

Appendix - Section 7
Feedback after Storm

Hurricane Matthew Feedback

- Communicate guidelines to homeowners and renters about evacuations and bridge closure.
- Direct people to more information from official sources (BEMC).
- Scheduled updates.
- More details.
- Canal security.
- Damage assessment report after the storm.
- More information on storm basics (curfew, bridge closure)
- Additional means of communicating information if loss of internet.
- One time pick up for debris (without needing to bundle)
- Install a windsock in the garden.
- Why decisions were made.
- Where can people get information if they lose power.
- Protocols - posted and explained, what staying means you agreed to.
- Bridge closing, when and why.
- What curfew means and why issued.
- Information on law on mandatory evacuation.
- Sewer system - problems associated with system after it is shut down.
- Look at policy only limiting access to those with current decals.
- Communications should include a projected timetable for the steps in the emergency plan.
- More descriptive assessments of damage to homes, maybe pictures.
- Update facebook every few hours, maybe with pictures.
- Ask people to secure trash.
- Mail decals with tax bills.
- Take care of storm debris.
- Allow agents and contractors to check on properties after storms.
- Residents should be allowed access any time.

Allan + Beverly Wesley
Breezy Shores guest
Oct. 1 - Oct. 8

Thank you for evacuating the island
they have stayed with us for 9 yrs
and respect your judgement and how
difficult your position must have been.
If you had not made the call when you
did they would not have had the time
to get past the flooding and roads caving
in.
They wish to shake your hand.
Good JOB
They will be back.

Call in 10/11
3:48 pm

Heather Finnell

From: Marianne Hahn <mhahn@nc.rr.com>
Sent: Monday, October 24, 2016 12:41 PM
To: Heather Finnell
Subject: RE: Town Hall Hurricane Communication

Hi Heather,

The Town Hall emails are helpful.

I did not find the Holden Beach App to be too helpful, I tried to sign my cell phone up to receive emergency texts but that did not work.

There was an issue because I have a (919) area code.

Thanks .

Marianne Hahn

Heather Finnell

From: Constance Blevins <scottielady@roadrunner.com>
Sent: Monday, October 24, 2016 5:46 PM
To: Heather Finnell
Subject: Self-assessment after hurricane matthew

I want to thank you for the many e-mails I received about the conditions on Holden Beach as hurricane Matthew approached and passed. I am an out-of-town owner so you were my eyes and ears.

I do however have some comments about the communications.

1-The emails I received about the sewer problems alarmed me because of the lack of details. From the e-mail, I could not tell if the sewer system had failed, was about to fail, or if you were just being precautious. I know if the sewer system failed, homes would be inhabitable until repairs were made.

2-After Matthew passed, I expected to receive an e-mail advising general news about how Holden Beach faired. Was there little damage to homes? We're many beach homes damaged? I never got this sort of e-mail so was left to wonder and worry.

3-When I purchased my home in 2005, my real estate agent told me that she was on a team that would visit and assess all homes on the island after an emergency. Obviously there was no catastrophic damage from Matthew. But if there was catastrophic storm damage, what process is in place to advise homeowners of the conditions?

4-Guidelines. Years ago I read or heard that the bridge would be closed if winds exceeded 45 MPH. Is that true? I think it would be advisable to have and communicate guidelines to homeowners and renters about evacuations (voluntary and mandatory) and bridge closure. These guidelines could include: what conditions warrant a voluntary evacuation, what conditions warrant a mandatory evacuation, what conditions cause the bridge to be closed, and what has to happen before the bridge can be opened again? What different methods of communication do you use if electricity is off? I have my own set of guidelines but would appreciate knowing Holden Beach's guidelines.

5-Facebook communication. Facebook is a common place to get information. The **Holden Beach** Facebook page only showed the NC Dot map of road closures and the mayor's proclamation that the emergency was over and the bridge was opened.

Heather Finnell

From: Sylvia Hoffner <hoffnersylvia@gmail.com>
Sent: Monday, October 24, 2016 10:49 PM
To: Heather Finnell
Subject: Hurricane Matthew

I compliment Holden Beach Town Hall and Mayor Alan Holden for the numerous and informative e-mails before, during and following Hurricane Matthew's visit. And the photos from Tom Myers were also most appreciated. Having been a property owner at H.B. since 1985, I have experienced Hugo (first) and Floyd (last biggy) and am really impressed with the way the island responded to Matthew. I was able to make a brief trip to Holden Beach this past Fri; there is damage but it has been kept to a minimum, partly due to preparation and awareness.

Sylvia Hoffner, 602 OBW

Heather Finnell

From: Vicki Myers <vymyers@gmail.com>
Sent: Monday, October 24, 2016 2:09 PM
To: Heather Finnell
Subject: Matthew Feedback

Hello Heather,

Thanks to the Town Staff for all their work during Matthew. I know everyone worked hard to keep us safe, keep the sewer up and functioning, and a myriad of other chores that are still ongoing. Your efforts are appreciated and this feed back is intended to be constructive and helpful.

I had the following feedback/suggestions on Hurricane Matthew. Most of it has to do with communications before, during and after the storm.

- Direct people to more information from official, reliable sources. Oak Island provided links to the NWS PDF briefing on their home page. A link to the outage information from BEMC would have helped people find out more about the power outage.
- The HB App had some glitches. For example, on Sunday afternoon the message on the app said to check the home page for details, but there were no new updates. Also, I am not sure what the character limit is on the messages, but a link to the website would have been helpful.
- Consider a regular schedule of blasts so people know when to look– maybe 9:00am, Noon, 3:00pm, 6:00pm and 9:00pm. This schedule would allow you to use information from the NWS which is released an hour prior.
- The emails that were sent were terse and didn't have a lot of information in them. More details and a friendlier tone would have been helpful.
- As was previously mentioned, security in the canals is an issue. I sat on my deck and watched a dozen private boats and jet skis coming in and out within a few hours. I saw and heard no helicopters and saw no coast guard or sheriffs boats.
- Most property owners do not live on the island and many residents left. I expected a damage assessment to come out on Sunday from the Town. That would have been helpful to non-residents so that they knew what they were dealing with and what tools to bring for clean up. It would have also gone a long way toward alleviating stress and worry for property owners.
- More information on explaining "storm basics" such as what the curfew includes, that if you voluntarily evacuate you can't get back on the island - even with a sticker, when the bridge was expected to close and what the implications of that are, etc. would be helpful. Possibly a page on the website?
- There was a lot of information and photos on social media and I would have preferred to hear from the Town, rather than rely on information that might not have been correct.

I hope that it will be another 20 years before the feedback you are soliciting gets used, and the way we communicate will probably have changed by then. However, the day will come when there is another storm on the horizon and the Town will need to communicate with citizens and property owners. I strongly suggest more planning for this eventuality. Do what you can in advance, such as draft emails that you might need and have a stronger communications plan ready to implement.

Thanks for the opportunity to provide input!

Vicki Y. Myers

Heather Finnell

From: J. Benjamin Moore <bmoore@moorelind.com>
Sent: Thursday, October 20, 2016 11:06 AM
To: Heather Finnell
Subject: self-assessment of its emergency actions and responses before, during and after Hurricane Matthew

We found out about the HB Newsletter and monitored it regularly during Hurricane Matthew. It was extremely helpful while we had internet connection and could access it. However, if the HB Newsletter is the only means of information, it poses a potential problem. We have a couple of suggestions:

- 1: We lost internet connection and did not get the message about the curfew. We were out walking after the curfew was imposed and were stopped. It wasn't a problem, but it was embarrassing. Please find an additional means of communicating emergency information to residence (e.g., a broadcast or patrolling w/loud speaker).
- 2: We had cleaned up our yard before the message was published about "bundling". Do you have any idea how difficult it is to "bundle" tree branches, limbs, fronds, etc.? We understand that the "bundling" notion is convenient for the collectors, but it is difficult for residence. We suggest a one-time pick-up of these items if they are placed by the curb, bundled or not.

Many thanks for giving us the opportunity to voice these comments and suggestions. One the whole, we think the town of Holden Beach did a superb job of managing this difficult challenge.

Kind regards,
Ben and Linda Moore
137 Dolphin Drive
Holden Beach, NC 28462

J. Benjamin Moore, Jr.

+356 7777 4503

Heather Finnell

From: Carla <cbp1954@gmail.com>
Sent: Thursday, October 20, 2016 10:50 AM
To: Heather Finnell
Subject: Storm Feedback

Nick and I think the town did a great job of keeping us informed as to impending storm. Negative feedback would be renters allowed to stay on island after mandatory non-residents evacuation. We left on Friday with people checking into house on Friday before storm. Much to our dismay they were here on Sunday. We talked to them and they seemed very proud that they stayed????!!! Upset they couldn't leave and come back!!!! I spoke with someone from Brunswickland and asked why they were allowed to stay and answer was they couldn't get them to answer the phone!! Other residents who stayed said they weren't allowed to leave their homes but these people were roaming all over the place! Not safe for them and unsettling that our properties were left exposed to non-residents.

Sorry to bring this to your attention as I know you are working very hard for our community but as you can tell very unhappy that Brunswickland did not enforce mandatory evacuation.

Nick and Carla Payne
113 Carolina Ave
HB
910-749-0042

Sent from my iPhone

Heather Finnell

From: Michael Beahn <mikebeahn@yahoo.com>
Sent: Thursday, October 20, 2016 10:26 AM
To: Heather Finnell
Subject: Matthew Feedback

Heather,

Thanks for this opportunity. I have the Holden Beach app on my iphone, and get your notices.

I'm a relatively new homeowner (August 2015) so this is my first hurricane. I wanted to drive down from Raleigh on Sunday, the day after the storm, to check on my house. But I received little feedback from the town (only 1 notice on Saturday) to tell me if the bridge would be open. Sunday's notices were unclear, saying the bridge was still closed but later saying it had been open to owners with stickers only (I have my stickers). I tried calling the number listed on your app, but only received a busy signal. So I did not drive down Sunday, but got a call from my neighbor who did. He had no problem getting across the bridge. In the future, can you please make it clear when the bridge is closed to owners?

Also, please feel free to send out more details. In last year's storm that swamped South Carolina, I got a message that Ocean Boulevard was flooded between 110 and 160 OBE - great information! I know your police force is out during the storm, so any details they can relay would be appreciated.

Thanks!
Mike Beahn
143 OBE

Heather Finnell

From: The Weavers <theweavers@nc.rr.com>
Sent: Thursday, October 20, 2016 10:31 AM
To: Heather Finnell
Subject: Emergency response

I just wanted to thank you for the wonderful correspondence regarding the recent storm. Our second home is on Holden and we live in Cary. Having this information helps us prepare and elevates concerns.

Michele Weaver

Sent from my iPhone

Heather Finnell

From: William Marley, Jr. <wmarleyjr@aol.com>
Sent: Thursday, October 20, 2016 10:31 AM
To: Heather Finnell
Subject: Hurricane Matthew Actions and Responses

Heather and all,

I have only good things to say about the way Town Officials guided residents and property owners through preparations for Hurricane Matthew and provided information on conditions after the storm passed.

The frequent email updates were very helpful and properly conveyed cautious optimism during the time the predicted path made it appear the eye would pass well off shore. This provided reassurance that our coast may be spared but also kept those watching the path prepared for the eventual shift northward as the storm center moved up the coast.

With ocean front property, I especially appreciated the drone helicopter video of the beach front so I could see what effect the storm had on my house and lot. This allowed me to decide on the urgency of getting to the beach to take care of any problem and/or remove any hazardous debris as necessary. I am certain all owners appreciated the overhead view of their roofs and the ability to look for evidence of shingle loss. Please make certain the drone video is available after the next storm.

My only suggestion is to install a low level "commercial grade" windsock in the garden area at the bridge approach where it can be seen from the Holden Beach Web Cam atop the Mayor's building. The windsock could then be flown during storms to give viewers wind direction after flags have been taken down. This will allow those interested to see the wind direction and anticipate its effect on the beach.

Thanks for a job well done.

Best regards,
Bill Marley

William G. Marley, Jr.
335 Ocean Boulevard West
Holden Beach, NC
919-602-8322

Raleigh address:
6405 Winthrop Drive
Raleigh, NC 27612

Heather Finnell

From: Banks Garrison <banks@southcentraloil.com>
Sent: Thursday, October 20, 2016 10:12 AM
To: Heather Finnell
Subject: Matthew evaluation.

Heather,

We are property owners, but not actually residents. I received anxiously all of your communications, mainly from Mayor Holden, and found them to be timely and helpful. We tried to make the trip from Albemarle three times, and finally succeeded on Sunday. The bridge closure (which we heard of while "on the road") news at least saved us the disappointment of getting to the causeway and then discovering it. But, to get to your question, we were grateful for the information you all provided. Our house suffered minor damage, shingles a few missing, but the heartbreaker was the dune damage, which affects everyone's property and beach ascetics as well. I am sure this will be discussed for a long time before any consideration of renourishment occurs. Thank you, again, town officials.

Banks and Susan Garrison
879 WOB

Heather Finnell

From: Tracye Gilleland <gil.gilleland@icloud.com>
Sent: Thursday, October 20, 2016 10:11 AM
To: Heather Finnell
Subject: Survey

Heather,

The only thing the town could improve on is to publicize, in the various notices that the bridge & island remained closed, was the "WHY" portion. I think if people can know why, they would accept it better.

But overall, a great job, especially the law enforcement officers.

Troy Gilleland
163 OBE

Heather Finnell

From: Louis Cutajar <elsie@ec.rr.com>
Sent: Thursday, October 20, 2016 10:10 AM
To: Heather Finnell
Subject: Request for Public Input

Good morning Heather,

*Nobody has a crystal ball; officials typically choose caution over risk.
 Inconveniencing people seems far less hazardous than endangering the lives of residents.
 I would rather err on the side of caution than put anyone at risk.
 So in general, I'm pretty positive about how things were handled.*

The only criticisms I have are as follows:

- 1) *The lack of information before, during and after this event.*
 - *It probably would be prudent to include some explanation for actions being considered or taken*
- 2) *Need to establish where people can get information, without power many people did not have access to their e-mail account*
- 3) *Not enough advance notice that they were closing the bridge, by the time I saw the e-mail the bridge was already closed*
- 4) *Not allowing people to leave the island even when the bridge was still open*
- 5) *Protocols at bridge, even though all three officers knew me by sight and I had decal they would not let me pass unless decal was attached to windshield*
 - *Leased car don't put stuff on the windshield*
- 6) *Curfew that required you to stay inside without power*
 - *If you want to restrict vehicle movement that possibly makes sense*
 - *If you want to restrict pedestrians from harm's way, again that possibly makes sense*
 - *But seriously you can't expect people to sit in their homes especially without any power*

Suggestion box -

- 1) *Before next hurricane season a letter should be sent explaining the following:*
 - *Communication - where information is available during an event*
 - *Protocols - posted and explained, what staying means you've agreed to*
 - *Bridge Closing - when and why*
 - *Curfew - what that means and why its issued*
 - *Mandatory Evacuation - what the law says*
 - *Sewer System - problems associated with use after system is shut down*

10/20
 Lou

Heather Finnell

From: Diana Willard <queennasa@aol.com>
Sent: Thursday, October 20, 2016 10:06 AM
To: Heather Finnell
Subject: Matthew storm

Thank you for keeping us informed during the storm. We've lost a lot of dune and we are so eager to start the Central Reach project. Do you have a date when they will start?

Again thanks for keeping us informed
Diana Willard
230 Ocean Blvd East

Sent from my iPad

Heather Finnell

From: Dovel, Thomas <thomas.dovel@abbvie.com>
Sent: Thursday, October 20, 2016 10:07 AM
To: Heather Finnell
Subject: Hurricane Matthew

Hi

We're fortunate to have the excellent governance that we do at Holden Beach. That said, I think a change to the policy that limits admittance only to those with a current decal on their car is warranted.

During the year, people get new cars, windshields replaced, cars go in the shop requiring a rental, etc. Some people could be flying in and renting a car to go inspect their property after a storm. Additional ways of verifying property owners should be considered.

For those without a current sticker, would it not be possible that the policeman at the bridge barricade have an alphabetical list of property owners and then check an ID for verification? That seems pretty reasonable and would take less time than the policeman having to explain why he can't let you over the bridge.

My wife and I drove 4 hours and were turned away at the bridge because we had last year's sticker. I think the town can do better than that.

Tom Dovel
116 Clippership Drive
Holden Beach
336-314-0581

Sent from my iPad

Heather Finnell

From: Jerry And Rhonda <rejeme3@yahoo.com>
Sent: Thursday, October 20, 2016 10:05 AM
To: Heather Finnell
Subject: Matthew

We were thankful that the mayor kept us updated all during the hurricane.

Heather Finnell

From: John McEntire <jemcentire@yahoo.com>
Sent: Thursday, October 20, 2016 10:04 AM
To: Heather Finnell
Subject: Hurricane Matthew response

I am very pleased with the response of the town before, during, and after the hurricane. In my opinion the actions were exactly as we've been told they'd be and were appropriately focused on safety of residents and property. Thanks for a great job.

John McEntire
246 Brunswick Ave W.

Heather Finnell

From: Constance Shotts <ccts2013@carolina.rr.com>
Sent: Monday, October 24, 2016 9:39 AM
To: Heather Finnell
Subject: Feddback on how Communication was handled from Town of Holden Beach during Hurricane Matthew

The communication was definitely lacking. Although I understand that it may not be possible to get out to see what conditions are during the course of the storm, there should have been a better communication as to what was being planned and done as conditions allowed. I believe the first communication we had after the storm had to do with the scheduled lawn debris pickup. There should have been a communication of what the emergency plan is (in detail—even a copy of the plan, or at least the pertinent parts that the public would need to know included) and where the Town was on the steps of that plan as they were enacted. And even if it was not possible to complete a step, there should have been communication that the Town would complete that step as soon as it was feasible to do so. As a part of the emergency plan, the Town should include scheduled updates, at least at every 24 hours during the storm and more frequently once the storm has past – at least every 8 to 12 hours. If those scheduled updates say only that the Town has not been able to do anything yet, that should be communicated. I know that the Town does not want to put out speculation but they should certainly still communicate. Communication should include a projected time table for the steps in the emergency plan with the statement that conditions may delay the timetable, but at least then, residents and tourists would have some idea about what is to happen and when it is to happen with the understanding that conditions could cause further delays.

As a homeowner on the island, I fear that the poor way in which communications were handled during Hurricane Matthew will have an impact on the reputation of the beach and affect the rental and tourist industry of Holden Beach. Although Holden Beach is considered an excellent family-friendly beach, it also has the reputation of being a Town governed by the politics of “friends and family” with less concern for others who aren’t part of that family and friends group. I think the Town would do well in emergency situations to not let that perception be strengthened.

Constance T. Shotts, Ed.D., CGSM

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Heather Finnell

From: Ron Wootten <ronwootten@aol.com>
Sent: Monday, October 24, 2016 7:15 AM
To: Heather Finnell
Subject: Hurricane Suggestion

Hi Heather - In response to your request for feedback:

I live quite a distance from Holden Beach, and was only able to see coverage on the Weather Channel, CNN and local news. And, of course, they showed the worst scenes.

I would have like to have had more descriptive assessments of the damage to the island and homes, and not just that the bridge was closed. I had feared much worse damage, and there was no information available anywhere about Holden, since the bridge was closed and there was no news coverage. Maybe even some pictures for those of us worried about whether the island had been swept away.

I thought the frequency of the emails was good, but those of us who love our beach houses would like a clearer idea of what had happened before we were finally able to get there and see for ourselves.

Thanks. Ron Wootten

Heather Finnell

From: Tony Dowling <redneckswmoney@gmail.com>
Sent: Monday, October 24, 2016 6:55 AM
To: Heather Finnell
Subject: Mathew Comments

In the future it would be helpful if to someone could update the towns Facebook account (or Website) every few hours prior to, during, and after the storm. Passing on instructions, advice, warnings, maybe even some pictures. I don't want any put in anyone in danger.

It seemed that it took 12 to 24 hours between posts during Mathew.

Good job overall.

Tony
1254 Ocean Blvd West

Sent from my iPad

Heather Finnell

From: Fred Byerly <febyerly@earthlink.net>
Sent: Sunday, October 23, 2016 9:05 PM
To: Heather Finnell
Subject: Input on Hurricane Actions

We receive our info by email from the town site. I felt that we were being kept up to date as best could be provided. The only thing that left me a little confused was when we were coming in on Sunday October 9, we knew that the bridge was still closed. We were not sure if it was open to owners with decals. The earlier emails that day could have been a little more specific.

Again, with the uncertainty of the storm track, we felt that your group did a good job.

Thanks,

Fred & Jeanette Byerly

Heather Finnell

From: Pat Kwiatkowski <pattykwi@gmail.com>
Sent: Saturday, October 22, 2016 2:46 PM
To: Heather Finnell
Subject: Emergency response during Matthew-comments

First, let me say I appreciate how often information came to our email from the city in the days leading up to the event. It was much appreciated.

Ahead of the storm-I was surprised the city did not make a sweep of the island on Wed or Thurs to secure trash containers at rental properties (that had been emptied Tues). A neighbor told me they called city hall Thursday and was told the service isn't provided post season, but in a special case like an approaching severe storm season or not shouldn't matter. I realize city resources are stretched, so another option would be to reach out to residents via email and ask for their help securing neighborhood trash containers-my neighbor and I did this for half a dozen houses in our vicinity rather than risk them flying around during the storm.

With slight additions to Thursday and Friday emails, we could have received more information in advance on what to expect in the event the storm resulted in bridge closing and curfew. The city could attach an overview of policy and practice in the event of bridge closing and curfew when they are discussing possible evacuation-many of us who stayed lost Internet early Saturday and didn't know curfew was to remain in effects until the city lifted it.

In my opinion, the strictest curfew went on too long for those of us who stayed-by Sunday afternoon we should have been given some relief. There needs to be recognition that some of us who stayed own another property on the island and do need to be allowed to check that other property in a timely manner (hours, not days-with power out emptying ice machines is time critical, as is assessing Windows for leaks and cleaning up indoor puddles). Curfew should not be like a house arrest-viewing our own surroundings/ neighborhood and beach area on foot after the storm has clearly passed should not promote rebuke-we have off island property owners asking us for news about their properties and beach accesses. Perhaps a less strict curfew level exists that I don't know about-if not, maybe there could be some consideration of during storm and after storm restrictions.

I saw a number of pickup trucks without any stickers or business designations roaming around during the period only residents or recognized contractors were to be allowed over the bridge. It made me uncomfortable.

Thanks for asking for feedback and considering my comments. If you would like more information or clarification I would be happy to come to city hall to discuss

Regards

Pat Kwiatkowski

Heather Finnell

From: Pat <suttonsullivan@gmail.com>
Sent: Saturday, October 22, 2016 3:08 PM
To: Heather Finnell
Subject: Hurricane Matthew

As property owners and part time residents who were not on the island at the time of the hurricane we were concerned about the lack of information provided to us by the town. There are plenty of sources of information including the town web site, the town's Facebook page, the HBPOA and email notifications all of which we utilized. There just was not enough information, not enough detail to the information that was provided and not enough of a clear explanation of why things were progressing as they were flowing through the various conduits. For example we feel that we all should have been informed that an island wide power outage had occurred and that even when the island reopened sections of OBW were so flooded that our neighbors said it required an SUV to safely pass through. In this day and age a couple of short emails per day seems terribly inadequate. That being said we recognize that those of you managing the situation on the island prior to, during and after Matthew were dealing with a million moving parts in your professional capacities as well as trying to handle your personal situations with family, friends and property. For all of your hard work and dedication we are very grateful. Going forward we would have two suggestions. First, it would be enormously helpful to have a general homeowners guide as to what to expect before, during and after a hurricane in terms of the town's response. For example, how much notice do folks get to leave once the decision is made to evacuate the island and close the bridge ? What causes you to close the bridge e.g. wind speed ? And in reverse what is your process for green lighting people being able to leave their homes to check on their neighbor's property ? What steps do you go through to reopen the bridge and open the island to property owners ? Second, that the town appoint a public information officer to both collect and disseminate information during a crisis/emergency and to monitor via social media public response and concerns. (We nominate Heather Finnell and will provide her with a nifty vest or jacket emblazoned with PIO.) (See the FEMA publication Basic Guidelines for PIO's.) The people at the center of the storm, so to speak, do not have time to perform these functions which are a critical part of emergency management in a crisis. We hope that these comments, observations and suggestions are helpful. Pat Sutton & Mike Sullivan

Sent from my iPad

Sent from my iPad

Heather Finnell

From: SUSAN SELLERS <angelwave@ec.rr.com>
Sent: Saturday, October 22, 2016 1:24 PM
To: Heather Finnell
Subject: HURRICANE MATTHEW

I feel Town Hall did an excellent job keeping the residents informed of the ever changing status of Hurricane Matthew via e mail updates. Also informing us of the curfew and bridge re-entry by non residents not having a windshield decal.

Kudos to all of the law enforcement and public works staff who did post-storm assessments and repairs.

Note: On those folks not having access to e mail, I would think that neighbors would keep them informed. In our neighborhood we look out for one another that way. We made sure we knew those who were evacuating and those that chose to leave.

Thank you for all of your efforts and hard work. Also, Brunswick Electric, for getting the power back on after just 20 hours.

**Susan Sellers
129 Crab St.**

Heather Finnell

From: MICHAEL E OATES <lt1041@bellsouth.net>
Sent: Friday, October 21, 2016 11:22 PM
To: Heather Finnell
Subject: ADV: Public Input

I thought the daily emails (morning & evenings) from Mayor Holden was very helpful. These emails kept the property owners well informed. Thank you for the updates.

Mike Oates
106 Greensboro Street

Heather Finnell

From: Caryl <caryl_paslowski@yahoo.com>
Sent: Friday, October 21, 2016 3:47 PM
To: Heather Finnell
Subject: Hurricane Matthew

I found the communications to be lacking in details. I would have liked to have known the damage & amount of flooding on the island. Also why it took so long to let people back on the island.

Sent from my iPad

Heather Finnell

From: Dave <djhars01@gmail.com>
Sent: Friday, October 21, 2016 11:27 AM
To: Heather Finnell
Subject: Feedback

I thought you all did a good job. You kept us informed with email updates. All Hurricane are hard to pin down until they get close, but I think you did all you could Dave Harsant

Sent from my iPhone

Heather Finnell

From: FP <fprintz@gmail.com>
Sent: Friday, October 21, 2016 8:53 AM
To: Heather Finnell
Cc: Larry Zastrow
Subject: Post Matthew review

Overall I feel that the town's response to hurricane Matthew was handled well. As a homeowner on Holden Beach I felt particularly comforted and reassured by the frequent updates to the situation as the events played out. In times such as the one we've just witnessed, when there is the potential for heavy damage and destruction, communication is critical, even if it's just a message to say there's nothing new to report, so I applaud your efforts on that respect.

However, I do feel that that there was an error in judgement in the call for evacuation. It is my understanding that although renters were instructed to leave the island, there was never a call for mandatory evacuation for residents, and that the remainder of folks on the island were under "voluntarily evacuation". I think that this was a mistake, especially in light of how the situation played out after the storm had passed. It is my understanding that the bridge remained closed to all traffic, on or off the island, well after the storm had passed. This action, in effect, forced individuals that chose to stay on the island to remain there an unnecessarily long amount of time. I can understand the reasoning for prohibiting individuals from returning to the island, but not the reasoning for unnecessarily detaining those that wished to leave. Of course, this action would have been totally understandable if there had been a call for mandatory evacuation.

Thank you for the opportunity to voice my opinion.

Frank Printz
188 OBW

Heather Finnell

From: Page Dyer <dawgdr@hotmail.com>
Sent: Friday, October 21, 2016 8:03 AM
To: Heather Finnell
Subject: Emergency response

I think the town made all the right decisions! The publics safety was the important thing and while you are not going to make people happy you have to do what is right for the majority and the homeowners. I am building a home and while I am not a resident yet , I feel they first responders did not need to be burdened with extras emergencies and situations . I was coming that weekend to check on my dock but decided I did not need to be a burden. I think the correct decisions were made

Sent from my iPhone

Heather Finnell

From: Diane Sereno <dmsturtle@msn.com>
Sent: Friday, October 21, 2016 12:24 AM
To: Heather Finnell
Subject: self-assessment of emergency actions

Excellent job of keeping us informed in a very timely manner before, during and after the storm.
Thank you.

Heather Finnell

From: David <dshehdan@yahoo.com>
Sent: Thursday, October 20, 2016 8:51 PM
To: Heather Finnell
Subject: Survey response

Heather

We are new property owners and were not able to access the island following the storm b/c we did not have decals. We still don't have the decals. I think it would be good to keep a supply or consider showing proof of ownership such as tax records. Thanks for all you do! We are happy to be a part of this community.

Regards,
David Shehdan
132 Lions Paw

Sent from my iPhone

Heather Finnell

From: mudhandler@earthlink.net
Sent: Thursday, October 20, 2016 8:50 PM
To: Heather Finnell
Subject: Feedback

The info on general info on what the status was on HB was good but the info on on damages especially erosion was totally inadequate For property owners not residence the info from Holden was inadequate

Kevin

Sent from my iPad

Heather Finnell

From: Nancy Crutchfield <nancy6621@gmail.com>
Sent: Thursday, October 20, 2016 7:31 PM
To: Heather Finnell
Subject: Hurricane

I thought the information that you sent out before, during, and after the storm was wonderful. I especially liked and was impressed by the drone pictures after the storm. Great way to let people see what things look like - keep up the good work. Nancy 6-C Captain's Villas

Sent from Nancy's iPad

Heather Finnell

From: Mary Jo <maryjo70@atmc.net>
Sent: Thursday, October 20, 2016 7:20 PM
To: Heather Finnell
Subject: How'd We Do

Overall correspondence from the town was good. We remained on the island during the storm. There appeared to be more specific information being given as to Matthew updates as the storm was approaching.

Afterwards when curfews went into affect and no one was allowed onto island and then only with decal specifics dwindled. Simple explanations such as concerns with sewer or gas issues or whatever the problem was perhaps would have curtailed some of the negative feedback the town received on social media.

I have heard several long term renters state they did not receive decals had to ask the homeowner for it. If this is in fact the case, maybe decals should be sent along with the tax bill and therefore renters will not expect to get them in the water/sewer bill... just a thought for the future.

Mary Jo Canady

Sent from my Verizon Wireless 4G LTE smartphone

Heather Finnell

From: Cynthia Koon <cobermark@hotmail.com>
Sent: Thursday, October 20, 2016 7:07 PM
To: Heather Finnell
Subject: Survey

Heather: I think you guys did great under the circumstances except for the following:

I believe if you have a valid drivers license you should be able to get back on the beach because, you are not always driving or riding in a car owned by you (the owner of the property) when you leave the island so you can not get back on the island because the car you left in does not have a sticker. No provision is made for such a situation. Residents leave and return to this island weeks at a time. If I am gone for two or three weeks with a friend that does not have a sticker I should be able to get back to my home.

Also we live on a street right where the rising water stopped. Quite a bit of debris was left in the street. I called a number of times and the city did nothing about it. We ended up moving the debris off the street. Then the city said it was our problem because it was not in the street but on our property. The city should of taken care of the debris.

Regards,
Cindy Koon

Sent from Windows Mail

Heather Finnell

From: amjj55 <amjj55@aol.com>
Sent: Thursday, October 20, 2016 7:05 PM
To: Heather Finnell
Subject: I think you did a great job!

Sent from my Verizon Samsung Galaxy smartphon

Heather Finnell

From: everett graham <mapagraham@nc.rr.com>
Sent: Thursday, October 20, 2016 5:46 PM
To: Heather Finnell
Subject: Town Self-Assessment

I am responding to the request for input on the performance of the Town during the Hurricane Matthew emergency. I am a permanent resident on Holden Beach. My address is 159 Brunswick Ave East. My wife and I have lived here since May 2013.

Overall the town staff performed very well. I cannot say enough about the police staff. It is comforting to know they are constantly patrolling the island during an emergency like this. The notifications sent out by the town during the emergency were very useful.

The one area I am extremely upset about is being unable to get back on the island after the storm. When I built my house I was sent decals to put in the window of my vehicles. Each year, after my taxes are paid, I receive new decals. It was explained to me that these decals would allow me to get back on the island after a storm emergency to check on my property. I voluntarily evacuated on Friday before the storm and returned early Sunday afternoon. We were very surprised to find out we could not get back on the island. Our choices were to either drive back to Raleigh, find a hotel room in this area or sleep in the car. Fortunately, we were allowed access to the island later that afternoon.

I can understand this type restriction after a major storm where houses are destroyed and debris is all over the roads. This was not the case after this storm. I do believe this was an over-reaction by the town.

With all this said, the next time I will refuse to leave the island. It does not matter that the electric power was out or that there were limited water and sewer. My home is on the island and I should have been allowed to return immediately after the storm.

Thank you for the opportunity to provide input.

Everett Graham
919-622-7776

Heather Finnell

From: Michael Artman <chairmanmetal@gmail.com>
Sent: Thursday, October 20, 2016 5:06 PM
To: Heather Finnell
Subject: Re: Post-Matthew

You're welcome.

On Thu, Oct 20, 2016 at 3:30 PM, Heather Finnell <heather@hbtownhall.com> wrote:

Thanks for taking the time to provide feedback.

Heather Finnell, CMC, NCCMC

Town Clerk

Town of Holden Beach, NC

<mailto:hfinnell@hbtownhall.com>

telephone: [\(910\) 842-6488](tel:(910)842-6488)

fax:[\(910\) 842-9315](tel:(910)842-9315)

From: Michael Artman [<mailto:chairmanmetal@gmail.com>]
Sent: Thursday, October 20, 2016 11:24 AM
To: Heather Finnell <heather@hbtownhall.com>
Subject: Post-Matthew

I think it was very wise of you to restrict access to Holden to those with passes following the storm. Otherwise, then is a perfect time for looters and vandals to do their mischief.

Way to go!

But I did miss coming to the beach.

Michael Artman

Winding River Plantation

--

Michael

chairmanmetal@gmail.com

--

Michael

chairmanmetal@gmail.com

Heather Finnell

From: John Mckenzie <mckenzie1155@aol.com>
Sent: Thursday, October 20, 2016 3:29 PM
To: Heather Finnell
Subject: Public Input Requested

Appreciated the updates during recent hurricane!! Would have appreciated more if it had been or if it is possible...when you are a property owner from another part of the state communication is critical, and would sincerely appreciate as many updates during those times as possible...we realize top priority is safety among those who reside on the island, and appreciate any and all updates!!

Heather Finnell

From: Carla <cbp1954@gmail.com>
Sent: Thursday, October 20, 2016 12:58 PM
To: Heather Finnell
Subject: Re: Storm Feedback

Address of house in question is 109 S Shore Drive "Margaritaville".
 Carla

Sent from my iPhone

> On Oct 20, 2016, at 11:08 AM, Heather Finnell <heather@hbtownhall.com> wrote:

>

> Thank you for the feedback!

>

> Heather Finnell, CMC, NCCMC

> Town Clerk

> Town of Holden Beach, NC

> <mailto:hfinnell@hbtownhall.com>

> telephone: (910) 842-6488

> fax:(910) 842-9315

>

>

> -----Original Message-----

> From: Carla [<mailto:cbp1954@gmail.com>]

> Sent: Thursday, October 20, 2016 10:50 AM

> To: Heather Finnell <heather@hbtownhall.com>

> Subject: Storm Feedback

>

> Nick and I think the town did a great job of keeping us informed as to impending storm. Negative feedback would be renters allowed to stay on island after mandatory non-residents evacuation. We left on Friday with people checking into house on Friday before storm. Much to our dismay they were here on Sunday. We talked to them and they seemed very proud that they stayed????!!! Upset they couldn't leave and come back!!!! I spoke with someone from Brunswickland and asked why they were allowed to stay and answer was they couldn't get them to answer the phone!! Other residents who stayed said they weren't allowed to leave their homes but these people were roaming all over the place! Not safe for them and unsettling that our properties were left exposed to non-residents.

> Sorry to bring this to your attention as I know you are working very hard for our community but as you can tell very unhappy that Brunswickland did not enforce mandatory evacuation.

> Nick and Carla Payne

> 113 Carolina Ave

> HB

> 910-749-0042

>

>

> Sent from my iPhone

>

Heather Finnell

From: Diane Hozempa <lucky51570@aol.com>
Sent: Thursday, October 20, 2016 3:06 PM
To: Heather Finnell
Subject: Emergency actions & responses

I was very grateful for all the regular updates from Mayor Holden. He gave approximate times to look for the next update and what to expect and how to prepare. Even though there was a voluntary evacuation, I decided not to take any risks and not to put anyone else at risk for me, so I headed to Lumberton to be safe. Not the best plan I now know! But even with being stuck there, I was able to keep updated through my husband (who was in another state). He relayed the latest Holden Beach info to me 3 times a day.

When I was finally able to return I was very pleased with the way the town was doing pick up and all David Hewitt's updates regarding debris and collection or disposal. I feel for the most part we dodged what could have been a large weather event, and even though several residents had damage or loss, I feel the town is doing everything through the proper channels and advising us with regular communication.

Thank you,

Diane Hozempa
136 OBE

Diane Hozempa lucky51570@aol.com
Sent from my iPad

Heather Finnell

From: Mike Strickland <mike.strickland@systemselectronics.com>
Sent: Thursday, October 20, 2016 1:54 PM
To: Heather Finnell
Subject: Things you got right during the storm

We live in Raleigh and own a home on the beach. I felt we were very well informed the entire time. Not being there it is nice to know what is going on. PLEASE do this in the future. The frequent updates help a lot. Also, we stayed in Raleigh a couple extra days because it sounded like things we a little bit in turmoil there and we did not want to add to it.

Keep up the good work.

Mike Strickland
President, Systems Electronics Inc.
4432 K Held Road
Knightdale, NC 27545
Office: 800-342-4054 x 11
Office: 919-266-9908 x 11
FAX: 919-266-9473
Cell: 919-815-2963
NC Electrical License # 18475-SP-FA/LV
NC Burglar Alarm License # 835-CSA
VA Class A Contractors License # 2705 127875A
VA DCJS License # 11-6330
www.systemselectronics.com



SYSTEMS
ELECTRONICS, INC.

Heather Finnell

From: nshockley <nshockley@bellsouth.net>
Sent: Thursday, October 20, 2016 1:51 PM
To: Heather Finnell
Subject: Evaluation

Hi, We were in Kentucky at our home during storm. At 700+miles away we depend on our agent and our contractor to check on house. Contractor was not allowed on the beach to represent us! agents were on island But confined to their office. I believe this is first time ever. Suggest strongly this be changed. If not we have no way of knowing condition of our property. We have owned property for 39 years! Thanks. Jan and NORRIS Shockley.

Sent from my iPhone

Heather Finnell

From: Susan Parrish <sbparrish13@gmail.com>
Sent: Thursday, October 20, 2016 1:07 PM
To: Heather Finnell
Subject: Holden Beach Newsletter

I really appreciated the updates on the Holden Beach Newsletters about the hurricane. I felt like I knew what was going on even though I was 3.5 hours away.

Thank you,
Susan Parrish

Heather Finnell

From: Shirley & Ernest Simmons <ernshir@embarqmail.com>
Sent: Thursday, October 20, 2016 12:51 PM
To: Heather Finnell
Subject: DURING HURRICANE

A big thank you to the drone photographs for those of us out of town.
Another thank you to Mayor for all his new briefs.
Thank you for all the unseen town workers, too.

Heather Finnell

From: Rich Masi <rmasi@yahoo.com>
Sent: Thursday, October 20, 2016 12:17 PM
To: Heather Finnell
Subject: Mathew feedback

The curfew was in effect too long and residence should always be able to return to their homes, if they wish

Heather Finnell

From: Lanny Smith <lannyosmith@gmail.com>
Sent: Thursday, October 20, 2016 12:00 PM
To: Heather Finnell
Subject: Feedback

All in all we believe your office did a good job. The curfew however was over kill. You already had the bridge closed, expecting homeowners to be confined to their houses was at best naive. I understand the why but a more honest explanation of the sewer system problem would have been appreciated.

Lanny Smith
159 Swordfish Dr.
910-228-1432

Lanny Smith
WaterMark Realty & Development, Inc.
910-228-1432
Sent from my iPad

Heather Finnell

From: ncypeacock@aol.com
Sent: Thursday, October 20, 2016 11:56 AM
To: Heather Finnell
Subject: Hurricane observation

Wonderful job on Facebook

Sent from AOL Mobile Mail

Heather Finnell

From: RichWe@aol.com
Sent: Thursday, October 20, 2016 11:51 AM
To: Heather Finnell
Subject: Storm feedbsck

Hi Heather,

Overall I was impressed by the Town's staff handling the storm and it's aftermath. All of you are to be thanked and commended.

My suggestions and comments:

- 1) Send an annual communication to all residents and property owners as to the Town's policies and their impact on residents and property owners in the event of an Emergency Declaration, with an explanation as to "WHY". Understanding "WHY" often aids compliance
- 2) Regarding Matthew specifically, provide explanations for specific decisions: (Understanding "WHY" often aids compliance)
 - Why was the bridge closed early (< 45 mph)? Attempt to provide as much lead time notice in advance of a closing.
 - Why were residents unable to leave the island on Sunday after the storm even though some vehicles were permitted to cross the bridge (i.e. Wooten Electric, Time Warner Cable)? Because of the early closing of the bridge some residents were caught without food, medicine, etc.?
 - Why were residents not allowed on the beach following the storm?
 - Was the restriction after the storm for residents to stay inside their house or stay on their property? To restrict a property owner to stay "inside" their home following a storm when power is out seems to be overly burdensome.
 - Some individuals who did not have vehicle decals needed to get onto the island following the storm. Can a procedure be established in advance of the bridge closing to accommodate exceptions?
- 3) Explore more ways to communicate information when the power goes out.
- 4) Everyone (town staff and residents) is stressed during and following an event like Hurricane Matthew. A couple of Town leaders were less than pleasant when telling residents that were outside of their property boundaries that they must return home. Again, the storm had passed, the weather was beautiful and POWER was out.
- 5) The leadership of the Town needs to recognize that some believe that there is too much government intervention into their lives. Despite every "mandated" Federal, state and local law and regulation, people will still be in Harm's way. We have created a society where personal responsibility has been lost to many and they blame someone else when things happen to them.

I want to thank the Town's leadership for performing this self-assessment and for seeking citizen input. Working together we can make for more productive actions in the future.

THANKS,

Rich Weigand
359 Serenity Lane

Heather Finnell

From: Ronda Dixon <rdixon@coastaldevelopment.net>
Sent: Thursday, October 20, 2016 11:49 AM
To: Heather Finnell
Subject: Survey after Matthew

My husband and I live at 348 Serenity Lane in Dunescape and stayed during hurricane matthew. I am sure that it is impossible to know how many calls, emails, meetings etc. take place before, during and after a storm of this magnitude. I know that personally, I was constantly bombarded by friends, family and clients!!

Given all of that, I thought that everyone from the Mayor , BOC and every town employee went above and beyond the call of duty to give us the best information they could in the timeliest fashion. The town crews worked tirelessly to resolve sewer issues and clear areas that had been breached by the ocean and rising water. It's easy to point fingers and of course there is always ways to improve, but My husband and I take responsibility for our own decisions and felt the town did all it could to inform and protect us.

Thank you, Ronda Dixon

Coastal Development and Realty
RDixon@coastaldevelopment.net
910-842-4939-Office
910-612-4293-Cell

Heather Finnell

From: Jennifer Berk <candjberk@nc.rr.com>
Sent: Thursday, October 20, 2016 11:40 AM
To: Heather Finnell
Subject: eval.

Hi Heather,

I have a beach house at Holden and live 2.5 hours away so I very much appreciated the updates in emails every day and every few hours. Not physically being there, it is hard to know what's going on. So tell the Mayor that he did a great job of keeping people in the loop. During times like that, 3 emails a day is not too much! So glad the beach fared fairly well; it could have been a lot worse.

Thank you,
Jennifer Berk
homeowner

Heather Finnell

From: Michael Artman <chairmanmetal@gmail.com>
Sent: Thursday, October 20, 2016 11:24 AM
To: Heather Finnell
Subject: Post-Matthew

I think it was very wise of you to restrict access to Holden to those with passes following the storm. Otherwise, then is a perfect time for looters and vandals to do their mischief.

Way to go!

But I did miss coming to the beach.

Michael Artman
Winding River Plantation

--
Michael
chairmanmetal@gmail.com

Heather Finnell

From: Michael Artman <chairmanmetal@gmail.com>
Sent: Thursday, October 20, 2016 11:24 AM
To: Heather Finnell
Subject: Post-Matthew

I think it was very wise of you to restrict access to Holden to those with passes following the storm. Otherwise, then is a perfect time for looters and vandals to do their mischief.

Way to go!

But I did miss coming to the beach.

Michael Artman
Winding River Plantation

--
Michael
chairmanmetal@gmail.com

Heather Finnell

From: elontuna@yahoo.com
Sent: Thursday, October 20, 2016 9:55 AM
To: Heather Finnell
Subject: To Your Request

Heather,

Responding to your request, we are Elliott and Frances Shaver permanent residents on Tuna Drive (yep, it's 'DRIVE') ----- As always (not just during Matthew) we see those employed by the Town of Holden Beach as 'family.' Your request lumps all of yawl in "the town", but we see each individual, that we have reason to come into contact with, as someone willing to go out of their way to respond to our questions and/or needs --- and we thank you for that. Now don't confuse that with our "politicians!"

Specifically relative to Matthew, we stayed and through out the storm process there were lots of white town trucks getting the job done ----- before, during and after. And the messages from Town Hall via email was helpful. Thanks.

Now, on the down side (this is to the politicians) With all the tax money the home owners pay the county we should get better yard debris service. At lease equivalent to the other Islands. Prior to this contracted group, the county people tried to help and did not always follow those inadequate rules. Now this group from out of State (why do we send business out of state) simply follows the rules ---- to the last letter! The current rules which were sent to us several times need to be changed ----- and directions to cut all this storm yard debris and tie it in 4' bundles and put loose stuff in nice paper bags ----- I hold my comment on this!

Thanks for asking,
Elliott

Sent from Windows Mail

Heather Finnell

From: partincom@gmail.com on behalf of moish <moish@cox.net>
Sent: Thursday, October 20, 2016 11:08 AM
To: Heather Finnell
Subject: HB response to hurricane

I am sure the town and the volunteers did their best.

My only criticism was the mayor's updates. They were short on specific facts like damage assessments. I did see some drone pictures which were helpful.

Heather Finnell

From: Elizabeth Kuhn <kuhn007@aol.com>
Sent: Thursday, October 20, 2016 11:08 AM
To: Heather Finnell
Subject: Storm

I think you did a great job keeping us informed. Thanks

Sent from my iPhone

Heather Finnell

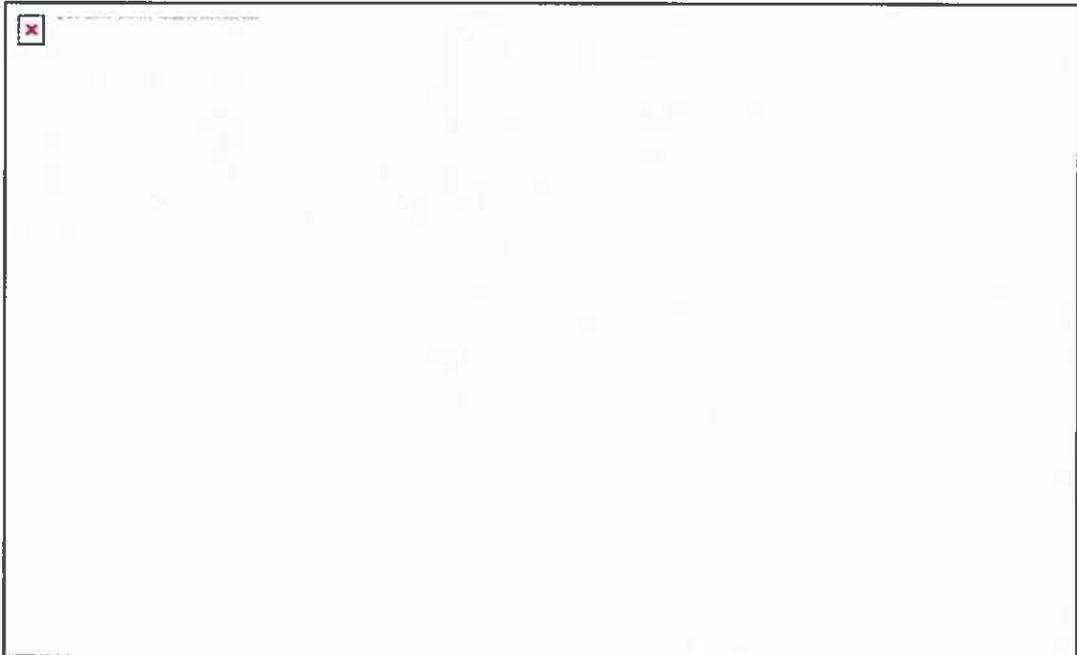
From: Susannah Zimmermann <suzzimmermann@yahoo.com>
Sent: Thursday, October 20, 2016 10:04 AM
To: Heather Finnell
Subject: Re: Holden Beach Newsletter

For the past 9 years, we have lived far away (over a 10-hour drive). When hurricanes pass through NC, it is always stressful for us. Our property (688 OBW) isn't managed by a property management company, and we don't know anyone in HB. In spite of this, I always feel incredibly well-informed. Your emails are a life line for us. I brag about your great communication style to all of my friends who ask how our house fares during storms. I can't thank you enough for staying in touch. It means the world. Keep up the great work!!!

Gratefully,
The Zimmermanns
Todd, Susannah, TJ, Molly, Holden and Sam

On Oct 20, 2016, at 9:33 AM, David W. Hewett <heather@hbtownhall.com> wrote:

Town of Holden Beach Newsletter



Welcome to the Town of Holden Beach
October 20, 2016

Heather Finnell

From: Connie Boyte <connieboyte@atmc.net>
Sent: Thursday, October 20, 2016 9:56 AM
To: Heather Finnell
Subject: Matthew

Heather we were pretty pleased with the Town before and during the hurricane.

The only thing I would encourage is more communication from the Town through email. Even if no new news just to get email from the more often would be better for those waiting to hear....

Thank you Connie Jo

Sent from my iPhone

Heather Finnell

From: dwebb16 <dwebb16@ec.rr.com>
Sent: Thursday, October 20, 2016 10:01 AM
To: Heather Finnell
Subject: STORM -You did great!

The Mayor's emails kept us informed and updated which was very helpful. After we could return, the reentry was handled quickly and smoothly. I think the only problem I saw was that weekly renters were allowed to stay too long which made it difficult for a homeowner to prepare his house for the storm until the very last minute. As usual, all town staff were efficient and helpful. Great job!

Donna Aycock

Sent via the Samsung Galaxy S10 III an AT&T 4G LTE smartphone

Heather Finnell

From: Willard Tucker <tuck1890@TuckerAssociates.onmicrosoft.com>
Sent: Thursday, October 20, 2016 9:54 AM
To: Heather Finnell
Subject: Matthew

Very good update reports, as a home owner I appreciate the information.

The CAM is great to be able to see what is going on during this period. One down the west main street would be great.

Willard Tucker
PO Box 19972
Greensboro, NC 27419

3929 Tinsley Dr.
Suite 104
HIGH Point N C 27265

Office 336-632-8900
Fax 336-632-0834
Cell 336-207-0332

Heather Finnell

From: Dave Broome <davebroome41@gmail.com>
Sent: Thursday, October 20, 2016 9:52 AM
To: Heather Finnell
Subject: Matthew feedback

Overall, I thought the town and its officials deserve praise and credit for how things were managed. The communications leading up to the storm were particularly good.

My suggestions: when communicating AFTER the event-

1. Communicate on a regular and/or known schedule. That is, let your public know that there will be updates every X hours. Or, when a communication is sent, let folks know when to expect the next update. You can always just say "nothing has changed" but people don't like to be in suspense. Obviously, if something unusual happens, there can be a special update.
2. I have no clue what to do for folks without email or web access.
3. When decisions are made about closing bridge and restricting access, some explanation of the reasons is needed. I understand that can lead to criticism, second-guessing, and Monday morning quarterbacking, but that comes with the territory.

Thanks for soliciting feedback.

Dave Broome

Heather Finnell

From: Marlene Kleinbauer <marlbrit@atmc.net>
Sent: Thursday, October 20, 2016 9:50 AM
To: Heather Finnell
Subject: Hurricane Matthew

Been living in Lockwood Folly Golf Community for past 11 years. Walk beach daily. We grew up at the New Jersey shore and weather always played a big part of beach operations.

We have seen the Town of HB handle many different weather situations and in our opinion it has done a very good job. Especially with communications to public/residents.

I have seen the cycle of re-nourishment and planting of dune grasses over the years at Holden...constant work...and then all it takes is ONE storm.

Keep up the good work, your island beach is wonderful.

Marlene and Russ Kleinbauer

Heather Finnell

From: Dianne Mills <diannemills@yahoo.com>
Sent: Thursday, October 20, 2016 9:44 AM
To: Heather Finnell
Subject: Matthew

The drone videos of the island were so very much appreciated! Aside from always wanting to see our home (195 OBW) from 'above' ...it was great to see it was still standing after Matthew.

Sent from my iPad

Heather Finnell

From: David Speer <speerd@simpler.com>
Sent: Thursday, October 20, 2016 9:43 AM
To: Heather Finnell
Subject: Responses to recent state of emergency on HB

In the 21 years we have had a home on HB, this is the first time I was trying to get on the island immediately after the storm passed. I was 100% dependent on your newsletters to understand what was going on and when it was happening. Great job!!!

I would suggest just one improvement. As the time drew closer for the bridge to open, more timely updates would have helped us. We came down from Charlotte knowing full well we may not be able to get on the island, but wanted to get close enough to be able to communicate with someone to understand what the situation really was—we talked to the Police Officer at the bridge and he indicated the bridge should open in the next few hours, but to contact town hall to be certain—we couldn't do that –town hall was closed on Sunday afternoon. So if we cannot contact you can you contact us via hourly updates so we would know to hang around and get to our home or go find a hotel room to wait it out??

Thanks for all you do and keep up the good work!

David Speer
120 Sunshine Lane

David Speer
Senior Consultant
Simpler North America
(336) 283-4062
speerd@simpler.com
www.simpler.com



Heather Finnell

From: John Mckenzie <mckenzie1155@aol.com>
Sent: Thursday, October 20, 2016 3:29 PM
To: Heather Finnell
Subject: Public Input Requested

Appreciated the updates during recent hurricane!! Would have appreciated more if it had been or if it is possible...when you are a property owner from another part of the state communication is critical, and would sincerely appreciate as many updates during those times as possible...we realize top priority is safety among those who reside on the island, and appreciate any and all updates!!

Heather Finnell

From: Holden Beach Rentals <kinseybeachrentals@gmail.com>
Sent: Thursday, October 20, 2016 3:28 PM
To: Heather Finnell
Subject: Feedback on Hurricane Communications

Hi,

Since you guys asked for our feedback, I will give some observations and opinions on the situation we just went through.

The Holden Beach Newsletter is an awesome way to let us,, as property owners, know information. For the most part it was sent out regularly enough. The Facebook page was also a good way for our renters to stay in touch with what was happening to their pending vacations.

The problem was that the newsletter did not do a good job of letting us know "what" was going on. There needed to be more knowledge given to us about the septic situation and some expectations of when it would be done. It did not feel like we were all working together but that the Town was our parent and only telling us to sit down and be quiet and not ask questions.

We had people in mid-vacation leave the island and wait until the storm had passed to return to finish out their vacation. We definitely understood the bridge closing due to the coming storm, but information was not given on why it was remaining closed to us homeowners. And more than that, it took quite a while for our guests to return to our home.

The preparation emails on Oct. 7th were wonderful and full of useful information of the coming storm and what we needed to do.

However the post-communication emails on Oct. 9th were not near as helpful. We needed to know what was causing the bridge to remain closed (sewer and electricity) and when you thought those things would be restored.

Thank you for being brave enough to ask for feedback,

Debbie Kinsey

Heather Finnell

From: robert ingraham <robert@foreseasonslc.com>
Sent: Thursday, October 20, 2016 3:20 PM
To: Heather Finnell
Subject: Storm action

I would like to commend all employees of the Town of Holden Beach. The tireless efforts by the staff, Police Dept and Mayor did a marvelous job. My suggestion is that All employees get an Official " Thank You" from the Board of Commissioners, as well as a significant cash bonus for their diligence and efforts. Without those involved, success could not have been achieved.

Finally, the efforts of understaffed departments, did an excellent job. Hopefully, all have seen that the short staffing is a warning for future disasters, and the necessary staffing levels are raised. Bragging about no tax increases etc. only delays the inevitability, and pushes the problems down the road for a more significant budget hit.

Robert Ingraham
289 Ocean Blvd West
Holden Beach NC 28462
704-941-8583

Heather Finnell

From: Randy Smith <randynsmithdds@gmail.com>
Sent: Thursday, October 20, 2016 3:19 PM
To: Heather Finnell
Subject: Hurricane

I was very pleased with the information provided by the Mayor's office and by Hobbs realty.

Thank you !

Dr. R.N. Smith (139 OBW)

Sent from my iPad