



PARKS AND RECREATION ADVISORY BOARD

**HOLDEN BEACH TOWN HALL- PUBLIC ASSEMBLY
THURSDAY, OCTOBER 4, 2018, 2:00 P.M.**

1. Call to Order
2. Agenda Approval
3. Approval of Minutes
4. Discussion of Setting Guidelines for Race Requests in Holden Beach
5. Discussion of Plans for 50th Anniversary of the Town
6. Program and Facilities Update
7. Upcoming Special Events
8. Public Comment
9. Adjournment



**TOWN OF HOLDEN BEACH
PARKS AND RECREATION ADVISORY BOARD
THURSDAY, SEPTEMBER 6, 2018- 2:00 P.M.**

The Parks and Recreation Advisory Board of the Town of Holden Beach, North Carolina met at 2:00 p.m. on Thursday, September 6, 2018. Present were: Chair Karen Fleischhauer, Members Dolly Mitchell, Olivia Gomez, John McEntire, and Suzannah Tucker. Vice Chair Becky Willis and Member Nick Payne could not attend. Assistant Town Manager Ferguson was also in attendance.

CALL TO ORDER

Chair Fleischhauer called the meeting to order at 2:06 p.m.

AGENDA APPROVAL

Motion by Member Mitchell to approve the agenda; second by Member Gomez; approved by unanimous vote.

APPROVAL OF MINUTES

Member Tucker asked for two changes to the minutes of the 8/2/2018 meeting. The second paragraph under public comment should have goodwill as one word instead of two and in the same paragraph the fifth sentence should have the apostrophe after vacationers.

Motion by Member Mitchell to approve the minutes as amended; second by Member McEntire; approved by unanimous vote.

DISCUSSION OF SETTING GUIDELINES FOR RACE REQUESTS IN HOLDEN BEACH

Assistant Town Manager Ferguson stated the agenda packet included her homework from the previous meeting. The spreadsheet included data of police costs for each event. There was also a comparison of Holden Beach and the three other towns in which the for-profit race is held. She said according to the information it looks like all of the towns get some money from the for-profit races back to the town itself. She continued that the Town of Holden Beach is not trying to decrease the amount that is given to Turtle Patrol as donation but base on the feedback, staff thinks the Town should receive something as well. Turtle Patrol provided information to Assistant Town Manager Ferguson regarding what the race company had given them in the past. Assistant Town Manager Ferguson said she reached out to the for-profit company but they did not disclose cost versus revenue. She gave a proposed revenue count based on the number of people currently registered on the race company's website for the event and examples of some of the costs they listed for the event. The board discussed the information. Chair Fleischhauer stated that she is a member of Turtle Patrol and an email went out stating the race company wanted 100 volunteers. She continued the company was willing to provide \$25 per volunteer to Turtle Patrol. She said based on the response she has seen only 19 people commit. She worried about the safety of the runners with a lack of volunteers especially on a hot day. Assistant Town Manager Ferguson stated that someone tried to come to town hall to volunteer and she directed them to Coastal Race

[Parks and Recreation Advisory Board 9/6/2018]

Productions. She said that particular person was volunteering through another county agency so she wonders if they extended the volunteer request outside the scope of the Turtle Patrol to other Brunswick County agencies. Member Tucker asked if the decisions made today would be for 2019. Assistant Town Manager Ferguson stated that was correct. The board discussed how to proceed with guidelines. Member McEntire suggested a starting point for discussion to include the following items: decide how many races we want to host per month and proposed one race per month excluding tourist season; generate a standardized form for application purposes; require all events to pay for the costs of all police whether profit or non-profit with an opportunity to waive the fee; required all for-profits to pay a flat fee upfront; have a mechanism in place to decide conflicts if two requests come in; make sure the Town is covered in regard to liability. Member Mitchell asked about the SEARCH 5k collecting money. Assistant Town Manager Ferguson stated they collect money from tee shirt sales to pay for the color used in the run. Member Gomez said they also got donations from businesses. Assistant Town Manager Ferguson said that was correct, they give money away from sponsors to the parent-teacher associations at the schools who get the most children to participate. Member Mitchell asked about the SEARCH 5k paying for police. She asked for the ability for the fee to be waived for non-profits. Member McEntire said that he had seen non-profits that were not true non-profits in the past and stated that maybe it should be waived upon review, but listed that non-profits have to pay. The board discussed these options. Member Tucker suggested that the stipulation for the number of races might need to be a maximum of eight and no more than two per month or equally dividing them among months. Town events such as the Turkey Trot were discussed as being excluded from monthly race maximum regulations. Member Gomez suggested whether Town events or not, they all should have to complete the application form in case they grow in the future and are conducted by organizations other than the Town. She also suggested the form possibly including parking, road closures, and the proposed route with the application. Member Tucker suggested she liked Ocean Isle's flat fee for race events and that Holden Beach should lean toward that. Assistant Town Manager Ferguson asked if there were any items from the list the group could agree on and not have to bring back to the next meeting for discussion. Chair Fleischhauer asked about the SEARCH 5k possibly being grandfathered in. The board decided they could vote on two items.

Member McEntire made a motion to develop a form and have it ready for discussion at the next meeting regarding the application and a liability waiver be listed as part of the application; second by Member Mitchell; approved by unanimous vote.

Chair Fleischhauer asked for Assistant Town Manager Ferguson to supply a copy of the form the Town already uses before the board leaves today. Assistant Town Manager Ferguson said that she would. The board decided to bring the other items back for discussion. Other dates for Town sponsored events were discussed.

DISCUSSION OF PLANS FOR 50TH ANNIVERSARY OF TOWN

Each PRAB member was asked to bring back ideas for the 50th anniversary celebration of the Town. Assistant Town Manager Ferguson relayed information from Vice Chair Willis. She said a resident told Vice Chair Willis that a time capsule was buried on the Town's 25th anniversary. Chair Fleischhauer referenced a book about the history of Holden Beach. Member McEntire asked if this was a one day event or would involve weeks/months and would it be tied to February only or other parts of the year. He said that will largely dictate activities. He proposed some of the residents who have been around for a while giving a history and tying the celebration to the outdoors with a parade or sand sculpting contest, a time capsule, music, tree planting or beach nourishment planting and a historical timeline of Holden Beach. He also mentioned an essay contest, drone video, school art contest, barbecue or chili contest and recognition of oldest continuous residents. Member Mitchell told the board pictures were being collected by Gina Martin as a history of the beach at one time and she may have some that could be used if she was contacted. Member McEntire also offered to put up kites for the event. Member Mitchell said the Holden Beach Beautification Club has scrapbooks of their history and they may have information and pictures that could be used. Member Tucker suggested a year-long marketing

[Parks and Recreation Advisory Board 9/6/2018]

campaign that starts February 14th and promotes the 50th anniversary with items being sent to realtors. She suggested a partial week for the major events that would involve Thursday through Saturday since February 14th falls on Valentine's Day. She said this would allow people to travel into town for the event who don't live here full-time. She also proposed a birthday party with a banner at the base of the bridge, a chili or spaghetti cook-off, a history soup function, and daily or weekly emails from the Town promoting the 50th anniversary. She also suggested that the date established be added to the Town seal and a fact sheet on items like the Town's first budget be prepared. Member Gomez proposed a photo contest with best old and new pictures of Holden Beach that is open to the public and displayed on social media and the website. She also stated people could be invited to submit photos to include in a slideshow at town hall. She continued that February 14th could be designated as Holden Day with a birthday party, and a tree could be planted. She concluded by mentioning logos and honoring families with 2 or more generations. Member Gomez had to leave after her report to go back to work (3:01 p.m.). Member Mitchell mentioned a bon fire and said most of her ideas had been covered. She proposed an ice cream social during lunch, a dinner at night, and getting the chapel involved with something on Sunday to talk about the Town's history. She said she would reach out to the chapel to do something separate of the Town at their service. Chair Fleischhauer proposed an essay contest; bon fire to include: chili, oyster roast, or shrimp boil; a 50th anniversary flag; wine and cheese social for the history event; and Holden Beach trivia. Having Alan or Lynn Holden conduct an oral presentation of the history of Holden Beach was also discussed. Assistant Town Manager Ferguson stated that two of the ideas would need BOC approval. She also stated the board would have to agree to help with the events because additional staff would not be willing to come over all weekend for events. She gave a recap of consolidated ideas. The board made suggestions on which days should include events and eliminated some ideas. With the extensive list provided, Assistant Town Manager Ferguson suggested that she would compile like categories from the suggestions and get it back to the board for further consideration at the next meeting.

PROGRAM AND FACILITIES UPDATE

Assistant Town Manager Ferguson said this has been announced at Town meetings previously but staff is announcing it as much as possible. She stated that the dog park will not be operable during the dredge event this winter and will close soon for site preparation. She continued that it will likely not be back open until at least next Memorial Day. She stated that at the HBPOA meeting on Saturday, Town Manager Hewett said an alternate location of a section of Sailfish Park was mentioned. She continued that she was not sure how the Division of Water Quality will feel about having the facility located right next to the waterway. Based on CAMA regulations, she said the fence would need to be out of the 30 foot buffer. She said that may also hamper placement of the fence. She stated she was not sure how the neighbors would feel as they have expressed concern over porta john placement in the past. She also said she was not sure an alternate location can be found in the amount of time we have remaining to plan.

In reference to the Little Free Library, Assistant Town Manager Ferguson stated that people are taking books but not putting any back. She said she asked Smart Start to bring any extra books they have for a donation. She stated the Town is going to place an announcement in the water bill and if any board members were interested in helping stock the library to let her know. Member Tucker said her local library does a members' sale event and a public sale event. She stated she and her husband volunteer and they can get books. Member Mitchell said she purchased books at the thrift store and they gave her a discount. She agreed to help volunteer in placing books received in the library. Member Fleischhauer said she would reach out regarding the Dolly Parton Book Club and she had books that she could donate. Assistant Town Manager Ferguson clarified that when stocking the library, volunteers would need to place half adult and half children's books.

In a program report, Assistant Town Manager Ferguson said the International Coastal Cleanup would be held for two weeks as to avoid race day on September 15th. Citizens could volunteer the week prior to the 15th or the week after. Member Tucker discussed public school students needing community service hours. Assistant
[Parks and Recreation Advisory Board 9/6/2018]

Town Manager Ferguson continued that the race would be held September 15th. She stated that the Tide Dye program had 2,075 participants in 2018. She said that was 556 less than last year but the program got rained out one week completely and had to close down early another day due to rain. She thanked the board members for their help and support with the program. She stated the concert season was successful with lots of positive feedback on the bands. She continued that 50/50 returns were up from \$3,453.00 in 2017 to \$3,879.00 in 2018. Chair Fleischhauer inquired about camp and Assistant Town Manager Ferguson stated it was well attended.

PUBLIC COMMENT

Beverly Compton talked about the presentation that Lynn Holden does and what the Town did for the 30th anniversary in regard to reinventing the flag. She said Holden Beach Beautification designed the flag. She also asked about other organizations like races and indemnification of the Town. She referenced a situation with Beautification Club. Assistant Town Manager Ferguson answered that the town clerk handles collecting those insurance documents and other than the Town being listed as additionally insured on the insurance policy, she would have to direct her question to Mrs. Finnell. Regarding races, Mrs. Compton said that four races a year sounds like a lot to her, especially when the bridge is closed.

ADJOURNMENT

The board adjourned at 3:33 p.m. and the next scheduled meeting is October 4, 2018 at 2 p.m.



Town of Holden Beach
Special Event Agreement

This is to confirm the agreement between _____ and the Town of Holden Beach.

Event Description: _____

If a Business, please circle type: 501©3 For profit Non-profit

If 501©3 include # _____ and attach a copy of your authorization.

Responsible Party/Organization: _____

Mailing Address: _____

Telephone Number: _____

Date of Event: _____ Start Time _____ End Time: _____

Approximate Number of People Attending Event: _____

Briefly Describe Impacts to Community (road closures, parking, bridge closures):

Will Holden Beach Police Presence Be Required : Yes No

If yes above, what is the extent of your request (please indicate number of officers)? _____

Will other Town services be required (trash, restroom considerations, etc.)? Yes No

If yes above, please explain: _____

Will a Town of Holden Beach Facility need to be used as a staging area for the event. Yes No

If yes above, please list all facilities: _____

I, the undersigned, agree to abide by all rules and regulations applicable to the Town of Holden Beach and will be responsible for any and all damages and/or personal injury resulting from the event. I also agree to be present at all times during the event.

Signature of Responsible Party: _____ Date: _____

Signature of Holden Beach Town Manager or designee: _____

FOR TOWN USE – User Fee Amount: _____ Payment Method: Date Paid: _____

NOTE: Proof of liability insurance with the Town listed as additional insured must accompany this application. A detailed parking plan and a clearly defined route and site map of the event must also accompany the application. Incomplete applications will be returned.

50th Anniversary Ideas- Follow Up

Public Submissions

Essay contest and artwork submissions- Photos for display of Holden Beach past and present

Marketing

I checked with the clerk. We can probably add a line to the blast, but the flag will likely not be able to be changed.

Sign at base of the bridge should be very doable for the weekend of the event.

Events

Time Capsule- I have not been able to find the location of the previous capsule. We could certainly do one.

Birthday party with cake and ice cream (lunch time event)(Feb. 14)

Dinner to include bbq, chili, low country boil, oyster roast- Food to be determined (Fri. or Sat. night)

Oral history presentation of Holden Beach (to be included with dinner above) Maybe Friday?

Bon-fire on the beach (requires prior approval of BOC) We would need to request on the December agenda at the latest to be able to advertise.

Honor families with two or more generations living here at dinner above and oldest to youngest continuous residents

Tree planting

Holden Beach trivia at an event