shall be furnished to the Town Clerk and Finance Officer to provide direction in the collection of revenues and disbursement of Town Funds.

SECTION 5 - Special Authorization

- A. The Town Manager shall serve as Budget Officer.
- B. The Budget Officer shall be authorized to make Interdepartmental Transfers, within the same fund, not to exceed 10% of the Departmental allocation being reduced. Notification of all transfers shall be made to the Town Council at the next regular meeting following the transfer.
- C. The Budget Officer may make Interfund Loans not to exceed 10% of the appropriated revenues for a period of no more than sixty (60) days and shall inform the Town Council of the loan at the next regular meeting following the loan of the funds.

SECTION 6 - Restrictions of the Budget Officer

- A. Interfund transfers of monies shall be made only with prior approval of the Town Council.
- B. Capital Reserve funds may not be expended without approval by the Town Council.
- C. A minimum of eight percent (8%) fund balance shall remain in the General Fund.

SECTION 7 - Budget Amendments

The North Carolina Local Government Budget and Fiscal Control Act allows the Town Council to amend the budget ordinance any time during the fiscal year, so long as it complies with the North Carolina General Statutes. The Council must approve all budget amendments.

SECTION 8 - Utilization of Budget and Budget Ordinance

This ordinance and the budget documents shall be the basis for the financial plan of the Town of Carolina Beach during the 2024/2025 Fiscal Year. The Budget Officer shall administer the budget. The accounting system shall establish records which are in consonance with the budget and this ordinance and the appropriate statues of the State of North Carolina.

Ordinance No. 24-1225 for Operating Budget FY 2024/2025

Adopted this the 11th day of June, 2024

Albert L. Barbee, Mayor

Attest: Kimberlee Ward, Town Clerk



AGENDA ITEM COVERSHEET

PREPARED BY: Gloria Abbotts, Sr Planner

DEPARTMENT: Planning

MEETING: Town Council June 11, 2024

SUBJECT: Text Amendment to amend Chapter 16, Article II., Division 2., Sec. 16-79. – Sunset provision for golf carts on streets, for golf cart taxi businesses.

Applicant: Sherice Boyack

BACKGROUND:

In March 2023, the Town Council approved a sunset provision for golf carts on streets to comply with state statute and due to safety concerns because of the growth in tourism and residents in the Town. The ordinance states that existing golf carts that received a permit prior to July 1, 2023, are permitted to renew their golf cart permits until December 31, 2027. The Low-Speed Vehicle and Golf Cart definitions in the ordinance are not specifically for taxis but include all vehicles in Town.

The applicant, Sherice Boyack, is the owner and operator of Beach Adventure Taxi. She has applied for a text amendment to the existing sunset provision for golf carts on streets, specifically for her existing business. Beach Adventure Taxi is the only Town approved golf cart taxi business.

The applicant currently utilizes golf carts for her taxi business. She would like to add additional carts to her business to keep up with her business needs. Under the current ordinance, she is not permitted to add an additional cart. TRC discussed allowing additional permits for the approved business, but the sunset clause would still apply to meet state statute. The applicant understands that the sunset provision will still apply. After December 31, 2027 the applicant would have to convert to electric vehicles.

ACTION REQUESTED:

Approve or deny the text amendment.

RECOMMENDED MOTION:

Adopt Ordinance 24-1227 for golf cart taxi businesses.

RECEIVED
APR 29 2024

Amendment Number: 24T-03



PETITION FOR A TEXT AMENDMENT

Petitions shall be submitted for review to the Department of Planning and Development located at 1121 N. Lake Park Blvd., Carolina Beach, NC 28428. Only complete petitions will be processed.

PETITIONER

Petitioner's Full Name: Shervice Boyark Beach Adventure Taxi Phone #: (801)-824-8375

Street Address: 520 Lewis drive

City: Carolina Beach State: NC Zip: 28428

Email: beachadventuretaxi@gmail.com

REQUESTED TEXT AMENDMENT

Town Code Section(s) Requested to be Amended: Division 2 Sec 16-79 b?

Please provide a general proposal for the amendment to the Town Code Section(s) stated above which you believe will result in improved regulations for all the residents of the Town of Carolina Beach

Asking for an exception to allow taxi businesses to use gas golf carts (Battery will not work for the business)

This petition will be scheduled for the next possible meetings with the following boards: (1) Technical Review Committee, (2) Planning and Zoning Commission and (3) Town Council. The petitioner or a representative should be present at all meetings to answer any questions. Contact the Department of Planning and Development for a schedule of meeting times and submittal deadlines. All meetings are held at the Municipal Administration Building, 1121 N. Lake Park Boulevard, Carolina Beach, NC 28428. Petitioners will be informed of any changes in date, time, or location of meetings.

I understand that the fee for review is nonrefundable.

Fee: to be submitted with application in accordance with the Town's annually adopted Rates and Fee Schedule

Signature of Petitioner:  Date: 4-29-24

Re: Town code?

Sherice Boyack <beachadventuretaxi@gmail.com>

Fri 5/17/2024 10:36 AM

To:Gloria Abbotts <gloria.abbotts@carolinabeach.org>

Be Advised: This email originated from outside of the Town of Carolina Beach, NC

Thank you.

Here is a break down of what I am asking for.

I am asking for a change in the wording of the ordinances to allow me to purchase more gas golf carts for my golf cart taxi business.

Below is the email I had sent to the council and received supporting feedback hence why I am moving forward with the meeting and paying the \$500 fee to make this happen.

Good Afternoon Council,

I am reaching out because I met with Bruce and Sunny this morning and Bruce advised me to talk to all of you for my business needs.

As you all know I own and operate the golf cart taxi business on the island. When I started it I was able to get my 6 seater gas carts no problem.

Now that the ordinances have changed I am told in order to get a couple more gas carts to keep my business running smoothly this season I need to get approval through you all for a change in the ordinance. Something that puts an exception to gas carts used for golf cart taxi business.

So I am asking for your help to get the approval to add some carts to my business. I am not trying to start a new business or add something I do not already have. I just had such a demand for rides last year that I could really use another cart. But I do not want to purchase one until I know I can for sure get it registered under the new ordinances.

I love this island and love providing this service. In order to keep up with the demand I really need gas carts. I drove for Dean when he had the taxi service and his battery carts ran out of juice with customers on them all the time. You really can not rely on battery operated for a taxi service.

I look forward to your help in this matter. Let me know if you have any questions. As a business all my carts are street legal and insured.

Thanks,

Sherice Boyack
Beach Adventure Taxi
801-824-8375

On Tue, May 14, 2024 at 10:08 AM Gloria Abbotts <gloria.abbotts@carolinabeach.org> wrote:

Yes, your item is on the agenda.

Thanks,

Gloria Abbotts

Sr Planner

Town of Carolina Beach

1121 N. Lake Park Blvd.

Carolina Beach, NC 28428

Office: 910-458-8380

www.carolinabeach.org



**** TOCB [Online Permitting Portal](#) - For instructions on using Portal, click [here](#)****

**** All Building Permits must be applied for through [NHC COAST](#) ****

From: Sherice Boyack <beachadventuretaxi@gmail.com>

Sent: Tuesday, May 14, 2024 9:59 AM

To: Gloria Abbotts <gloria.abbotts@carolinabeach.org>

Subject: Re: Town code?

Be Advised: This email originated from outside of the Town of Carolina Beach, NC

Good Morning Gloria,

I just wanted to make sure I was on the agenda for the TRC meeting next monday night? I have paid the \$500.

Thank you,

Sherice Boyack

Beach Adventure Taxi

801-824-8375

Item 9.

On Mon, Apr 29, 2024 at 4:11 PM Gloria Abbotts <gloria.abbotts@carolinabeach.org> wrote:

The section you provided on the application should work.

Thanks,

Gloria Abbotts
Sr Planner
Town of Carolina Beach
1121 N. Lake Park Blvd.
Carolina Beach, NC 28428
Office: 910-458-8380
www.carolinabeach.org

** TOCB Online Permitting Portal - For instructions on using Portal, click here**

** All Building Permits must be applied for through NHC COAST **

-----Original Message-----

From: Sherice Boyack <beachadventuretaxi@gmail.com>

Sent: Monday, April 29, 2024 3:24 PM

To: Gloria Abbotts <gloria.abbotts@carolinabeach.org>

Subject: Town code?

Be Advised: This email originated from outside of the Town of Carolina Beach, NC

Hi Gloria,

I have been working with Bruce. I need to file a petition for a text amendment to change the wording stating with the exception of a taxi business gas carts will be allowed.

I just do not know which exact town code that would be under. Can you help me with that?

Thanks,

Sherice

Sent from my iPhone

Ordinance 24-1227

Town of Carolina Beach
Town Council



AN ORDINANCE FOR GOLF CART TAXI BUSINESSES

Sec. 16-79. Sunset provision for golf carts on streets.

- (b) From July 1, 2023 until December 31, 2027 only golf carts owners that have received permits in the previous calendar year may continue to renew their permit. No new permit applicants shall be allowed. [Existing town approved golf cart taxi businesses are permitted to acquire additional permits until December 31, 2027.](#)

Be it ordained by the Town Council of the Town of Carolina Beach. Adopted this 11th day of June, 2024.

TOWN OF CAROLINA BEACH

Albert L. Barbee, Mayor

ATTEST:

Kimberlee Ward, Town Clerk



Golf Cart Taxi Text Amendment

JUNE 11, 2024

Background

- March 2023 – Council adopted sunset provision for all golf carts, existing permits from July 1, 2023 are permitted to be renewed until December 31, 2027.
- Low-speed vehicle and golf cart definitions apply to all vehicles in Town.
- The applicant, Sherice Boyack, owner of Beach Adventure Taxi would like to expand her business.
- Ordinance does not allow her to purchase an additional golf cart.



LSV vs. Golf Cart

- LSV
 - Registered with DMV
 - Insurance is required
 - Annual inspections
 - Top speed greater than 20 mph but less than 25 mph

- Golf Cart
 - Manufactured for operation on golf courses
 - Top speed less than 20 mph



Ordinance 24-1227

(b) From July 1, 2023 until December 31, 2027 only golf carts owners that have received permits in the previous calendar year may continue to renew their permit. No new permit applicants shall be allowed. Existing town approved golf cart taxi businesses are permitted to acquire additional permits until December 31, 2027.



AGENDA ITEM COVERSHEET

PREPARED BY: Ed H. Parvin, Deputy Manager

DEPARTMENT: Executive

MEETING: Town Council – 6/11/2024

SUBJECT: Sidewalk from Carolina Beach Lake to Carolina Sands

BACKGROUND:

In May of 2023 the Town Manager was in discussions with North Carolina Department of Transportation (DOT) about how we could get sidewalks added from Carolina Sands to the Lake. Later that summer funding from DOT was earmarked for this project. Several on-site meetings occurred with Town staff and DOT. In November a plan was given to the town. The plan showed the sidewalk meandering from DOT right of way to private property. There were multiple conflicts with power poles, mailboxes, utilities, trash bins, signage, etc. Costs of purchasing the additional needed right-of-way was also a significant concern.

Staff worked with DOT on an alternative that would bump out curb and gutter and avoid all the conflicts. DOT met with staff on-site again and determined there was adequate drive aisle width to accomplish this task. However, when the estimate came back to the Town it was going to cost \$1,691,153.08.

Staff talked to Town Council about this issue and direction was given to see if we could get any aspect of the project completed (i.e. one or two blocks). Staff went back to DOT and they agreed to look at the costs again on a block by block basis.

During the second review by DOT, their field crews identified some discrepancies in the stormwater infrastructure that was shown on their as-built surveys. This discovery allowed them to significantly reduce the costs. They were also able to break down the costs by block.

ACTION REQUESTED:

There are no funds allocated in the current proposed budget for this project.

This project will be run completely separate from the resurfacing of Lake Park.

DOT will manage the project if approved by Town Council.

The project must be approved for connecting full block sections (i.e. not 1 ½ blocks and no breaks).

Money agreed to be allocated by DOT: **\$183,118**

DOT COST ESTIMATES:

Section 1: Lake - Lake Dr.	\$	115,000.00
Section 2: Lake Dr. – Sumter Ave.	\$	105,000.00
Section 3: Spartanburg Ave. - Spartanburg Ave	\$	150,000.00
Section 4: Sumter Ave. - Greenville Ave.	\$	120,000.00
Section 5: Greenville Ave. - Carolina Sands Dr.	\$	150,000.00
Total:	\$	640,000.00

RECOMMENDED MOTION:

If Town Council would like to move forward staff is requesting a motion that will:

1. Identify specific sections to be included in the scope of the project.
2. Allocate “x” amount of funds for the project utilizing the general fund’s fund balance.
This should be total cost plus 15% minus funds allocated by DOT (see table below).

SIDEWALK TO BE COMPLETED	DOT COST ESTIMATE	RECOMMENDED AMOUNT TO BE ALLOCATED BY THE TOWN
Section 1: Lake – Lake Dr.	\$ 115,000.00	\$0
Section 2: Lake Dr. – Sumter Ave.	\$ 105,000.00	\$69,882
Section 3: Spartanburg Ave. - Spartanburg Ave	\$ 150,000.00	\$242,382
Section 4: Sumter Ave. - Greenville Ave.	\$ 120,000.00	\$380,382
Section 5: Greenville Ave. - Carolina Sands Dr.	\$ 150,000.00	\$552,882
Total:	\$ 640,000.00	

FORMULA: SUM(Sections) +15% - DOT Contribution



AGENDA ITEM COVERSHEET

PREPARED BY: Kim Ward

DEPARTMENT: Clerk

MEETING: Town Council Workshop 5/30/2024

SUBJECT: Annual Committee Appointments

BACKGROUND:

On June 30 of each year, several committee members terms expire. This year, we have 18 members with expiring terms, 14 of them are interested in being reappointed.

A copy of the applications and committee rosters can be found at:

https://library.municode.com/nc/carolina_beach/munidocs/munidocs?nodeId=applications

ACTION REQUESTED:

Please review the applications and make your selections on the ballot. The Mayor will receive the final tallies and announce the appointments.

Annual Committee Appointments 5/30/2024

Beautification Committee

Please select **FIVE**:

- Emily Harding (serving since 3/10/2020)
- Jullena Jones Shelley (serving since 3/10/2020) *also serves on BOA
- Linda Bottoms (serving since 12/8/2020)
- Sarah Finn (serving since 6/14/2022) *also serves on Parks and Rec
- Scott Pate (serving since 8/10/2021)
- Alex Torres
- David Marshall (serves as alternate on BOA)
- Hope Combs
- Jim Tollens (recently appointed to Police Advocacy)

Bike/Ped Committee

Please select **TWO**:

- Rodney Kidd (serving since 9/13/2022)
- Yvonne Bailey (serving since 4/10/2018)
- Alex Torres
- David Marshall (serves on BOA as an alternate)
- Jim Tollens (recently appointed to Police Advocacy)
- John Marshall
- Laura Mandato
- Scott Pate (serves on Beautification Committee)
- Stefanie Young (serves on Beautification Committee)

Board of Adjustment

Please select **THREE**:

- David Marshal (serving as the alternate since 5/23/2023)
- Paul Levy (serving since 11/12/2019) also serves on Ops Committee
- Jullena Jones Shelley (serving since 11/12/2019) also serves on Ops Committee
- Dan Adams
- Jeannette Mobley (serves on Police Advisory and Marketing)
- Jim Tollens (recently appointed to Police Advocacy)

Marketing CommitteePlease select **TWO**:

- Jim Kitts (serving since 1/14/2020)
- Lexi Pate (serving since 8/10/2021)
- David Marshall (serves as alternate on BOA)
- Jim Tollens (recently appointed to Police Advocacy)
- Mike Matsinger

Operations CommitteePlease select **ONE**:

- Butch LeCompte (serving since 8/10/2021)
- David Marshall
- Jim Tollens (recently appointed to Police Advocacy)

Parks and Rec CommitteePlease select **TWO**:

- Jessica Guinn (serving since 8/10/2021)
- Alex Torres
- David Marshall (serves as alternate on BOA)
- Jim Tollens (recently appointed to Police Advocacy)
- Matthew Shuttleworth (serves on Ops Committee)
- Mike Matsinger
- Stacey Kolomer

Planning and Zoning

Please select **ONE**:

- Melanie Boswell (serving since 6/12/2018)
- Alex Torres
- Brad Jones
- Colleen Hagarty
- Dan Adams
- David Gadalla
- David Marshall (serves as BOA alternate)
- Jim Tollens (recently appointed to Police Advocacy)
- JoDan Garza
- Kevin Amyot
- Matthew Shuttleworth (serves on Ops Committee)
- Michael Hannan
- Mike Matsinger

Police Advocacy Committee

Please select **TWO**:

- Alex Torres
- Bryan Taylor
- David Cole
- David Marshall (serves as alternate on BOA)
- Hope Combs
- Jerry Davis
- Matthew Shuttleworth (serves on Ops Committee)
- Michael Lewis

Council Member Signature