

**PINEHURST**  
**VILLAGE COUNCIL**  
**WORK SESSION AGENDA**  
**MARCH 13, 2012**  
**6:00 P.M.**  
**CONFERENCE ROOM**  
**VILLAGE HALL**  
**PINEHURST, NORTH CAROLINA**

1. Call to Order.
2. Motion to go into Closed Session pursuant to NCGS 143-318.11 (a) (3) to consult with the Village Attorney in order to preserve the attorney-client privilege between the Village Attorney and the Village Council, and pursuant to NCGS 143-318.11 (a) (5), to instruct staff concerning the material terms of a proposed contract for the acquisition of real property.
3. Motion to adjourn the Closed Session and re-enter the Work Session.
4. Call to Order of Work Session (7:00 pm).
5. Reports –
  - Manager
  - Council
6. **Discussion:** NPS/Cultural Landscape Study.
7. **Action:** Ordinance #12-10: An Ordinance Amending Chapter 31 of the Pinehurst Municipal Code as it pertains to the combination of the Planning and Zoning Board and the Board of Adjustment.
8. **Action:** Resolution #12-14: A Resolution Regarding Appointments to the Village of Pinehurst Board of Adjustment.
9. **Action:** Motion to request that the Moore County Board of Commissioners make ETJ appointments to the Planning and Zoning Board and the Board of Adjustment.
10. Preview of Regular Meeting Agenda.
11. Other Business.
12. Comments from attendees.
13. Adjournment.

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**395 MAGNOLIA ROAD  
CONFERENCE ROOM  
PINEHURST, NORTH CAROLINA  
6:00 P.M.**

The Pinehurst Village Council held a Work Session at 6:00 Tuesday, March 13, 2012 in the Conference Room of the Pinehurst Village Hall, 395 Magnolia Road, Pinehurst, North Carolina. The following were in attendance:

Ms. Nancy Roy Fiorillo, Mayor  
Mr. Douglas A. Lapins, Mayor Pro-Tem  
Mr. John R. Cashion, Councilmember  
Mr. Mark W. Parson, Councilmember  
Mr. John C. Strickland, Councilmember  
Ms. Natalie E. Dean, Assistant Village Manager  
Ms. Linda S. Brown, Village Clerk  
And approximately 30 attendees, including 1 staff and 2 press.

**1. Call to Order.**

Mayor Nancy Roy Fiorillo called the meeting to order.

**2. Motion to go into Closed Session.**

Councilmember Lapins moved to recess the Work Session and enter a Closed Session pursuant to NCGS 143-318.11 (a) (3) to consult with the Village attorney in order to preserve the attorney-client privilege between the Village Attorney and the Village Council and pursuant to NCGS 143-318.11(a) (5) to instruct the staff concerning the material terms of a proposed contract for the acquisition of real property. The motion was seconded by Councilmember Strickland and carried unanimously.

**GENERAL ACCOUNT**

The Council, the Village Manager and the Village Attorney discussed the potential acquisition of real property.

**3. Motion to adjourn the Closed Session and Reconvene in Open Session.**

Councilmember Lapins moved to adjourn the Closed Session and re-enter the Work Session. The motion was seconded by Councilmember Strickland and carried unanimously.

**4. Call to Order of Work Session (7:00 p.m.)**

Mayor Nancy Roy Fiorillo called the meeting to order.

**5. Reports:**

– **Assistant Manager Natalie Dean**

- **Main Street Solutions Grant.**

The Assistant Manager reported that the Village has been awarded a grant of \$200,000 by the North Carolina Department of Commerce Main Street Solutions for the Steam Plant project. The Village contribution to the project is to construct a public road in the

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NewCore area. Matching funds will come from a private enterprise, Railhouse Brewery, LLC. (Copy of a letter from Keith Crisco, Secretary of the N.C. Department of Commerce, dated February 23, 2012, announcing the award is in the Minute File.)

- **Village Center Special Events Survey.**

The Assistant Manager reported that postcards have been sent to Pinehurst citizens requesting feedback on events in the Village Center. Citizens can complete the survey online at the Village website or come by Village Hall or Given Memorial Library to fill out a paper copy. Deadline for completing the survey is March 20, 2012.

- **Pinehurst Fire District Rating.**

The Department of Insurance Office of the State Fire Marshal announced that after an inspection of the Pinehurst Fire Department, the Pinehurst Fire district has received an improved rating that will take effect July 1, 2012. The rating improved from the previous "5" to a "4." The new rating could result in lower fire insurance rates for citizens.

- **Council**

- **Councilmember Strickland** asked if the attendees had received the survey post card. Most had.

- **Councilmember Cashion** reported that he had attended the Water Committee meeting this morning. Jamie Boles reported to the committee on his recent trip to study fracking in Pennsylvania. He feels the process could be safe if regulations were in place, but he doubts the N.C. General Assembly would address the issue in the short session.

- **Mayor Fiorillo** requested a moment of silence to honor Moore County Board of Commissioners Chairman Larry Caddell's father who passed away today.

**6. Discussion- National Park Service Cultural Landscape Study.**

**Assistant Manager Natalie Dean** introduced the discussion by detailing the request from the National Park Service (NPS) for a Cultural Landscape Report to be completed before they could comment on our proposed Village Center enhancements. We have received proposals for the preparation of such a report.

**Mayor Fiorillo** stated that Council will both discuss and receive comments from attendees concerning this issue. She asked for citizen comments first and requested that speakers give their name and maintain decorum in their comments.

**Bart O'Connor** stated the NPS request is valid but the format is not. He thinks staff and volunteers could put together a document that would include the needed information.

**Pat Corso** stated that Pinehurst is a living community, not a historic site. What the NPS is requesting costs about the same as the original application for Landmark Status. He feels the Village should be the ones making the decisions about what Pinehurst will be.

**Audrey Moriarty** feels the library is a metaphor for the whole village. We are rapidly not providing what people need. If something is holding us back from moving forward, we need to look at it long and hard.

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**Robert Hayter** stated that life requires change. If the Village is making inappropriate changes, then NPS should be concerned. If the changes are appropriate, they should leave us alone.

**Dick Wineberg** has looked over the Landmark application and the designation papers. The Landmark Status was based on our relationship to golf and the legacy of Donald Ross. The original nomination document analyzed many properties, some contributing, some not. Now the NPS want us to analyze properties again, the ones the NPS said were unimportant. By doing the study, we will be shooting ourselves in the foot.

**Bill Wetmore** researched National Landmark districts and found that not many have Cultural Landscape Reports. He feels we should not do one since the cost is so great and the benefits are minimal. He recommended proceeding with our plans and keeping the NPS informed.

**Cari Andrews** has lived in Pinehurst only 1½ years. Her friends recommended that she live in Southern Pines, saying there is nothing to do in Pinehurst. Pinehurst's future is activities for community- perception is reality. Pinehurst needs to keep moving forward in order to keep growing.

**Marty McKenzie** reviewed some of Pinehurst's history and stated that he feels the Landmark Status is useless unless we market it, which we have not done. He feels the best ones to determine how to develop your town are local folks.

**Howard Warren**, speaking as a citizen not the Historic Preservation Commission chairman, feels we should work to retain the Landmark Status, but he does not see that we will get anything significant for the \$100,000 cost of the Report. The Historic Preservation Commission will not approve anything that is not appropriate for Pinehurst.

**John Root** feels people will come to Pinehurst if they know about the National Landmark Status. Right now they do not know about it.

**Jack Farrell** recommended that we judiciously make the changes and be careful not to antagonize the NPS. We need to market the Landmark Status, but we do not need to do the Cultural Landscape Report.

**Peggy Montana** asked what we should be marketing- golf and Donald Ross?

**Councilmember Strickland** replied that we should be marketing all of Pinehurst, not just golf.

**Mayor Fiorillo** added that we should market the history of recreation here. We now have a Historic District that should be marketed too.

**Robert Hayter** pointed out that other recreational areas in Tuft's time brought in visitors by railroad, but Tufts took a risk and established a resort based on recreation and health that was seven miles from a railroad.

**Jerry Montgomery** came to Pinehurst in 1996 but the Historic Status is not what brought him. He wonders why the NPS is giving us such a hard time. Things need to change, but we have demonstrated that we will do what is appropriate for Pinehurst.

**Councilmember Parson** feels we will not lose the Landmark Status if we do not do anything radical. The NPS needs to come visit us.

**John Root** objected saying the NPS has come to visit us, but we have done things that were not appropriate. We have demonstrated that we are not good stewards by our action of three years ago.

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**Peggy Montana** asked what we did three years ago.

**John Root** replied that we built the roundabout.

**Mayor Pro-Tem Lapins** disagreed that the roundabout was the cause of the problem with the NPS. He feels the NPS is process driven. They need to look at the Harness Track, the steam plant, the Fair Barn and other accomplishments of past Councils. If we do the Cultural Landscape Report, he is not sure what we buy. He is not comfortable with the process. He added that he hopes future Councils will be as careful as past ones have been.

**Councilmember Strickland** noted that to fit the Cultural Landscape Report to us will be very difficult. We need time to figure out the inconsistencies of what we want to do and what the NPS wants us to do. While the relationship with the NPS is better than it was, they still do not understand what we are. He feels the Cultural Landscape Report is valuable and we should go forward with it.

**Councilmember Cashion** stated that while we will not make a decision now, we must get it right when we do and be prepared to deal with what happens. He feels we need a second opinion on the cost of the report.

**Mayor Fiorillo** feels there is no reason for the NPS to revoke the Landmark Status. We have been good stewards. We need to document past projects and what we are proposing to do now. Further information and further thought are needed.

7. **Ordinance #12-10: An Ordinance Amending the Pinehurst Municipal Code As It Pertains to Chapter 31 Planning and Zoning Board and Zoning Board of Adjustment; Adding Sections 31.42, 31.43 Zoning Board of Adjustment and Sections 31.50 Through 31.53 Combination of Planning and Zoning Board and Zoning Board of Adjustment.**

The Assistant Manager explained the need for the Ordinance #12-10. Upon the motion of Councilmember Lapins, seconded by Councilmember Strickland, Ordinance #12-10 was unanimously approved by a vote of 5-0. (Copy of a memo from Director of Planning and Inspections Andrea Correll dated March 9, 2012 concerning the proposed text amendment to the Municipal Code is in the Minute File. Copy of the ordinance is found in the Ordinance Book and in the Minute File.)

8. **Resolution #12-14: A Resolution Regarding Appointments to the Pinehurst Board of Adjustment.**

The Assistant Manager explained the need for Resolution #12-14. Upon the motion of Councilmember Strickland, seconded by Councilmember Cashion, Resolution #12-14 was unanimously approved by a vote of 5-0. (Copy of resolution is found in the Resolution Book and in the Minute File.)

9. **Motion to request that the Moore County Board of Commissioners make ETJ appointments to the Planning and Zoning board and the Board of Adjustment.**

The Assistant Manager explained the need for the ETJ appointments.

Councilmember Cashion moved to request that the Moore County Commissioners appoint Ms. Carol Henry as an extra-territorial jurisdiction member of the Pinehurst Planning and Zoning Board for a term ending May 31, 2014 and that the Moore County Commissioners appoint Ms. Betty Sapp as an extra-territorial jurisdiction member of the Pinehurst Board of Adjustment for a term ending May 31, 2012. Councilmember Parson seconded the motion which carried unanimously by a vote of 5-0.

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**10. Preview of Regular Meeting Agenda.**

The Council previewed the Regular Meeting Agenda for March 27, 2012 and added a Public Hearing concerning an application for a Community Development Block Grant to the N.C. Department of Commerce under the Small Business and Entrepreneurial Assistance Program.

**11. Other Business.**

➤ **Branding.**

Assistant Manager Natalie Dean discussed the proposed Pinehurst logo, color palette and slogan (tagline). Council made a few suggestions concerning the logo. The Council directed staff to work with the marketing consultant on other options for a tagline and bring those back to the Council for their approval. (Copies of the proposed logo, palette and slogan are in the Minute File.)

**12. Comments from Attendees.**

**Jeanne Casinella** asked if it would be possible to talk to the NC Department of Transportation about NC 211 at the traffic circle.

**Councilmember Cashion** reminded the Council that the NCDOT engineer has invited us to submit suggestions.


**Councilmember Strickland** suggested inviting Richard Hancock to the March 27, 2012 Work Session.

**Doug Middaugh** solicited information concerning the Mail Street Solutions Grant application in light of information on the website.

**13. Adjournment.**

Councilmember Lapins moved to adjourn the Work Session. The motion was seconded by Councilmember Cashion and carried unanimously. The meeting adjourned at 9:10 p.m.

Respectfully Submitted,

  
Linda S. Brown, CMC  
Village Clerk