



**Village Council
Agenda for the Work Session of July 28, 2026
Assembly Hall
395 Magnolia Road
Pinehurst, North Carolina
4:00 PM**

1. Call to Order
2. General Business
 - A. Downtown Timed-Parking Enforcement Update
3. Closed Session
 - A. Closed Session pursuant to N.C.G.S. § 143-318.11(a)(1) to prevent the disclosure of sensitive public-security information that is not a public record under N.C.G.S. § 132-1.7, including specific information regarding the security, vulnerabilities, and protection of the Village's information-technology systems.
4. Motion to Adjourn

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.



Downtown Timed-Parking Enforcement Update ADDITIONAL AGENDA DETAILS:

FROM: Doug Willardson, Village Manager
CC: Village Council;
DATE OF MEMO: 07/16/2026

MEMO DETAILS

The Village began active enforcement of the downtown three-hour parking limit in October 2025 after a three-month education and outreach period. Through July 2, 2026, the parking enforcement officer issued 75 citations: 66 warnings and nine \$50 citations. The 12% repeat-violation rate indicates that the warning-first approach is producing compliance without relying heavily on fines. Staff has also observed better use of the public parking lots and improved availability of time-limited spaces.

Background

The parking enforcement officer was hired and onboarded in June 2025. From July through September 2025, the Village used a “cold start” focused on education rather than citations. The officer conducted daily foot patrols, spoke with business owners, employees and visitors, distributed informational postcards, explained the ordinance and promoted the MyVOP app. Citation issuance and tire marking began in October 2025.

The program is intended to keep downtown parking safe, understandable and reasonably available while maintaining a welcoming experience for residents, employees, businesses and visitors.

Current Enforcement Approach

- Approximately 150 spaces are subject to the three-hour limit. Another approximately 150 all-day spaces are available in the public lot and behind The Holly Inn.
- The officer can monitor approximately 50 spaces during a five-hour shift. Three shifts per week provide roughly full coverage of the time-limited inventory.
- A first-time violation results in a warning with no payment due. A subsequent violation results in a \$50 citation.
- Warnings, citations and payments are tracked in the Police Department’s records management system and in a supplemental tracking spreadsheet.
- Most repeat violators are business owners, employees or office tenants rather than downtown visitors.

Program Results

Measure	As of July 2, 2026
Total citations issued	75
Warnings—no payment due	66
\$50 citations	9
Repeat-violation rate	12%

The officer reports generally positive feedback from downtown businesses, patrons and employees. Staff has observed more owners and employees using the all-day public lots and greater availability in time-limited spaces. The position also provides a visible presence downtown and routinely assists with directions, deliveries, vehicle jump-starts, blocked alleys and other day-to-day issues. These observations are qualitative; the citation data provides the clearest measurable indication of compliance.

ATTACHMENTS

None



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