



**Village Council
Agenda for Work Session Meeting of April 8, 2025
Assembly Hall
395 Magnolia Road, Pinehurst, NC 28374
Pinehurst, North Carolina
4:30 PM**

1. Call to Order
2. General Business
 - A. Update on the Design of the Given Memorial Library
 - B. Short-term Rental Monitoring and Compliance Update
 - C. Discussion of CVB Occupancy Tax Grant Program
3. 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.



Update on the Design of the Given Memorial Library

ADDITIONAL AGENDA DETAILS:

FROM: Doug Willardson, Village Manager
CC: Village Council;
DATE OF MEMO: 04/03/2025

MEMO DETAILS

The Technical Review Committee (TRC) is currently reviewing the library design, with Mike, Alex, and others making this a top priority this week. During the review, some concerns have emerged regarding the stormwater system and the sewer line. I will provide a more detailed explanation at the upcoming meeting.

At this stage, we have two potential options moving forward:

1. Bid the project now as designed, with the understanding that if a better alternative for stormwater is identified later, we would need to issue a change order.
2. Wait a few more weeks to explore a more advantageous stormwater solution before bidding the project.

Staff are currently evaluating alternative stormwater solutions. If a better alternative is found, it would take approximately 4 to 6 weeks for surveying and redesign. My recommendation is as follows:

- If Mike Apke, Village Engineer, believes a better alternative is likely, we should wait 4-6 weeks to finalize the redesign before bidding.
- If no better alternative is identified, we should proceed with bidding immediately.

Mike may even be able to determine before our meeting whether an alternative option is even feasible. If that is the case, this discussion could become moot.

If a better alternative is found, but we choose to bid now, we must acknowledge that a change order would increase costs by approximately 25% more than if we had waited for the final design. While this is not expected to be a major expense, it is a consideration in our ongoing efforts to control costs.

While a six-week delay may be frustrating given how long we have discussed this new library, it is the most cost-effective decision. Regardless of the path we choose, the project can still move forward with the building permit process now.

ATTACHMENTS

None



Short-term Rental Monitoring and Compliance Update ADDITIONAL AGENDA DETAILS:

FROM: Doug Willardson, Village Manager
CC: Village Council;
DATE OF MEMO: 04/03/2025

MEMO DETAILS

This past week, Village staff gained full access to the Granicus Short-Term Rental (STR) monitoring system with the correct data. Granicus tracks over 60 STR listing platforms, providing us with a comprehensive view of STR activity within the Village. Based on my testing, the system identifies 510 active and currently advertised STRs, broken down as follows:

- **236 STRs** with Non-Conforming Use Certificates (NCUCs)
- **274 STRs** without NCUCs
 - **138 of these 274** were in operation before the STR ordinance was adopted
 - **136 of these 274** began operation after the STR ordinance was adopted
 - **18 of these 136** have been booked for more than 14 nights in the past four quarters, potentially violating the ordinance

Enforcement Actions

An informational letter will be sent to all STR operators in early April. A few weeks later, we will follow up directly with the 18 STRs that may be in violation. Additionally, two properties have been identified as exceeding the allowed number of beds per bedroom under our ordinance. These properties will receive a notice of violation alongside the 18 potential violators.

Ongoing STR Management Efforts

Beyond enforcement, we should acknowledge the proactive steps we have taken to address concerns surrounding STRs and other properties that may be a nuisance, including:

- Amendments to the municipal code addressing parking in the right-of-way
- Strengthened noise nuisance regulations
- Rules targeting unruly gatherings

As the tourist season ramps up, we are well-positioned to manage STR activity effectively. Staff is preparing additional information, including mapping, for discussion at the upcoming meeting.

ATTACHMENTS

None



Discussion of CVB Occupancy Tax Grant Program ADDITIONAL AGENDA DETAILS:

FROM: Doug Willardson, Village Manager
CC: Village Council;
DATE OF MEMO: 04/03/2025

MEMO DETAILS

As you are aware, the County Commissioners recently approved doubling the occupancy tax rate. Previously set at 3 percent, the rate will now be increased to the maximum 6 percent allowed by law. This tax, applied per-night to hotel and short-term rental stays, serves as the primary source of revenue for the Convention and Visitors Bureau (CVB). The increased rate is set to take effect on January 1. Additionally, the County will be more aggressively pursuing occupancy tax collections from short-term rentals.

With the expected increase in revenue, it is likely that the CVB will introduce additional grant opportunities, similar to its previous One-Time Project Fund (OTPF). In that instance, up to \$1 million was made available for qualified projects, with \$821,000 ultimately awarded to the following projects:

- **Town of Cameron:** Memorial Park Revitalization and Mural Creation (\$54,000)
- **Weymouth Center for the Arts and Humanities:** Site Improvements (\$57,000)
- **Sandhills Community College:** Lighting Project for the Sandhills Bogeys Baseball Complex (\$75,000)
- **Town of Southern Pines:** Carriage House Event Space at Whitehall Tract (\$185,000)
- **Town of Southern Pines:** New Skate Park (\$200,000)
- **Town of Aberdeen:** Enhancements for Sports Tourism at the Aberdeen Ransdell Sportsplex (\$250,000)

Previous Grant Criteria

The OTPF program required applications to focus on new construction, expansion, renovation, or replacement projects with a minimum budget of \$50,000. All grants were awarded competitively, with primary consideration given to projects that:

- Enhance the destination experience for both visitors and residents
- Attract overnight visitors from more than 50 miles outside of Moore County
- Are shovel-ready
- Require up to a 50/50 match for funding
- Do not include studies or maintenance projects

The intent of the OTPF was to encourage the creation or expansion of capital projects that showcase Moore County's unique offerings, attract outside visitors, and generate overnight stays.

However, one major issue was the aggressive timeline—projects were required to be completed by the end of 2024, despite funds not being awarded until late October 2023. It is unlikely that many of the awarded projects met this tight deadline.

Consideration for the Village

I do not recall if the Village applied for OTPF funding, though I remember discussions about potential projects. In hindsight, given what was funded, we certainly should have applied. Some funded projects seem tenuously connected to the stated goals.

Key Considerations for Future Grant Opportunities:

- We should provide input to the CVB on greater flexibility in project timelines.
- We need to identify potential projects that align with the grant program's objectives.

Potential Projects for Consideration

- **Improvements to the Harness Track and/or Fair Barn**
- **Development of the History of Pinehurst museum exhibits**
- **Trolley service from nearby hotels to downtown Pinehurst and other popular tourist attractions**

Are there additional projects the Council would like to consider?

While we do not want to get too far ahead of ourselves, other municipalities are already planning their requests. We should work closely with the CVB to ensure our proposed projects align with their goals and have a strong chance of securing funding.

I believe the projects listed above would genuinely help attract more visitors and encourage longer stays, particularly for those visiting for golf.

ATTACHMENTS

None