



Village Council
Minutes for the Work Session of June 24, 2025
Assembly Hall
395 Magnolia Road
Pinehurst, North Carolina
04:30 p.m.

The Village of Pinehurst Village Council held a Work Session Meeting at 06:43 p.m., Tuesday, June 24, 2025, in the Assembly Hall of Village Hall, 395 Magnolia Road, Pinehurst, North Carolina.

The following were in attendance in Assembly Hall:

Mr. Patrick Pizzella, Mayor
Dr. Jeff Morgan, Councilmember
Mr. John Taylor, Mayor Pro Tem
Ms. Barb Ficklin, Councilmember
Mr. Jack Farrell, Councilmember
Mr. Doug Willardson, Village Manager
Ms. Shannon Konstantinou, Village Clerk
Mr. Jason Whitaker, Chief Information Officer

And approximately 0 members of the audience in attendance, in addition to 4 staff and 1 press.

1. Call to Order.

Mayor Pizzella called the Village Council Work Session to order at 06:56 p.m.

2. General Business.

A. Discussion of Website Analytics

Ms. Kristin Bunton, Communications Specialist, reviewed a Website Review PowerPoint presentation highlighting Analytics and Trends (Our Website Visits and VOP Top 10 List), Survey Driven Actions, External Platforms – Currently Using, Maintenance, and The Future and Expected Trends.

Council, Mr. Willardson, and Ms. Bunton discussed the number of website visits during a US Open year versus a non-US Open year, how to determine unique user numbers, reducing the number of items on the Hot Topics page to refine focus, the use of NAC contact lists and how to leverage these lists to engage residents more, MYVOP user and request data, the difficulty of finding information on the website due to the vast amount of information contained there, the use of Google Analytics in gathering information on website usage, how information or documents are expired / archived on the website, the popularity and importance of the newsletters, resident / user engagement / subscriptions via social media outlets, and the use of YouTube beyond Council and Advisory Board meetings.

Ms. Bunton recognized the unique privilege the Village has with access to a locally owned media outlet such as The Pilot and thanked The Pilot for their continued engagement with and coverage of the Village.

B. Update on Current Capital Projects

Mr. Willardson reviewed a memo outlining the major capital projects currently in progress (Library Design and Construction, No. 6 Neighborhood Sidewalk Installation, Chinquapin and Magnolia

Intersection Improvements and Stormwater Upgrades, Harness Track Grooms Quarters and Restrooms, and Trail Development Along Airport Road) and provided Council with updates on each project.

C. Discussion of Requesting a Donald Ross Stamp with the USPS

Mr. Willardson reviewed a memo detailing the process for requesting a stamp commemorating Donald Ross and a draft letter for the Village to submit to USPS.

Council agreed to ask additional organizations related to the legacy of Donald Ross for letters of support and to submitting the request for the stamp along with the letter of support from the Village.

Council also asked Mr. Willardson to coordinate with Ms. Audrey Moriarty, Library Services & Archives Director, on the submission and solicitation of additional letters of support.

3. Closed Session

Village Council will hold a Closed Session pursuant to NCGS § 143-318.11(a)(5) to establish, or to instruct the public body's staff or negotiating agents concerning the position to be taken by or on behalf of the public body in negotiating (i) the price and other material terms of a contract or proposed contract for the acquisition of real property by purchase, option, exchange, or lease; or (ii) the amount of compensation and other material terms of an employment contract or proposed employment contract.

Upon a motion by Mayor Pro Tem Taylor, seconded by Councilmember Farrell, Council unanimously approved to recess the Work Session and enter the Closed Session pursuant to NCGS § 143-318.11(a)(5) to establish, or to instruct the public body's staff or negotiating agents concerning the position to be taken by or on behalf of the public body in negotiating (i) the price and other material terms of a contract or proposed contract for the acquisition of real property by purchase, option, exchange, or lease; or (ii) the amount of compensation and other material terms of an employment contract or proposed employment contract by a vote of 5-0 at 07:47 p.m.

Upon a motion by Mayor Pro Tem Taylor, seconded by Councilmember Ficklin, Council unanimously approved to adjourn the Closed Session and re-enter the Work Session by a vote of 5-0 at 08:09 p.m.

4. Motion to Adjourn.

Upon a motion by Mayor Pro Tem Taylor, seconded by Councilmember Morgan, Council unanimously approved to adjourn the Work Session by a vote of 5-0 at 08:10 p.m.

Respectfully submitted,


Shannon Konstantinou
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