



**VILLAGE COUNCIL
MINUTES FOR REGULAR MEETING OF JANUARY 25, 2022
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, January 25, 2022 in the Assembly Hall of Pinehurst Village Hall, 395 Magnolia Road, Pinehurst, North Carolina and via the electronic meeting platform ZOOM. The meeting was streamed in real time on the Village's website.

The following were in attendance in Assembly Hall:
Ms. Kelly Chance, Village Clerk

The following were in remote attendance:
Mr. John C. Strickland, Mayor
Mr. Patrick Pizzella, Mayor Pro Tem
Ms. Lydia Boesch, Councilmember
Mr. Jeff Morgan, Councilmember
Ms. Jane Hogeman, Councilmember
Mr. Jeffrey M. Sanborn, Village Manager

And approximately 12 attendees, including 8 staff and 1 press

1. Call to Order.

Mayor Strickland called the Village Council meeting to order.

2. Reports:

Village Manager

- Mr. Jeff Sanborn reported beginning next week repaving on Magnolia Street will begin.

Village Council

- Mayor Strickland reported he and Councilmember Hogeman attended the Moore County Commission meeting last week to reiterate Village Council's opposition to the proposed overlay district change requested by a resident. He stated the applicant pulled the request. Mayor Strickland stated he and Mr. Sanborn would be following up with the NC DOT on a conversation they had earlier.
- Councilmember Boesch reported she went to the CVB meeting last week where the CVB presented two commemorative coins for the upcoming Ross/Olmsted Celebrations. They hope to have them done by April to sell. She stated she has learned that Frederick Olmsted had a noted impact on golf, and she is excited about learning more about this impact and how the Village can help celebrate it.
- Mayor Pro Tem Pizzella reported she had no report.
- Councilmember Hogeman reported she and Councilmember Morgan attended the Tri-City meeting which is made up of Council and Planning Representatives from Pinehurst, Southern Pines, and Aberdeen. She noted they spoke about

Greenway trails and bicycle and pedestrian connectivity among the tri-cities. The American Rescue Plan funding was also discussed and the added ability to use those funds, potentially jointly on resurfacing projects or training projects. Councilmember Hogeman stated the final topic discussed was short-term rentals and noted there is a lot of conversation and anticipated cooperation among the group.

- Councilmember Morgan reported would be attending the Triangle J Board of Delegates meeting on Wednesday.

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.

- Approval of Village Council Meeting Minutes.
 - January 11, 2022, Council Regular Meeting
 - January 11, 2022, Council Work Session
 - January 11, 2022, Closed Session
- Public Safety Reports
 - Bi-Annual 2021 Fire Report
 - Bi-Annual 2021 Police Report
- Budget Amendments Report

End of Consent Agenda.

Upon a motion by Councilmember Boesch, seconded by Mayor Pro Tem Pizzella, Council unanimously approved the Consent agenda by a vote of 5-0.

Village Council unanimously agreed to move the presentation by the Three Rivers Land Trust, scheduled for the work session, to occur prior to Agenda item 4. Village Manager Sanborn stated he invited Travis Morehead, Executive Director, of Three Rivers Land Trust to speak to Village Council about potential opportunities for partnerships in helping to protect current undeveloped land in Pinehurst. He noted this is in alignment with our 2019 Comprehensive Plan and he looks forward to learning more about opportunities they may have.

Mr. Morehead provided a packet to Village Council members provided to landowners as they consider conservation to review. He provided a background on the work that Three Rivers Land Trust, including how grant monies are used to preserve land. Mr. Morehead stated one beneficial factor on preservation is a willingness to preserve land by not providing public utilities, which is the Village's intentions for their current ETJ area.

Mr. Morehead stated their projects are normally of areas of 40 acres or more and they currently have never worked a project in this area, but his team would be more than willing to sit down with Village Council and staff and see if there are viable projects that could be partnered on.

Mayor Strickland asked Mr. Morehead to explain if some of the money used to purchase lands comes from money budgeted to the Land Trust by the General Assembly and if so, how are those monies used. Mr. Morehead stated there are two distinct ways funds are used and the first is through offering grant money to local farmers via the North Carolina Farm Land Grant. He noted the second way is through the North Carolina Land and Water Fund which purchases land to better protect water quality.

Councilmember Hogeman asked if a municipality can hold conservation easements in NC and Mr. Morehead stated that General Legislation does allow for that. She asked why they do more with easements than fee ownerships. Mr. Morehead stated easements are more lucrative and fee ownership ties land up and causes more out-of-pocket costs. Mayor Pro Tem Pizzella asked if land owned by the Village could be put into trust and Mr. Morehead stated to his knowledge it could.

4. Review and Approve the FY 2023 Balanced Scorecard, including the FY 2023 Areas of Focus, and the FY 2023-2027 Initiative Action Plans

Matthew McKirahan, Village of Pinehurst Organizational Performance Director, presented to Village Council, for approval, items related to the development of the FY 2023 Strategic Operating Plan (SOP) based on Council's discussions at the December 8-9, 2021, Strategic Planning Retreat. He noted that staff amended the materials based on Council's input and is now seeking approval on the FY 2023 Balanced Scorecard (BSC), including the recommended Areas of Focus, and Initiative Action Plans for FY 2023-2027.

Mr. McKirahan reported KPI goals are set by reviewing historical performance relative to benchmarks and comparable communities. He stated, since initially adopting the BSC in FY 2014, we have expressed performance goals for survey results in 5% increments due to the margin of error with survey results. He noted, in most cases, the Village is currently achieving excellent performance results (90% satisfaction levels or higher).

Mr. McKirahan stated the recommended Areas of Focus were selected based on the following criteria:

- VOP performance gaps (greater than or equal to 5% below benchmarks)
- Strategic challenges identified by Council and Senior Leaders
- Opportunities identified by Council and Senior Leaders
- 2021 Community Survey areas for improvement (high levels of dissatisfaction >20%)

Mr. McKirahan stated the following three (3) strategic objectives are proposed as the FY 2023 Areas of Focus: Manage development to protect Village character; Support the business community; and Provide a safe and effective multi-modal transportation system.

Mr. McKirahan stated, to positively impact the KPIs identified for performance improvement, to address strategic challenges and opportunities, and to address resident high priorities for improvement, the Village has identified eight proposed Initiative Action Plans for the five-year planning period. He noted these are identified in the "FY 2023-2027 Initiative Action Plans" attachment provided to Council. He stated Initiative Action Plans are defined and measurable activities needed to address our opportunities that involve a significant amount of financial and/or staff resources or have a significant community impact over the planning period.

Mr. McKirahan stated, in addition to the IAPs proposed, there are numerous other opportunities for improvement that were discussed at the Council Retreat that are classified as department projects or evaluations. Over the next two months, Senior Leaders will evaluate and prioritize these projects and evaluations and then program them over the planning horizon as they develop their annual budget requests. As opportunities are evaluated and developed over the course of the next few years, some of them will likely develop into IAPs in the future.

Mr. McKirahan stated we are seeking Council's approval by motion for the FY 2023 Balanced Scorecard, including the FY 2023 Areas of Focus. We are also seeking a consensus on the proposed list of FY 2023-2027 Initiative Action Plans. This is being done now to ensure that Senior Leaders develop the FY 2023 Strategic Operating Plan and submit budget requests that align to Council's priorities.

Upon a motion by Councilmember Morgan, seconded by Mayor Pro Tem Pizzella, Council approved the fiscal year 2023 Balanced Scorecard and Areas of Focus, as presented by a vote of 4-1 with Councilmember Hogeman casting a no vote.

5. Other Business

Councilmember Morgan stated in talking with a constituent there was concern about an ordinance the Village has prohibiting golf carts from being used for commercial activity and he would like some information from staff on this item. Village Manager Sanborn stated that is a municipal code question and he will provide this information to Council.

6. Motion to Adjourn.

Upon a motion by Councilmember Boesch, seconded by Councilmember Morgan, Council unanimously approved to adjourn the regular meeting by a vote of 5-0 at 6:20 p.m.

Respectfully Submitted,

A handwritten signature in black ink that reads "Kelly Chance". The signature is written in a cursive, flowing style.

Kelly Chance,
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