



**VILLAGE COUNCIL
MINUTES FOR WORK SESSION OF AUGUST 14, 2018
ASSEMBLY HALL
395 MAGNOLIA ROAD
PINEHURST, NORTH CAROLINA**

IMMEDIATELY FOLLOWING REGULAR MEETING

The Pinehurst Village Council held a Work Session at 6:40 p.m., Tuesday, August 14, 2018 in the Assembly Hall of Pinehurst Village Hall, 395 Magnolia Road, Pinehurst, North Carolina. The following were in attendance:

Ms. Nancy Roy Fiorillo, Mayor
Mr. John Bouldry, Treasurer
Ms. Judy Davis, Councilmember
Mr. Kevin Drum, Councilmember
Mr. Jeffrey M. Sanborn, Village Manager
Ms. Lauren M. Craig, Village Clerk

Excused Absence: Mr. John R. Cashion, Mayor Pro Tem

And approximately 12 attendees, including 6 staff and 1 press.

1. Call to Order.

Mayor Nancy Roy Fiorillo called the meeting to order.

2. Discuss August 29th Visioning Sessions for Comprehensive Plan.

Assistant Village Manager Natalie Hawkins updated Council with the format for the August 29th Visioning Sessions scheduled as part of the Envision the Village project to update the Village's Comprehensive Long Range Plan. She explained the Village has published an art contest for Envision the Village. The public will select the winners during Planapalooza Week. She explained staff updated the outreach and engagement strategy after feedback from the Think Tank and Council. She explained the Visioning Sessions will be heavily promoted soon and will be held on Wednesday, August 29 at 10:00am and 6:30pm. She explained the format of the Visioning Sessions.

3. Harness Track Marketing Update.

Mark Wagner, Director of Park and Recreation, and Melissa Holt, Communications Specialist, presented Council with an update on the marketing efforts undertaken to promote the Harness Track and recruit Standardbred trainers and owners. Mr. Wagner shared the objectives to increase stall rentals and to increase brand recognition for the Harness Track. They shared the new magazine-style print brochures that were created to highlight the track and efforts to get this distributed. They shared a promotional video that was created and the performance after posting it on Facebook. They noted plans for digital ads to run from August-October and a Google ads campaign to also run from August-October targeting Standardbred owners. They also shared a promotional video will be coming soon featuring interviews of trainers and owners who currently winter at the Harness Track in order to sell the cost, area, and facility. He also discussed a "Trot Cast" production campaign proposal from an outside agency and Council and staff agreed to share this concept with the Driving and Training Club to see what they think. Council held a discussion on these marketing efforts. Marty McKenzie shared the importance of marketing the area to the owners and trainers of the race horses. He shared an economic impact study of the Harness Track that was done years ago and the importance to get more owners of race horses who live in Pinehurst.

4. Discuss NCDOT historic sign rules.

Moved to the next work session.

5. **Discuss short term rentals.**

Mayor Fiorillo said we have an opportunity to work with Partners and Progress who is putting together a list of people who own short-term rentals in the area. They are gathering for a meeting on September 13 facilitated by John McLean and the Mayor suggests putting this discussion off until this meeting so the Village can work together with this group.

6. **Work Session Business.**

- None to Report

7. **Motion to Adjourn.**

Upon a motion by Councilmember Bouldry, seconded by Councilmember Drum, Council approved to adjourn the Work Session by a vote of 4-0 at 7:41pm.

Respectfully Submitted,



Lauren M. Craig,
Village Clerk

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