VILLAGE COUNCIL
MINUTES FOR WORK SESSION OF JUNE 23, 2020
ASSEMBLY HALL
395 MAGNOLIA ROAD
PINEHURST, NORTH CAROLINA

IMMEDIATLEY FOLLOWING THE REGULAR MEETING

The Pinehurst Village Council held a Work Session at 7:40 p.m., Tuesday, June 23, 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
Ms. Lydia Boesch, Treasurer
Mr. Kevin Drum, Councilmember
Ms. Jane Hogeman, Councilmember
Mr. Jeffrey Sanborn, Village Manager
Ms. Beth Dunn, Village Clerk

And approximately 2 attendees, including 2 staff.

1. **Call to Order.**
   Mayor John Strickland, called the Council work session to order.

2. **Marketing of Historic Landmark Status & Cultural Resources.**
   Councilmember Boesch explained that she met with Councilmember Drum and Natalie Hawkins, Assistant Village Manager, to discuss marketing the Village for being on the National Register of Historic places as a Landmark District. She stated she would like to see us marketed as a day trip destination. Councilmember Drum stated that only 3% of places on the National Register of Historic Places are Landmarks, and Pinehurst is one on them.

   Natalie explained marketing needs to generate a call to action and she feels it is unclear what that call to action is at this point. She noted that historically the Village has marketed its services and not businesses, unless it was for the US Open as a co-op with businesses. Jeff Sanborn, Village Manager, stated that the Convention Visitors Bureau (CVB) mission is tourism and includes day trips. He believes the CVB has the data to understand the market and believes the CVB is doing that.

   Ms. Hawkins stated that she will talk with our marketing consultant to get some ideas based on the various marketing aspects discussed. Mayor Strickland suggested Councilmember Boesch and Drum continue to work on the idea of daytrips and how to use that with CVB.

3. **Assisting Local Businesses.**
   Mayor Strickland stated retailers have asked for help with parking for retail. Council discussed parking issues downtown in front of stores. Mayor Pro Tem Davis suggested adding retail customer only parking signs in front of some of the stores. Council discussed the possibility of allowing street sales. Mayor Strickland stated they would talk to some of the retailers and see what they think of some of the ideas Council have discussed.

4. **Work Session Schedule.**
   Mayor Strickland stated item was a follow up from previous conversations about modifying the schedule for Council work sessions. Council reviewed other neighboring municipalities meeting schedules and discussed other options for meeting times. Ultimately Council decided to keep the work sessions at the same time as they are currently scheduled. Council agreed to try to limit the work session to a maximum of 60 minutes.

5. **Potential Future Work Session Agenda Items**
   - Councilmember Boesch asked if the Police Chief could come and give us an update on crime data. Mr. Sanborn stated previously we discussed him coming annually to give the yearly update, as the data typically doesn't change very much.
   - Councilmember Hogeman suggested discussing extending ETJ.

6. **Other Work Session Business.**
   - Council discussed the setup and structure for the Small Area Plan consulting interviews.

7. **Motion to Adjourn**
   Upon a motion by Mayor Pro Tem Davis, seconded by Councilmember Boesch, Council unanimously approved to adjourn the work session, by a vote of 5-0, at 9:11 p.m.

Respectfully Submitted,

Beth Dunn

Beth Dunn,
Village Clerk

A videotape of this meeting is located on the Village website: 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