

# CAROLINA BEACH

Town Council Workshop

Tuesday, May 23, 2023 – 9:00 AM

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



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## AGENDA

### CALL TO ORDER

### DISCUSSION ITEMS

- [1.](#) New Employee Introduction
- [2.](#) Marketing Advisory Committee Budget Presentation
- [3.](#) Eagle Scout Presentation by Nicholas Bramhall
- [4.](#) Flood and Adaption Modeling Work on Canal Drive
- [5.](#) Manager's Update
- [6.](#) FY23/24 Town Manager's Budget Message
- [7.](#) Annual Committee Appointments

### COUNCIL COMMENTS

### CLOSED SESSION

- [8.](#) Closed Session – Real Estate

### ADJOURNMENT



# AGENDA ITEM COVERSHEET

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**PREPARED BY:** Kim Ward, Town Clerk

**DEPARTMENT:** Clerk

**MEETING:** Town Council Workshop – 5/23/2023

**SUBJECT:** New Employee Introduction

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**BACKGROUND:**

Chief Ward will introduce the new beach ranger, Rich Hanks.



## AGENDA ITEM COVERSHEET

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**PREPARED BY:** Kim Ward, Town Clerk

**DEPARTMENT:** Clerk

**MEETING:** Town Council Workshop 5/23/2023

**SUBJECT:** Marketing Advisory Committee Budget Presentation

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**BACKGROUND:**

Jeff Hogan, Chair of the Marketing Advisory Committee will present the 23/24 marketing budget.

**ACTION REQUESTED:**

Discuss and consider approving the budget as presented.

**RECOMMENDED MOTION:**

Motion to approve the FY23/24 marketing budget as presented.

**Carolina Beach Budget Allocations FY23-24 DRAFT**

Item 2.

ADVERTISING/MEDIA/SERVICES		FY 22-23	FY 23-24	Notes
Unified Media Campaign	*Paid Search (Google)	\$90,000.00	\$100,000.00	
<b>*Dedicated CB Media Campaign</b>	*Paid Social (FB, Instagram, YouTube)	\$100,000.00	\$120,000.00	
	*Paid Social Amplification	\$45,000.00	\$25,000.00	Reduced in favor of boosting paid social
	Travel Audience/Programmatic (Sojern, CausallQ)	\$177,765.00	\$211,950.00	*\$90K dedicated to CB campaign
	Custom Content (Matador)	\$41,081.00	\$63,765.00	
	Publisher Direct (TripAdvisor, VRBO)	\$61,621.00	\$47,824.00	
	*eBlasts (Engagement Marketing, Our State)	\$45,000.00	\$45,000.00	Transitioning to new partner
	Out of Home (Billboards, Transit)	\$28,419.00	\$27,100.00	
	Streaming Video	\$109,549.00	\$128,725.00	
	Streaming Audio (Spotify, iHeart Media)	\$86,270.00	\$67,750.00	
	*Out of Home (Experiential Place Based)		\$60,000.00	Bringing Boardwalk and festivals' experience to a North Carolina location
	Print (Our State, Southern Living, NC Travel Guide, Better Homes & Gardens, Woman's Day, Parents)	\$38,342.00	\$25,793.00	
	Visit NC Print Co-ops (Garden & Gun, GA/DC/PA/VA/OH/TN lifestyle magazines)	\$15,466.00	\$9,102.00	
	*Visit NC Digital Co-op (Enewsletter/Featured Event)		\$471.00	
	Visit NC Digital Co-ops	\$7,282.00	\$17,344.00	
		<b>\$845,795.00</b>	<b>\$949,824.00</b>	<b>12.3% overall increased media spend; 29.5% increase CB dedicated media spend</b>
Public Relations & Social Media	Public Relations and Content Development	\$44,432.00	\$49,412.00	
	Eblast Development and Coding		\$2,700.00	
	Press Trip FAM	\$5,000.00	\$3,750.00	Island press trip FAM
	Social Media/Strategy/Content Calendar/Postings	\$51,697.00	\$55,000.00	
	Sprout Social Monitoring, Scheduling & Reporting Platform		\$1,680.00	License to aggregate engagements from social platform into one feed, making it easier to do community management.
	Content Partnerships	\$10,000.00		FY22-23 intent was to work with local influencers but no need with addition of CVB social media manager
	Influencer Marketing Campaigns	\$30,000.00	\$39,667.00	
	Social Channel Verifications		\$600.00	Meta verified FB/IG/TW accounts are authentic
	Social Videos Development	\$10,000.00		CVB in-house staff to develop
		<b>\$151,129.00</b>	<b>\$152,809.00</b>	<b>1.1% increase</b>
Account Management	Agency Retainer/Project Management/Meetings	\$16,200.00	\$17,820.00	
Strategic Planning	Agency Research/Analysis	\$8,250.00	\$5,140.00	
Creative Development	Print/Digital	\$44,550.00	\$27,920.00	
		<b>\$69,000.00</b>	<b>\$50,880.00</b>	26.3% decrease based on FY22-23 new ad campaign development
<b>ADVERTISING/MEDIA/SERVICES TOTAL</b>		<b>\$1,065,924.00</b>	<b>\$1,153,513.00</b>	<b>8.2% increase</b>

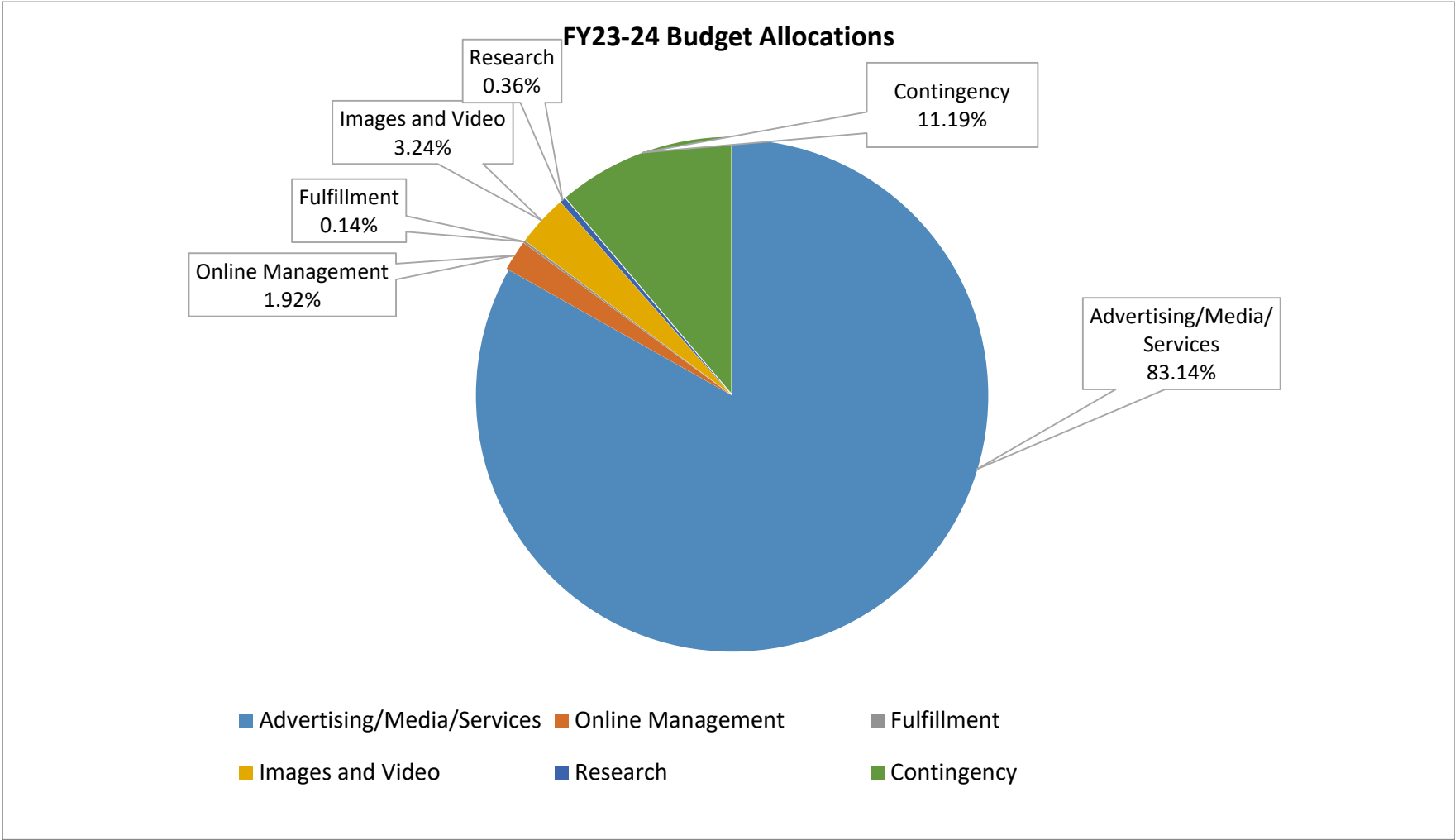
**Carolina Beach Budget Allocations FY23-24 DRAFT**

Item 2.

<b>RESEARCH</b>				
	Arrival and Economic Research	\$3,500.00	\$5,000.00	
<b>RESEARCH TOTAL</b>		<b>\$3,500.00</b>	<b>\$5,000.00</b>	<b>Increase based on adding visitor spend data</b>
<b>ONLINE MANAGEMENT</b>				
Account Management	Account Management/CMS Licensing/Hosting	\$3,000.00	\$3,000.00	
	Domain Renewals	\$250.00	\$300.00	Increase in price to maintain domains
Email Marketing	Especials Distribution (8)	\$5,235.00	\$5,235.00	
Search Marketing	SEO	\$8,000.00	\$8,000.00	
Site Development	Maintenance/General Improvements	\$3,000.00	\$2,000.00	Decrease in needed maintenance hours
	Sky Nav Licensing		\$250.00	Virtual Tour
	Social Media Aggregator Licensing	\$2,500.00	\$2,500.00	
	Audio Eye		\$2,000.00	Toolbar for website accessibility and managed service to ensure website achieves and maintains ADA-related guidelines and best practices.
	CMS Modules Licensing	\$2,457.00	\$3,334.50	Added Dynamic Content Module to deliver specific content to visitors, based on their location, behavior and interests
<b>ONLINE MANAGEMENT TOTAL</b>		<b>\$24,442.00</b>	<b>\$26,619.50</b>	<b>8.9% increase based on ADA compliance and module additions</b>
<b>FULFILLMENT</b>				
	Postage	\$2,000.00	\$2,000.00	Visitor Guide mailings to visitor inquiries
<b>FULFILLMENT TOTAL</b>		<b>\$2,000.00</b>	<b>\$2,000.00</b>	
<b>IMAGES &amp; VIDEO</b>				
	Videos	\$30,000.00	\$30,000.00	
	Photography (Images, Usage Rights, Talent)	\$15,000.00	\$15,000.00	
<b>IMAGES &amp; VIDEO TOTAL</b>		<b>\$45,000.00</b>	<b>\$45,000.00</b>	<b>No increase</b>
<b>Total</b>		<b>\$1,140,866.00</b>	<b>\$1,232,132.50</b>	
<b>Contingency</b>		<b>\$361,202.00</b>	<b>\$155,253.50</b>	Moved contingency primarily into media spend, research and online management
<b>FY Budget Total</b>		<b>\$1,502,068.00</b>	<b>\$1,387,386.00</b>	<b>7.63% decrease</b>

FY23-24 Budget Allocations

Advertising/Media/Services	\$1,153,513.00
Online Management	\$26,619.50
Fulfillment	\$2,000.00
Images and Video	\$45,000.00
Research	\$5,000.00
Contingency	\$155,253.50





## AGENDA ITEM COVERSHEET

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**PREPARED BY:** Kim Ward, Town Clerk

**DEPARTMENT:** Clerk

**MEETING:** Town Council Workshop 5/23/2023

**SUBJECT:** Eagle Scout Presentation by Nicholas Bramhall

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**BACKGROUND:**

Nicholas Bramhall will give an update on his Eagle Scout Project.



## AGENDA ITEM COVERSHEET

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**PREPARED BY:** Kim Ward, Town Clerk

**DEPARTMENT:** Clerk

**MEETING:** Town Council Workshop 5/23/2023

**SUBJECT:** Flood and Adaption Modeling Work on Canal Drive

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**BACKGROUND:**

Presentation on the flood and adaption modeling work on Canal Drive. Presented by:  
Dr. Miyuki Hino, Assistant Professor, City and Regional Planning, UNC  
Dr. Katherine Anarde, Assistant Professor, Civil & Environmental Engineering, NCSU

**ACTION REQUESTED:**

Discussion – No Action





## AGENDA ITEM COVERSHEET

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**PREPARED BY:** Bruce Oakley, Town Manager

**DEPARTMENT:** Executive

**MEETING:** Town Council 5/23/2023

**SUBJECT:** Manager's Update

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**BACKGROUND:**

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



## AGENDA ITEM COVERSHEET

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**PREPARED BY:** Kim Ward, Town Clerk

**DEPARTMENT:** Clerk

**MEETING:** Town Council Workshop 5/23/2023

**SUBJECT:** FY23/24 Town Manager's Budget Message

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**BACKGROUND:**

Town Manager Bruce Oakley will present the FY23/24 budget message.

**ACTION REQUESTED:**

Presentation and discussion – no action needed



## AGENDA ITEM COVERSHEET

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**PREPARED BY:** Kim Ward

**DEPARTMENT:** Clerk

**MEETING:** Town Council Workshop 5/23/2023

**SUBJECT:** Annual Committee Appointments

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**BACKGROUND:**

On June 30 of each year, several committee members terms expire. This year, we have 23 members with expiring terms, 22 of them are interested in being reappointed.

There is also one vacant seat on the Board of Adjustment that will need to be filled.

A copy of the applications can be found at:

[https://library.municode.com/nc/carolina\\_beach/munidocs/munidocs?nodeId=4338a75e76c35](https://library.municode.com/nc/carolina_beach/munidocs/munidocs?nodeId=4338a75e76c35)

**ACTION REQUESTED:**

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

## 2023 Annual Committee Ballot

### Beautification Committee

Please select **THREE**:

- Cindy Dunn \*Serving since 3/10/2020 – 1 term
- Dawn Betz \*Serving since 3/10/2020 – 1 term
- Karen Graybush \*Serving since 3/10/2020 – 1 term
- Christi Siegel
- David Marshall
- Hope Combs
- Karin Harriss

### Bike/Ped Committee

Please select **THREE**:

- John Dismukes \*Serving since 10/11/2022 – filling unexpired term
- Keith Boswell \*Serving since 8/14/2018 – served 1 ½ terms
- Christi Siegel
- David Marshall
- Jeffrey Tarvin
- Jerry Davis
- Jim Tollens
- John Marshall
- Karin Harriss
- Laura Mandato
- Nicole Kohler
- Scott Pate
- Steve Graybush

### Board of Adjustment

Please select **FOUR**:

- Ken Thompson \*Serving since 9/14/2021 – filling unexpired term
- Patrick Boykin \*Serving since 1/12/2016 – served 2 terms
- Wayne Hartsell \*Serving since 12/10/1996 – served 9 terms
- Jim Tollens
- David Marshall

Marketing CommitteePlease select **TWO**:

- Brad Bradley \*Serving since 6/13/2017 – served 2 terms
- Tom Uring \*Serving since 2/13/2018 – served 1 ½ terms
- Christopher Smith
- Cole Hudson
- David Marshall
- David Weimer
- Karin Harriss
- Jim Tollens

Operations CommitteePlease select **THREE**:

- Matthew Shuttleworth \*Serving since 1/11/2022 – filling unexpired term
- Paul Levy \*Serving since 1/14/2020 – 1 term
- Stephen Taylor \*Serving since 11/9/2022 – filling unexpired term
- David Marshall
- Michael Hannan
- Jim Tollens

Parks and RecPlease select **FOUR**:

- Eric Lachance \*Serving since 9/14/2021 – filling unexpired term
- Danielle Kurtz \*Serving since 9/8/2020 – 1 term
- Duke Hagestrom \*Serving since 10/14/2009 – 4 terms
- Jasmine McKee \*Serving since 6/14/2022 – filling unexpired term
- David Marshall
- Emily Harding
- Jeff Luttrell
- Jim Tollens
- John Dismukes
- Matthew Shuttleworth
- Sarah Finn
- Stacey Kolomer

Police Advocacy Committee

Please select **FOUR**:

- Amanda Amyot \*Serving since 9/8/2020 – filling unexpired term
- Bill Skinner \*Serving since 10/11/2022 – filling unexpired term
- Christina Lopez \*Serving since 1/11/2022 – filling unexpired term
- Stephen Graybush \*Serving since 6/14/2022 – filling unexpired term
- David Cole
- David Marshall
- Hope Combs
- Jim Tollens
- John Dismukes
- Matthew Shuttleworth
- Michael Hannan
- Paul Levy
- Steve Wright

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Council Member Signature



## AGENDA ITEM COVERSHEET

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**PREPARED BY:** Kim Ward, Town Clerk

**DEPARTMENT:** Clerk

**MEETING:** Council Meeting 5/23/2023

**SUBJECT:** Closed Session – Real Estate

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**RECOMMENDED MOTION:**

Closed session to discuss a real estate matter in accordance with NCGS 143-318.11(a)(5). The property being discussed is R08807-013-005-000 and R08807-013-004-000.