



**Neighborhood Advisory Committee
Minutes for November 15, 2021
Council Conference Room
395 Magnolia Road
Pinehurst, North Carolina
3:00 PM**

Village of Pinehurst Representatives Present:

John C. Strickland, Mayor
Jeffrey M. Sanborn, Village Manager
Jane Hogeman, Councilmember
Kelly Chance, Village Clerk
Mat McKirahan, Performance Organization Director

Committee Members Present:

Charles Collini	Lisa Bomkamp	Pat Corso	Edward Balkovic
Claire Berggren	Debbie Lalor	Lee Thomas	Bert Higgins
Jeffrey Heintz	Bill Keith	Tony Elms	Carolyn Jamison

Call to Order.

Mayor Strickland called the meeting to order.

1. Review Notes from September 20, 2021 Meeting.

The committee reviewed the notes from the September 20, 2021 meeting.

2. FY2021 State of the Village Report.

Village Manager Sanborn stated we invited the Village of Pinehurst Organizational Performance Director, Matt McKirahan to come and report on the FY2021 State of the Village Report.

Jeffrey Heintz asked how many responses there were. Mr. McKirahan reported it was a Random survey sent to residences within the Village of Pinehurst with the format of a random response sent out by ETC. He noted the mailing was based off physical addresses from tax records. Mr. McKirahan reported the replies numbering 801 exceeded the number expected of 700. Village Manager Sanborn stated that if we get at least 700 we will have a confidence level of +/- 3.5%.

Charles Collini asked about the village effort to prevent crime; why is the percent of 87% lower than last year. What does it mean to prevent crime – Mr. Sanborn stated that it is an open-ended question meant to be determined as to what they perceive this means to them. Mr. McKirahan said this was the actual question – Charles asked why is it lower than previous years; why did the community feel this way? – he wonders how this number is being skewed – is it because they are not seeing the police cars or other reasons. Mr. McKirahan stated that the 2020 data is not up in relation to our benchmark peers. He stated there is on the scorecard some different elements that narrow down on these questions.

Bert Higgins stated that in 2019 it was 91%, but taking in the +/- points, than statistically there is not a large difference statistically.

Ed Balkovic asked how many surveys were sent out. Mr. McKirahan said a little over 1000 (750 was the goal which makes it a statistically valid survey). Debbie Lalor asked if the others that answered would have been neutrals to which Mr. McKirahan stated the ETC does not group in their neutral responses with their results. Mr. Sanborn stated that at this high level we are lumping in the neutrals and not ignoring them.

Mr. McKirahan reviewed the Balanced Scorecard results by Goal, pointing out some of the many positives the Village achieved. Lisa Bomkamp asked why the myvop app showed a higher percentage than the overall satisfaction to which Mr. McKirahan replied the other which showed at 82% did not include 13% of neutral responses. Ms. Lalor asked if we could go back and ask those who have used Myvop and ask them if they have been satisfied with the results they have received from the Village and Mr. Balkovic asked if the system is designed to send a question to ask if they were satisfied. Mr. Sanborn said that he is unsure if we can turn on this ability as we use someone else's platform.

Mayor Strickland stated the reason we have the high numbers we do, is because that over the years as we have been looking at this data, has allowed us to be more focused on areas of improvement. He noted we have had suggestions even from this audience that would be helpful to Council and staff during their strategic planning period

Lisa asked who gets this survey; Sidewalk issue came up in 2017 for example - if the village has a project, such as sidewalk they are proposing, is that area targeted in the survey to get feedback from that area. Mr. Sanborn stated no, we are surveying for a wide variety of topics and for opportunities we can focus on for improvement. As it pertains to the sidewalks, we had one question which was related to asking about safety in walking around their neighborhoods – we found this was lack of lighting and satisfaction wasn't just about crime safety. He noted staff also noticed there was a large disparity among neighborhoods, with number 6, village acres, Monticello, lake area showing large amounts of concern.

Mr. Sanborn stated the Village started in village acres – went and surveyed the whole neighborhood – received positive feedback – so now we are moving to the lake area which was the second highest area of concern – so we did the same approach – sent survey and results were more positive to put sidewalks in the Lake Pinehurst than it was in Village acres – we then scheduled a public meeting (one-sided opinions, possibly due to scheduling timing) – negative input meant we did not do the project (because of the town hall reaction we walked away from it, even though the people that were most affected were very much in want of the sidewalks.

Lisa Bomkamp asked about the pedestrian crosswalk over Beulah hill road – why did it take several years? And so how long does it take to act on some of these negative issues? She noted that we are looking at Pine Vista sidewalks now, which has been 6 or 7 years, just wonders why? Mr. Sanborn stated because not everyone is in favor of sidewalks. Mayor Strickland stated with the Ritter Road crosswalk we did have some issues and discussions with the DOT which did delay the process some. Mr. Sanborn stated that DOT had provided the same answer of which was they would be happy to allow us to do it if we would pay for it.

Claire Berggren asked if when we look at the businesses how many did, we survey to which Mr. McKirahan stated we received 75 completed surveys – the margin of error is 10% because the total population is smaller which leads to a higher +/- point margin for error.

Jeff Heintz asked which is given more weight during the strategic retreat meetings, business, or resident survey data. Sanborn stated this is just a part of what is provided to the council – what they hear in the community is also a part of what they consider. Mayor stated that there is a lot of interlocking issues that come up that Council could

Pat Corso stated we have been successful in getting 4 new schools in this area, and now the challenge is where do the kids go after school. Advance Career Center was in the works – Council should look at this and determine if this would be a good fit for our community. It feeds both high school and college students – this workforce development is very important if the Council could learn more about this and could be leaders in addressing the shortfalls in our high schools.

Bill Keith asked if we should begin including the ETJ in the survey to which the Mayor stated they are not taxpayers and we have not considered them in the past.

Tony Elms stated that he understood cities less than 30,000 was criteria as comparisons – what else was the criteria? He stated that peer

groups seem to morph depending on what the survey question topics are. Mr. Sanborn stated we do both – We look at national averages and with benchmark peers that are very similar to us. Mr. McKirahan noted that many of the questions are standard across the board despite of the population number. He stated we do break down to view more relevant benchmark comparisons. Mr. Sanborn stated that ETC does help us determine the questions we will ask.

3. Other Business – Neighborhood Reports.

- Bert Higgins – does the Village have forecast of financial and operative needs – do they have an actual capital plan schedule for events coming down the road – like library, fire station – Mr. Sanborn stated yes, every year it is in the SOP that Council adopts for the next five years. Mayor stated these items are then reviewed each year
- Claire Berggren stated she had no report.
- Ed Balkovic said 15-501 exit remains an issue of getting out of Pinehurst Trace – at the light – Mayor stated he is hearing more about traffic lights being ran
- Debbie Lalor – headlights are scary on golfcarts at night and are fast. Mayor stated that increasing traffic also means increased use of golf carts and one of the basic requirements is that you must have a drivers license. He stated he does see this, and it does scare him – remind your neighborhoods that you must have a drivers license
- Bill Keith – schedule for repaving of roads – questions about this – is there a plan out there? He stated he has been notified at the last minute that they would be paving. Mayor stated give us a specific location or street. He stated that all the neighbors ask what the schedule is. Mr. Sanborn stated we currently do a pavement condition survey – we hire an engineering contract to look at every roadway in the Village and score them – to 100 – every three years we do this. We use those results every year to determine the best place for the Village to address. This can change determined by asphalt and commodity changes like asphalt prices. Mr. Sanborn stated we could loosely address out three years, subject to change. Bill stated he would like to know in February to address his neighborhoods questions. Mr. Sanborn stated we make these determinations in the summer as we can better plan around the weather and contractor scheduling. Bill stated even if we could get a rough list and Mr. Sanborn stated we could put that in the next newsletter when we get the list. Mayor stated that we start in July with our Fiscal year so we will let you know.
- Pat Corso stated that with the Hollycrest project being approved, he noted the speed limit discussion has come up. He asked if it is conceivable that a sign at Foxfire could be placed to help slow traffic. Jeff Batton has reached out to the State Highway on this, but we have not received a reply yet. He stated the new homes in this area have caused an increase in traffic and his community would be happy to go and support
- Jeff Heintz stated he is excited to see the stormwater master plan and excited to see this get off the ground and happy with McGill. He stated he has been asked to raise the concern over short-term rentals. He stated with the upcoming retreat he would encourage a discussion on this and report back to this committee on where the council is on this issue.
- Charles Collini stated speeding is still the same issue – 25 mile per hour is ignored – he stated that the radar signs that are in the various fields – where are they? Jeff Sanborn stated they are circulated around. He said the residents have been putting out home made signs. Mayor stated that one of those in graham road has been requested. He stated he is also concerned about the maintenance of the walkways. Some of the brick has been pushed up and should I report the uneven places? Mayor said report it on myvop – Charles stated we had an elderly gentleman fall over one on Ritter recently.
- Tony Elms stated short term rentals is an issue that people want to know what you are going to do about. He stated there is an expectation that something can be done so would like to know what that is. Speeding radar has been on Donald Ross before and he has asked to look at the data the police department. He stated they have said they have IT problems evaluating this data. Mr. Sanborn stated the data is not worth the effort you are going through – the people are reacting to it – the better gauge would be to ask the village to do speed detection with existing workable methods. Tony said you would get data like which time of the day and which days people speed the most. Mr. Sanborn said we can also get this same data from our speed surveys. Tony said he would like to see the raw data. Mr. Sanborn said he can give you that with a speed survey.
- Lisa Bomkamp stated she agrees work is needed on short term rentals and would like to know what the plan is in January. Mayor Strickland said we have a lot of thinking taking place on this topic, but we will not have something prepared by January.
- Lee Thomas – noted his neighborhood too is highly concerned about the legislation of short-term rentals. Mayor Strickland noted Council is aware and is working diligently with Planning Staff on solutions.

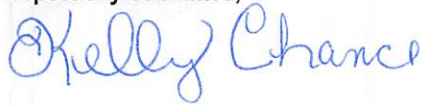
4. Next Meeting Date.

The next NAC meeting will be held on Monday, January 10, 2022 at 3:00 p.m. in the Assembly Hall.

5. Adjournment.

The meeting adjourned at approximately 4:56 p.m.

Respectfully Submitted,



**Kelly Chance,
Village Clerk**

Vision: The Village of Pinehurst is a charming, vibrant community, which reflects our rich history and traditions.

Mission: Promote, enhance, and sustain the quality of life for residents, businesses, and visitors.

Values: Service, Initiative, Teamwork, and Improvement