

**Neighborhood Advisory Committee**  
**Monday, March 20, 2017**  
**Council Conference Room**  
**3:00 p.m.**



## MINUTES

### Committee Members in Attendance:

Beverly Braunschiedel- *Midland CC*  
Tom Campbell- *Monticello*  
Susan Foster- *The Woodlands*  
Carolyn Jamison- *Pinehurst Civic Group*  
Jan Kane- *CCNC*  
Lynlee Long- *Lawn and Tennis*  
Kay Wildt- *Doral Woods*

Dale Perdue- *Pinehurst No. 6 (alt.)*  
Rosie Ruggles- *Oakmont Circle*  
Clay Scott- *Village Acres*  
Tom Reedy- *Lake Pinehurst (alt.)*  
Doug Tuxbury- *Community Watch*  
Jim Walls- *Burning Tree/Sugar Pine*

### Committee Members Absent:

Tom Cruce- *Clarendon Gardens*  
Heather Doolittle- *Pinehurst Manor*  
Tony Elms- *Donald Ross*  
Denny Fogle- *Pinewild*  
Mallory Hickey- *Old Town West*

Debbie Lalor- *Downtown Residential Area*  
Wally Mauch- *Pinehurst Trace*  
Pilar Page- *Pinehurst No. 6*  
Maureen Quinn- *Pinehurst No. 7*

- I. **Call to Order by Mayor Nancy Fiorillo.**  
Mayor Nancy Fiorillo called the meeting to order for the Neighborhood Advisory Committee.
- II. **Review notes from February 20, 2017.**  
Approved by the committee.
- III. **Marketing the Village- Natalie Hawkins**  
Natalie Hawkins, Assistant Village Manager, explained staff's efforts to develop a marketing plan for the Village of Pinehurst. Ms. Hawkins explained Council's goal to ensure Pinehurst is a premiere residential community with an objective to attract future residents to strengthen the housing market. Ms. Hawkins explained there are four goals of the marketing plan and she highlighted each. The first goal is to recruit new residents. Ms. Hawkins explained the pay per click campaign using Google ads, Google search, and Facebook ads which will run March 1 through June 14 and targeting in state/local, out of state, and military markets. The next goal for the campaign is to market Village-owned venues to increase rentals. Ms. Hawkins explained a partnership with Pinehurst Resort on Fair Barn marketing and consolidating both the Fair Barn and the Arboretum as wedding venues for marketing purposes. Another goal is to promote Parks and Recreation programs and events. Ms. Hawkins explained the opportunity to market larger community wide events specifically to the Fayetteville and Raleigh markets and use free community calendars and advertise locally for our events. Lastly, Ms. Hawkins explained the goal to increase brand awareness with logo merchandise which will be sold at upcoming Village events. The first merchandise available for sale includes Village logo hats, license plates, bumper stickers, and a stainless steel water bottle. Ms. Hawkins explained all of these goals are in effort to market the Village as a charming, vibrant community.
- IV. **Other Business- Neighborhood Reports**
  - Doug Tuxbury of Community Watch- spoke at Spring Lake condos and Village Acres association meetings. 36 additional people joined over the last quarter. Quarterly Meetings for the Community

Watch program have been changed to hold an annual meeting. Getting Community Watch incorporated into neighborhood newsletters.

- Tom Campbell of Monticello- said the general comment he hears is the Village is too friendly regarding enforcement of codes and to get tougher on red lights and speeding issues. The group also held a discussion about the downtown parking issue.
- Jim Walls of Burning Tree- there is still a speeding issue on Burning Tree especially where kids are playing. He also made a comment about street lighting. He said there has been 10 new homes built on Burning Tree and he has noticed debris and trash from these construction sites making their own plywood boxes rather than renting a dumpster.
- Carolyn Jamison of the Civic Group- held annual meeting on March 7 and most information is on the Civic Group website and at the meeting they gave distinguished citizen awards to Bob Bailey, Doug Lapins, and Alan Rhody. Suggested getting a message out to residents to educate them that burning yard debris is not allowed in Pinehurst.
- Rosie Ruggles of Oakmont Circle- said they don't have an organized neighborhood association but there is a Lost Tree/Oakmont Garden Club who keeps landscaping and bought flags from the Village.
- Clay Scott- landscaping at the Forest entrance, asked for the DOT to alternate north and south bound street light at Gun Club.
- Kay Wildt of Doral Woods- all great in Doral Woods and she reported her neighborhood as a Facebook page. Said the circle on Blair Court has been cut and is looking great. She said the Pinehurst video was great on the website.
- Joan Owen of CCNC- asked by the Friends of Morganton to read a statement to oppose the Publix development and are very concerned that they are considering four lanes off of Morganton Road and the increased traffic. She asked the NAC representatives to share this with people in the community. She said nothing has been filed yet in Southern Pines but she wants to fight this.
- Dale Perdue of Pinehurst No. 6: holding a quarterly membership meeting tonight. There is a general concern about speeding on Juniper Creek and John Flynn is working with Jeff Sanborn to hold a study to consider adding a few stop signs. Has 1400 lots in community, 1200 homes, and no mandate for membership so they are working on a membership campaign.
- Lynlee Long of Lawn and Tennis- said she is concerned about the intersection of Lawn and Tennis if Publix does get developed. Working on the electrical situation in Lawn and Tennis with Duke Energy. Daughter lives on Craig and they need to add a speed limit sign on Craig or Children at Play on Woods and Craig. Three way stop at Dundee and Craig has people running the stop sign very frequently.
- Susan Foster of the Woodlands- said there are some road issues. Said Ralph came out explaining the ratings of the roads and they have paved one road and will seal another road, and they have patched all the sunken areas. Thank you to the staff for your help on this. Has people interested in participating in the Village of Honor program as well.
- Beverly of Midland- very concerned about the Midland Road Corridor and she is worried about the removal of the suggested trees.
- Tom Reedy of Lake Pinehurst- explained efforts to expand their membership in their charter to embrace the greater neighborhood which is revisited every once in a while. Noted our infrastructure also makes the VOP an attractive place to live. He explained a situation around the lake with manhole covers and an issue with the pumping stations. He said due to this issue, 52 manholes are being sliplined to prevent infiltration. Moore County is extremely responsive and is an asset to Pinehurst. He also explained the maintenance of the dam and inspection requirements.

Other Business:

The next meeting will be held on Monday, April 24, 2017.

V. Adjournment by Mayor Nancy Fiorillo at approximately 4:45 p.m.

Respectively submitted by: Lauren Craig

*Lauren M. Craig*