2022 VILLAGE COUNCIL MEETING SCHEDULE

Held on the 2nd and 4th Tuesdays
Assembly Hall at 395 Magnolia Road, Pinehurst, NC 28374

January 11 at 4:30 p.m. – RM/WS
January 25 at 4:30 p.m. – RM/WS

February 8 at 4:30 p.m. – RM/WS
February 22 at 4:30 p.m. – RM/WS

March 8 at 4:30 p.m. – RM/WS
March 22 at 4:30 p.m. – RM/WS

April 12 at 4:30 p.m. – RM/WS
April 26 at 4:30 p.m. – RM/WS

May 10 at 4:30 p.m. – RM/WS
May 24 at 4:30 p.m. – RM/WS

June 14 at 4:30 p.m. – RM/WS
June 28 at 4:30 p.m. – RM/WS

July 12 at 4:30 p.m. – RM/WS
July 26 at 4:30 p.m. – RM/WS

August 9 at 4:30 p.m. – RM/WS*

September 13 at 4:30 p.m. – RM/WS
September 27 at 4:30 p.m. – RM/WS

October 11 at 4:30 p.m. – RM/WS
October 25 at 4:30 p.m. – RM/WS

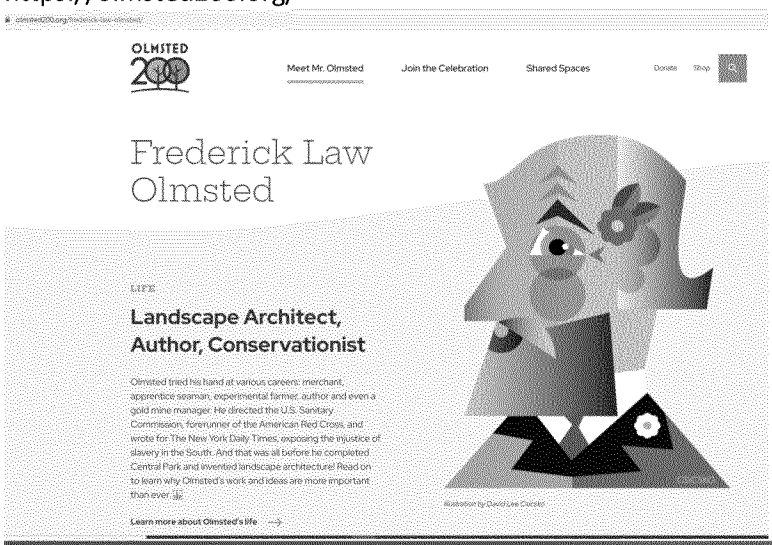
November 15 at 4:30 p.m. – RM/WS *

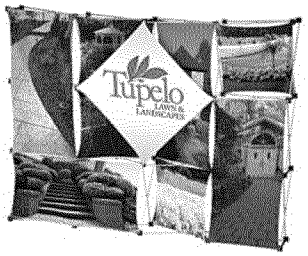
December 13 at 4:30 p.m. – RM/WS *

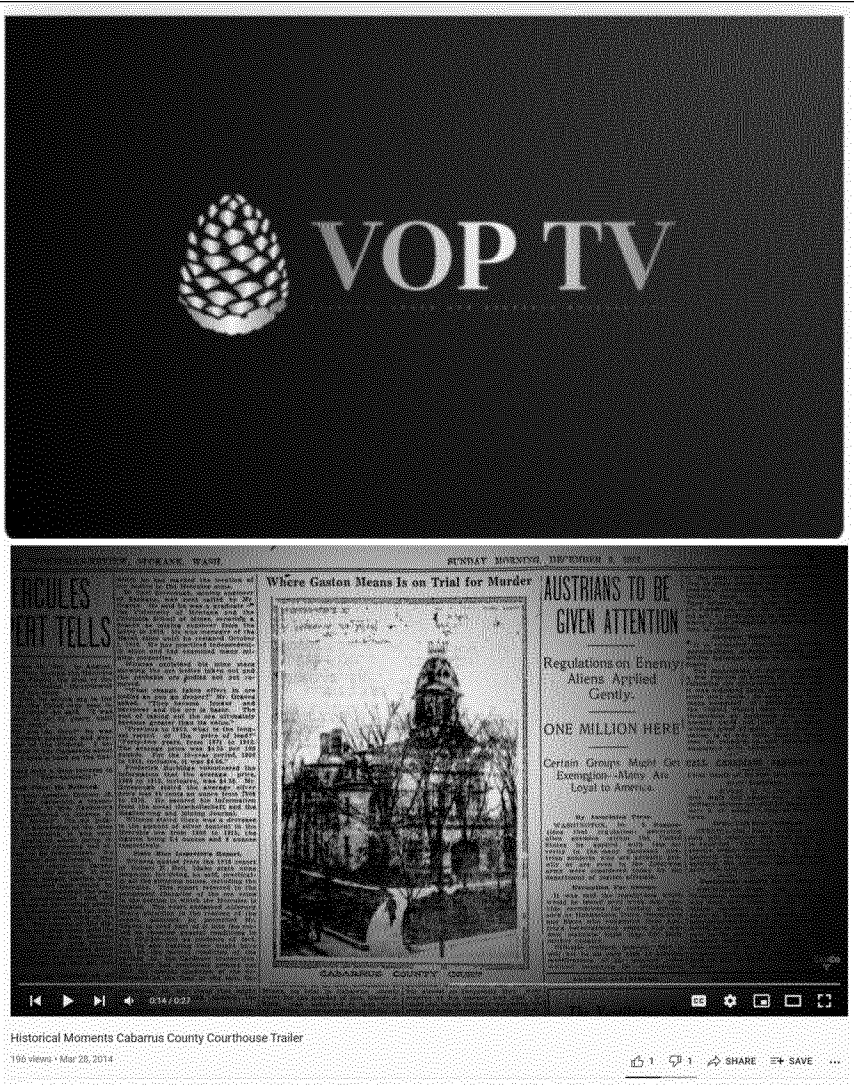
RM/WS= Regular Meeting/Work Session
The date or time of a meeting may be changed, or additional meetings may be called by Council. These meetings will be given the title "Special Meetings" and will be announced.
**August, November, and December will only have one scheduled meeting.*

DRAFT

VOP Shorthand Communications Plan

Department	Administration
Project Name	150th Birthday of Donald Ross (November 23, 1872) and 200th Birthday of Fredrick Law Olmsted (April 26, 1822) Other agencies planned: https://olmsted200.org/ 
Date/Time	2022 Events to piggyback on: VOP events Saint Patrick's Day Parade: March 12 Live After 5: April 8 Easter Egg Hunt: April 9 Harness Track Spring Events Other opportunities with Given Memorial Library, Weymouth, Woman's Exchange
Location Include address	Across the Village
Program audience	Residents and Visitors to the Village

Need/objective	*Describe the situation or environment that created the need for this project/program.* The Village of Pinehurst is proud that our historic district is one of two National Historic Landmark Districts in North Carolina and one of only 2,600 in the United States. Each day, we strive to honor our deep-rooted history. Read the National Historic Landmark Nomination here. James Walker Tufts wanted a "first rate" plan for his new resort and contacted a land planning firm in Brookline, Massachusetts headed by **Frederick Law Olmsted**, designer of Central Park in New York City and the Biltmore Estate in Asheville. In about three weeks' time, the plan for the Village of Pinehurst was formed. Mr. Tufts then hired **Donald Ross** in 1900 to be responsible for golf course development. In recognition of the 150th birthday of Ross and the 200th of Olmstead, the Village of Pinehurst, will use various public engagement methods and passive displays to tell the story of these two men and their invaluable work and vision that created this charming Village. Telling the story of these two men will help establish the reasoning behind our vision and why we remain dedicated to protecting the vibrant community's rich history. This is especially important to new residents that may not know the historical connection.
Programs Overview	**Passive traveling display**: Will "travel" around the Village and at community events. Meant to provide education through images, writings and qr codes for more information/videos.  **Light pole banners:** Will be displayed spring to fall throughout the Village. Two designs (one for each). **VOP TV:** Various 3 min video clips featuring subject matter experts. Used on social media/websites, schools, official meetings. Filmed outdoors or in front of historical areas.



Olmstead Clean up Day: Partner with Pinehurst Resort to do beautification work in public areas, trash pick up etc.

Walking History at Events: Character actors will engage with the community during various events. Photos opportunities, costume contest, food and beverage of the time etc

3d Outdoor Animation: Brings Olmstead and Ross to life projected on screens at night events.

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frederick-law-olmsted-portrait-pd-01-0·

Commemorative Merchandise: Notecards, stationary, puzzle of old map**,** hat

Communications Objective(s)/ Audience Actions	*Specific, measurable, attainable, realistic and time-bound. What needs to happen or be achieved? Start with an action verb, like increase, reduce, improve, etc.,* Increase awareness of Ross and Olmstead impact to our community Increase outreach with community partners through collaborative events Increase community engagement through social media platforms, in person events and passive displays
Communications Audiences	Media list, partner agencies (schools, resort, businesses)
Expected Challenges	TIME to follow through with planning and execution Competing with a variety of large celebrations Disinterest from transient community Logistics of time/space—both from other areas and have other significant projects—birthdays are months apart Broad theme—how to tie together yet honor each separately Large number of stakeholders—ensure no one gets left out Fact-checking for clarity History is BORING to some
Talking points	*What would appeal to the audience (opportunity, uniqueness, relevance to bigger story, etc.)?* 1. Olmstead's vision for the Village of Pinehurst guides us every day. His development of our charming Village will forever be his legacy in our eyes, and we celebrate his 200th birthday. 2. Olmstead's design principals will always be reflected in the Village of Pinehurst—and are critical to our historic designation 3. Donald Ross changed the history of golf right here in the Village of Pinehurst.

Complete messages (Three sentences or less, plus price and contact. Can come up with multiple angles/messages for a project):

1.

2.

3.

Photo (Attach or provide link to photo that can be used with the promotion. Search gettyimages.com, premium content.)

Description:

Link:

Attached:

Distribution Worksheet

Project: **Date:** **Contact:**

FREE: **Website spotlight and CALENDAR**, Facebook post, Facebook event, Instagram post, PSA, media relations, flyer, newsletter, banner, display, digital signage, partners, resolutions, presentation at council meeting, community presentation, intranet, employee email, community calendars

PAID: Facebook ad, print ad, float, promotional item

Method	Design Status	Run Date(s)	Reach	Cost:

Wrap-up

In-house hours spent:

Outsourced hours spent:

Actual budget:

Actual challenges:

Available documentation of goal achievement (surveys, media coverage, level of participation and/or descriptions of citizen access):

2022 PARTNERS AND COLLABORATORS

The term **"partners"** refers to those key organizations or individuals who are working in concert with the Village of Pinehurst to achieve a common goal or to improve performance. Partners are typically formal arrangements for a specific aim or purpose such as to achieve a strategic objective or to deliver a specific product.

The term **"collaborators"** refers to those organizations or individuals who cooperate with the Village of Pinehurst to support a particular activity or event or who cooperate on an intermittent basis when short-term goals are aligned or are the same.

Partners:	**What We Partner On:**	**Council Liaison(s):**	**Two-Way Communication Methods*:**	**Frequency of Communication:**	**Frequency of Reporting Back to Council:**
NCDOT & **TARPO** *	Regional transportation planning and improvements	Strickland & Pizzella	Informal meetings	As needed	Post meetings via Council Report Item
North Carolina	Legislative Actions	Strickland & Rotating	Informal meetings	As needed	
Moore County Transportation Committee	Regional transportation planning and improvements	Strickland	MCTC	As needed	
Tri-Cities Work Group (Pinehurst, So. Pines, Aberdeen) *	Regional planning and cooperative services	Hogeman & Pizzella	Work Group meetings	Quarterly	
Partners in Progress	Economic development services	Strickland & Pizzella	Board meetings	Monthly	
Collaborators:	**What We Collaborate On:**	**Council Liaison(s):**	**Two-Way Communication Methods*:**	**Frequency of Communication:**	**Frequency of Reporting Back to Council:**
Pinehurst Resort*	Major golf events; Marketing and promotions	Strickland	Informal meetings	As needed	As needed
Moore County, NC *	Regional transportation planning; EMS services	Strickland & Rotating	Informal meetings	As needed	As needed
Moore County Schools*	Temporary school site; P&R events/programs	Morgan	Informal meetings	As needed	As needed
Triangle J. COG	Inter-governmental issues and policies	Morgan	Board meetings	Monthly	Post meetings via Council Report Item
Pinehurst Business Partners*	Business in the Village	Hogeman	Board meetings	Monthly	
Convention and Visitors Bureau	Welcome Center services; Marketing	Strickland & Boesch	Informal meetings	As needed	As needed
Chamber of Commerce	Business in the Village	Hogeman	Informal meetings	As needed	As needed
FirstHealth	P&R/ Health and Fitness	Strickland & Morgan	Informal meetings	As needed	As needed
VOP Committees:	**What We Collaborate On:**	**Council Liaison(s):**	**Two-Way Communication Methods*:**	**Frequency of Communication:**	**Frequency of Reporting Back to Council:**
Bicycle and Pedestrian Advisory Committee	Village programs and services	Boesch	Regular meetings	Quarterly	As needed
Neighborhood Advisory Committee	Village programs and services	Mayor & All Councilmembers (Rotate Monthly)	Regular meetings	Monthly	As needed
Beautification Committee	Village programs and services	Hogeman	Regular meetings	Monthly	As needed

** Denotes a **KEY** partner or collaborator*

** Communication mechanisms should be two-way and they might involve in person contact, e-mail, the internet, or telephone.*

Note: Moore County Transportation Committee Representative Requires a Resolution

Council Member to Report	Partners & Collaborators
John Strickland	Moore County Transportation Committee
	Neighborhood Advisory Committee
	Pinehurst Resort
(Judy Davis)	Tri-Cities Work Group (Pinehurst, So. Pines, Aberdeen)
	FirstHealth
	Moore County
Lydia Boesch	Convention and Visitors Bureau
	Bicycle and Pedestrian Advisory Committee
(Kevin Drum)	Triangle J. COG
	Partners in Progress
	NCDOT/TARPO
Jane Hogeman	Beautification Committee
	Moore County Schools
	Pinehurst Business Partners