



**VILLAGE COUNCIL  
MINUTES FOR REGULAR MEETING OF SEPTEMBER 8, 2020  
ASSEMBLY HALL  
395 MAGNOLIA ROAD  
PINEHURST, NORTH CAROLINA  
4:30 PM**

The Pinehurst Village Council held a Regular Meeting at 4:30 p.m., Tuesday, September 8, 2020 in the Assembly Hall of Pinehurst Village Hall, 395 Magnolia Road, Pinehurst, North Carolina. The following were in attendance:

Mr. John C. Strickland, Mayor  
Ms. Judy Davis, Mayor Pro Tem  
Mr. Kevin Drum, Councilmember  
Ms. Lydia Boesch, Councilmember  
Ms. Jane Hogeman, Councilmember  
Mr. Jeffrey M. Sanborn, Village Manager  
Ms. Beth Dunn, Village Clerk

And approximately 65 attendees, 6 staff members, and 2 press.

**1. Call to Order.**

Mayor Strickland, called the Village Council meeting to order.

**2. Reports:**

**Village Manager**

- The Village was notified that we were selected for a site visit for our National Baldrige Award application, we are one of nine organizations selected in the nation. The site visit will be done virtually this year from October 1<sup>st</sup> through October 10<sup>th</sup>.

**Village Council**

- Mayor Strickland encouraged the public to continue to practice social distancing.
- Councilmember Hogeman stated the Beautification Committee is meeting next week, September 14<sup>th</sup>. Pinehurst Business Partners are trying to put together some type of Holly Arts festival this year, if they can work with the regulations.
- Councilmember Drum attended a Triangle J Council of Government meeting and noted it is wonderful to see how the different organizations in the region are dealing with all the issues of today.
- Councilmember Boesch stated that the National Association of Olmsted Parks has reached out to the Village to advise of "Olmsted 200" to celebrate the bicentennial birthday of Frederick Law Olmsted, which will be in the year 2022. Olmsted 200 will be a coordinated national and local celebration that will examine the principles of Olmsted's vision, values, and designs. Also, Olmsted 200 is promoting Olmsted heritage tourism in 2021, 2022 and beyond. The Association believes they may do some displays, exhibits, and tours. They have a wonder flyer available and all you have to do is Google "Olmsted 200" to see a brochure and get more information on what they are doing with this celebration.

Mayor Strickland stated that the applicant for the Floyd Way Subdivision requested to defer consideration of this project to the next Council meeting on September 22<sup>nd</sup>, so there will be no discussion tonight as it will be removed from the agenda. Mayor Strickland also suggested the work session item to discuss the public nuisance ordinance be moved to the regular meeting and Council agreed to move that item after the Special Intensity Allocation (SIA) agenda item.

**3. Motion to Approve Consent Agenda.**

**All items listed below are considered routine or have been discussed at length in previous meetings and will be enacted by one motion. No separate discussion will be held unless requested by a member of the Village Council.**

- Public Safety Reports
  - July, 2020 Police Report
  - July, 2020 Fire Report
- Approval of Village Council Meeting Minutes.
  - August 7, 2020 Special Meeting
  - August 7, 2020 Closed Session
  - August 11, 2020 Special Meeting
  - August 11, 2020 Closed Session
  - August 11, 2020 Regular Meeting
  - August 11, 2020 Work Session
  - August 11, 2020 Closed Session

**End of Consent Agenda.**

Upon a motion by Councilmember Drum, seconded by Councilmember Boesch, Council unanimously approved the consent agenda, by a vote of 5-0.

**4. Present Resolution to Molly Rowell Honoring Her Service as Chair of the Beautification Committee.**

Mayor Strickland presented Molly Rowell with a framed resolution honoring her for her service as the Chair of the Beautification Committee. Ms. Rowell served as the Chair since March 14, 2014. Ms. Rowell said it was a joy to work with everyone in the Village and when you have the support that they provide anything is possible.

**5. Discuss and Consider a Special Intensity Allocation for Huntley Design Build Office Project.**

Darryn Burich, Planning and Inspections Director, explained that this agenda item is for Council to consider a request for approval of a 1 acre Special Intensity Allocation (SIA) by Huntley Design Build, Inc. to allow for development of a vacant parcel in Trotter Hills, located at 8 Clark Court (Moore County Parcel ID 96000374), for an office building. Site improvements will include a 3,197 heated square foot office building, parking and landscaping. The proposed development includes approximately .26 acres of impervious area or 26% overall impervious coverage on the 1 acre site. Mr. Burich noted that it is the practice of the Planning and Inspections Department to bring requests for SIAs before Village Council for approval when site plan approval is imminent by the staff Technical Review Committee (TRC).

Upon a motion by Mayor Pro Tem Davis, seconded by Councilmember Drum, Council unanimously approved the proposed Special Intensity Allocation as outlined in the staff memorandum dated September 4, 2020 for the proposed Huntley Design Build office building located 8 Clark Court, located in the Water Shed II District. If development approval shall expire, this SIA shall be rescinded and the allotted allocation shall be returned to the pool for future allocation, by a vote of 5-0.

**6. Public Nuisance Discussion.**

Jeff Sanborn, Village Manager, explained this item was to continue the discussion on drafting language for the revised noise ordinance. He noted after the last work session he took the feedback and made some changes to the draft. Mr. Sanborn stated the current standard of abatement is 30 days and explained this may be the time to shorten the time frame in regards to other code violations. He noted there is some history with this standard, as about five years ago it was changed to 30 days because it was hard for Council, the public, and staff to keep track of because of all the different offenses with various timelines.

Mr. Sanborn reviewed the new draft language and explained the focus of the new language was to come up with something that had more teeth and was enforceable. The language includes a measurement of decibel levels, standards set by the World Health Organization (WHO). Mr. Sanborn stated we have to decide what an appropriate penalty is for violation. North Carolina General Statute allows a maximum fine of \$500. Mr. Sanborn reviewed current penalties in the Municipal Code ranging from \$50 to \$500. Councilmember Hogeman stated for the penalty she would like to see one high enough to penalize someone disturbing their neighbor. She suggested maybe a stepped increase of fines after the first offense. Council discussed the period in which to assess a penalty on the property owner and the amount of the fine, increasing in \$100 increments per violation.

**7. Motion to Recess Regular Meeting and Enter into a Public Hearing.**

Upon a motion by Councilmember Boesch, seconded by Councilmember Drum, Council unanimously approved to recess the

regular meeting and enter into a public hearing, by a vote of 5-0.

#### **8. Public Hearing No. 1**

Mayor Strickland explained that for several months Council and staff have been engaged in a multifaceted development project (Project Woodpecker) with significant economic impact for North Carolina, Moore County, and the Village of Pinehurst. The plan is for the United States Golf Association (USGA) to move several of its key functions to Pinehurst and hold 5 U.S. Open Championships between 2024 and 2047 and also have the potential for other USGA tournaments, both professional and amateur, to be held across North Carolina in the future. Project Woodpecker has been a state wide initiative for NC, financial and other commitments have been made or proposed from the North Carolina Legislators, economic development funds from other state agencies, Moore County, and the Village of Pinehurst. There are wide ranging long term benefits that will evolve from this transaction. Among those are research relationship that will develop with NC State University, NC A&T University and Sandhills Community College. Mayor Strickland noted that both Pinehurst and USGA are jointly celebrating their 125<sup>th</sup> anniversary this year.

Jeff Sanborn, Village Manager, explained the purpose of this public hearing is to receive public comment on a proposed economic incentive agreement between the Village of Pinehurst and the USGA. Mr. Sanborn reviewed the legal framework for economic incentives. Mr. Sanborn explained the commitments made by the USGA include to construct facilities that will employ approximately 50 full-time employees in the Village of Pinehurst, an initial direct investment in facilities and site of at least twenty-five (25) million, occupancy in those facilities by December 31, 2023, and bring five U.S. Open events to Pinehurst every five to seven years starting in 2024.

Mr. Sanborn stated the Village of Pinehurst incentives to USGA are part of a larger incentive program involving the State of North Carolina and Moore County. The Village's incentives include a tax grant incentive repayment of up to 90% of property taxes in each of the 10 years, which is the grant period. The incentive level is to be paid (up to 90%) in any given year of the grant period will depend on the number of full-time employees on the payroll as of the fourth quarter of the previous year. Annual tax grant incentive payments during the 10 year grant period will not be paid until after property taxes are collected. The Village of Pinehurst will also provide, at no cost, use of the Harness Tack and Fair Barn grounds for parking during each of the Men's U.S. Open events. Mr. Sanborn also explained the clawback provision in the agreement in which the USGA will return a specified percentage of the total incentive grant payments received if the promised five Men's U.S. Open events do not occur with a maximum interval between them of seven years.

Pat Corso, Moore County Partners in Progress, stated the USGA, which has successfully hosted 3 U.S. Open's and countless other tournaments, is interested in placing a 2<sup>nd</sup> headquarters in the Village of Pinehurst. The USGA will commit to employee 50 full-time employees in the Village, to establish a combined visitor center and museum, offices for the Foundations and Green Section, and a technologically advanced testing center to test golf balls and golf clubs. An independent economic impact study showed that the last U.S. Open in 2014 drove over five-hundred (\$500) million to the State. Given all that the USGA intends to deliver the overall estimated impact is two (2) billion dollars over the course of the terms of this agreement. The USGA intends to bring 5 U.S. Open Championships to the Pinehurst area every five to seven years and a minimum of 13 additional championship events to venues across North Carolina. Through the Green Section, which is dedicated to turf grass management, they will also commit to advancing innovation and research with leading colleges such as NC State, NC A&T, and Sandhills Community College. The USGA has provided a written commitment to work with Moore County Partners in Progress to facilitate the recruitment of additional golf related companies to Moore County. Mr. Corso stated that this is a great opportunity for the Village and there cannot be a better suited project for our area.

Craig Annis, USGA Chief Brand Officer, stated they are thrilled to have the opportunity to partner with the Village of Pinehurst, Moore County, Pinehurst Resort, a number of other host clubs, and the state of North Carolina. Mr. Annis stated Pinehurst has always held a special appeal and place in the hearts of the USGA and golfers around the world and this project offers an opportunity to create a perfect marriage of a relationship that has been built over the last century.

Councilmember Drum stated as a kid that grew up here and told people he lived in the home of golf he is real excited to hear that every golf club that someone tries will be routed through Pinehurst. Councilmember Hogeman stated that Council is mindful that Pinehurst was attractive for its character and they are well aware of how important it is to protect, preserve, and maintain that character going forward so it remains a place where you would like to be. Councilmember Boesch stated she wished James Walker Tufts could be here right now and Council has worked really hard on this project and she sees this as an amazing opportunity.

**Public Comments:**

- John Hoffman, Everett Road, stated he is very happy to see what this project involves. He asked where the project will be located.
  - The Mayor stated at the moment they haven't seen a specific site plan. Once they do the project will go through normal planning and zoning process.
- Lynn Goldhammer, Pinehurst resident, inquired where would the project be and what will it look like.
  - Chris, USGA, stated they share the vision for the Village of Pinehurst. They have been working with a building consultant and plan to build something consistent and within the character of Pinehurst.
- Mary-Stewart Regensburg, Pinehurst resident, stated that the newspaper stated there would be a 25 million dollar facility or campus. She is wondering where in Pinehurst is there enough space to build a 25 million dollar campus.
  - Craig, USGA, the 25 million will be spent of facilities not just one facility and will not be a campus like the hospital.
- Molly Rowell, Pinehurst resident, stated she was so excited and thanked everyone that worked hard to make this happen. She welcomed the USGA to Pinehurst.
- Marty McKenzie, Pinehurst resident, stated he wish Richard Tufts, former USGA President, could be here to see this. He has worked with USGA for the last 20 years and they are a tremendous asset to our community.
- Jackie Curley, Pinehurst resident, asked will the 50 employees of USGA be transferred or will they be new jobs created.
  - Craig, stated it will be a mix. 15 members are here now and some new jobs will be created and some transferred from the headquarters in New Jersey.
- Richard Vincent, Pinehurst resident, so incredibly excited and is what the community and state needs.
- Leo Santowasso, Pinehurst resident, this is going to meaning to North Carolina, Moore County and Pinehurst. Suggested sharing the site in New Jersey because it is beautiful.
- Frank Pacifico, asked about the USGA museum and stated it could have an impact on a project the Council is working on and Council may want to take that into consideration moving forward.

**9. Motion to Adjourn Public Hearing and Re-Enter Regular Meeting.**

Upon a motion by Mayor Pro Tem Davis, seconded by Councilmember Drum, Council unanimously approved to adjourn the public hearing and re-enter the regular meeting, by a vote of 5-0.

**10. Discuss and Consider Economic Incentive Agreement**

Upon a motion by Mayor Pro Tem Davis, seconded by Councilmember Drum, Council unanimously agreed, to authorize the Mayor to execute the proposed economic incentive agreement with the United States Golf Association, which will increase the taxable property and increase employment opportunities in the Village of Pinehurst, by a vote of 5-0

Mr. Annis also stated that a public announcement will be made at 10:00 a.m. tomorrow, September 9<sup>th</sup>.

**11. Other Business.**

- Council and staff discussed reconvening the Neighborhood Advisory Committee (NAC) meetings in person. Beth Dunn, Village Clerk, noted that committee members were spilt on the decision to resume in person meetings, due to COVID. Mayor Strickland stated he would work with staff to come up with a plan to get the committee back together in some form.

**12. Comments from Attendees.**

- Frank Pacifico, McKenzie, stated there are speeding issues on McKenzie Road during school hours. He asked if the school could be notified to remind everyone to be mindful of the speed limit.
- Lynn Goldhammer, Pinehurst resident, asked what we are looking to get out of the Baldrige award. She is concerned that this will make the Village of Pinehurst one of the top 10 places to live. A building was built in Trotter Park that has lights that burn all night and she suggested looking at this issue going forward as that area is developed. She also suggested, in regards to a noise ordinance, giving the citation to the renter of the property and create an online site to enter violators that other property owners could see who the offenders are and know not to rent to them.
  - Jeff Sanborn explained the Village is looking for improvement in everything we do and the Village was already named the top place to live in North Carolina. Councilmember Drum explained the Baldrige Framework is about

the organization learning, growing, and improving.

**13. Motion to Adjourn.**

Upon a motion by Mayor Pro Tem Davis, seconded by Councilmember Drum, Council unanimously approved to adjourn the regular meeting, by a vote of 5-0, at 7:20 p.m.

Respectfully Submitted,



Beth Dunn,  
Village Clerk

*A videotape of this meeting is located on the Village website: [www.vopnc.org](http://www.vopnc.org)*

*Vision: The Village of Pinehurst is a charming, vibrant community which reflects our rich history and traditions.*

*Mission: Promote, enhance, and sustain the quality of life for residents, businesses, and visitors.*

*Values: Service, Initiative, Teamwork, and Improvement*