



SUNSET BEACH

North Carolina

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September 2014

ANNUAL REPORT: 2013~2014

Welcome to the 4th edition of the Town of Sunset Beach Annual Report. This year saw the culmination of our year-long 50th anniversary celebration and the beginning of our journey to our 100th anniversary. We completed some major project undertakings: implementation of the town wide sewer system, Streetscape, construction phase of the roundabout, and expanded communications capability via Channel 99 on ATMC to name a few.

As in the past a snapshot of the 2014-2015 budget is included for your information. A preliminary forecast

indicated a potential shortfall, but after a thorough analysis, evaluation, and updated assumptions and data used, we developed a balanced budget with no tax increase required.

This is just a snapshot of all that's happened. Yes it's been a busy year but the improvements in our town were worth the time, effort, and hard work. We want to thank all the residents who served on committees, attended meetings and workshops, sent us e-mails, challenged our thinking, and supported our efforts.

Mayor & Town Council

FAREWELL TO A DEDICATED PUBLIC SERVANT

We unfortunately bid farewell to the longest serving council person (42 years) in the history of our Town. Mr. Gore was an infinite source of information about the Town and its history which he freely shared for the betterment of all. Always a familiar face at Council and other town meetings, he provided useful input to the decision makers. He willingly gave his time serving on a variety of citizen committees working to improve the quality of life within the Town. Much of what we all love and enjoy about our wonderful Town is due to Ed's vision, commitment, and hard work bringing dreams and ideas to reality. His soft spoken mannerisms and ever present smile will be missed by all.



Edward M. Gore, Sr.
July 10, 1932-July 16, 2014

50TH ANNIVERSARY YEAR COMES TO A CLOSE

Our year long anniversary celebration came to a fitting close on March 26th 2014, when the Council and the Anniversary committee placed memorabilia into and sealed the time capsule. The capsule is topped by a 3-D sculpture of the Town's logo created by Mr. David McCune. He incorporated some materials salvaged from the Old Bridge into the base of the design. The time capsule will be prominently displayed in the lobby of our town hall.



50th Anniversary Committee Members: Herb Tinger, Ron Klein, Brenda Snead, Karen Joseph, Carol Scott, sculptor David McCune, Lisa Anglin, Ed Gore

GOOD THINGS HAPPENING!

MEET MS. SUSAN PARKER, TOWN ADMINISTRATOR



After a country wide search that resulted in more than 162 applicants, the Council selected Ms. Susan Parker to fill the Town Administrator position. Her 20 years of experience in managing resort type communities, coupled with her hands-on management style, and customer service track record, separated her from the rest of the other well qualified candidates. She comes to us from Colorado where she oversaw the operation of an amenities based resort community with 37 full-time employees, 11 seasonal employees, and an annual budget of \$10 million.

Susan's schedule has been jam packed since she came on board, but we managed to do a short interview with her.

You've worked in a number of different communities. Have you found anything especially unique about ours?

Actually, government is government no matter where it is and people are people no matter the community.

What significant changes have you already instituted?

We've started a Finance Newsletter and I expect that to be published regularly when our new Finance Director comes on board. I've instituted a more formal Capital Improvement Plan that will enable us to look ahead to projects and their costs. I'm especially pleased that our Community TV Channel 99 is up and running and look forward to hearing what our residents think about it.

When you were hired the Council emphasized its wish that you interact with our residents and staff.

How is that going?

I am very impressed with our staff. They are dedicated individuals who give their all to our Town and its residents. We definitely have a team approach and open communication.

I've had the opportunity to meet many residents through HOA/POA meetings to which I've been invited and I am anxious to meet more. I hope that some of the organizations in Town will invite me to their meetings.

The residents have been very welcoming. I was so touched in June when I got home and was greeted by a "Welcome to the Neighborhood" note from a neighbor. She had planted flowers in the flower box outside my unit.

What immediate goals can you share with us?

I think it's important that we enhance and improve the technology we use. While we are working to expand our communication with property owners it's also important to improve communication within our departments and among our staff members. New technology will allow us to be more efficient and in the long run will save us money.

Has anything surprised you in these few months?

Well, since coming on board in December I've experienced two ice storms, the earliest hurricane on record, sink holes, and a host of other challenges!!! But it's all in a day's work!



Mayor Ron Watts, Council members Mike Williams, Wilson Sherrill, Carol Scott, and Lou DeVita with sculptor David McCune at unveiling of the 50th Anniversary Time Capsule to be permanently on display in Town Hall.

REACHING OUT TO YOU!

Each year we work at expanding our communications network. In an attempt to reach our citizens who cannot get to Town Hall and do not use computers, the Town now broadcasts in slide show format on **ATMC Channel 99** general information about the Town and its services as well as emergency information when required. The long range objective is to broadcast Council and other meetings via this media. The existing capability is also available for use by non-profit organizations to advertise their events. We hope you find this beneficial and that you will let us know what you think.



Over the past two years, Council has held Community Meetings and heard from residents that these informal meetings were beneficial. No action is taken at these meetings. They are intended to be informational and provide an opportunity for citizens to ask questions, make suggestions, and a give-and-take with Council members and Town Staff. This August such a meeting was held for citizen input regarding the upcoming Bike Path through Town.

TOWN PARK UPDATE

Construction of Stage I of the park is slowly progressing with the installation of walking trails and parking area pervious pavers. In addition, progress has been slowed by the unusual weather we've been experiencing, material delivery delays, and most recently a regulatory compliance issue which we are working to resolve. We were, however, able to utilize an area of the park for our annual Memorial Day observance (*See details on page 7*). During the ceremony the Committee to Honor America's Veterans donated the flag pole they installed to the Town to be used for special events and to adorn the park.

ROUNABOUT UPDATE

To significantly reduce or eliminate head-on and/or side impact vehicular accidents and improve bike and pedestrian safety at the intersection on the mainland side of the bridge entrance, the Town partnered with NCDOT to have a roundabout installed. The physical changes to the roadway and crosswalks portion of the project were completed in late June. The center landscaping of the site will occur this fall after the busy season. Comments from the public are all surprisingly positive and everyone appears to have made the transition to the new traffic pattern with relative ease.

STREETSCAPE UPDATE

A new sight welcomes you as you descend from the bridge and approach the island. The area from North Shore to Main Street on Sunset Boulevard has been reworked to include new street paving, two 4 foot wide bike lanes, a separated 5 foot wide sidewalk on the East side, additional off-street parking on the east side, and landscaping with palms and other plant species adorning both sides of the roadway. A landscaped rain garden near Main Street efficiently handles the storm water runoff in an aesthetically pleasing manner. The lighting has been changed to include ornamental light poles and the removal of the wooden telephone poles. This project is the result of a coordinated effort by staff, citizens, elected officials, and governmental agencies.

THE TOWN BUDGET

The Town Administrator and staff develop the Town's budget through a multi-step process that begins with a review of the previous year's revenues and expenditures. They then meet with each department head to ascertain revenue and expenditure projections that will support the anticipated service levels for the upcoming budget year. After developing a draft budget, the Town Administrator and Department Heads meet with the Town Council to conduct a line-by-line review.

With guidance from Staff, data from the Capital Improvement Plan, and input from citizens, Town Council constructs an annual budget based on those revenue and expenditure projections. The final budget is available on the Town's web site as well as at Town Hall for review at any time.

From the Town's \$6,000,996 total budget, \$173,000 is designated for capital expenditures including Jaws of Life, 39th Street emergency ramp, police vests, and a new police vehicle. The \$500,000 for street paving (see the chart on page 5) will be transferred from reserves that the Town set aside in anticipation of this ongoing project.

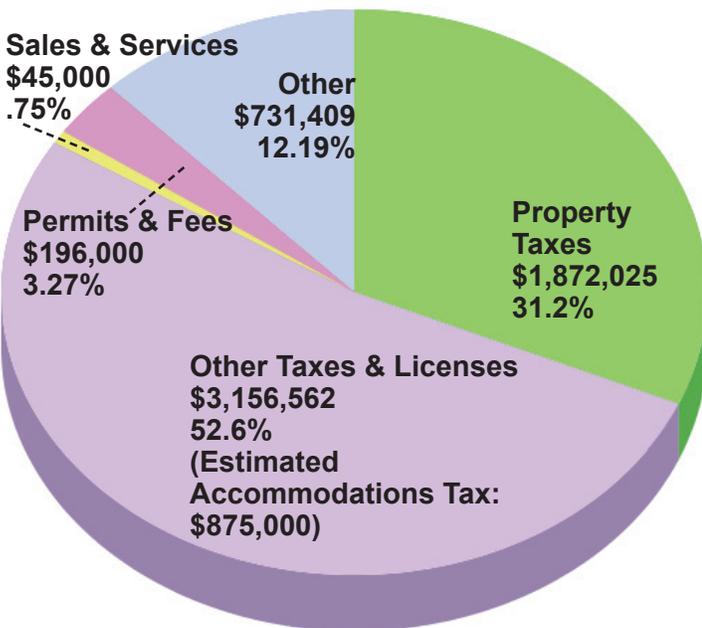
The largest portion of the revenue budget is not derived from the collection of property taxes. More than 50% of the Town budget is supported by other taxes collected such as accommodations tax, beer and wine license tax, and local option sales taxes. The property tax is 31% of Town revenues.

By function, the largest portion of the expenditures budget – 55% – is devoted to public safety (police, fire, inspections).

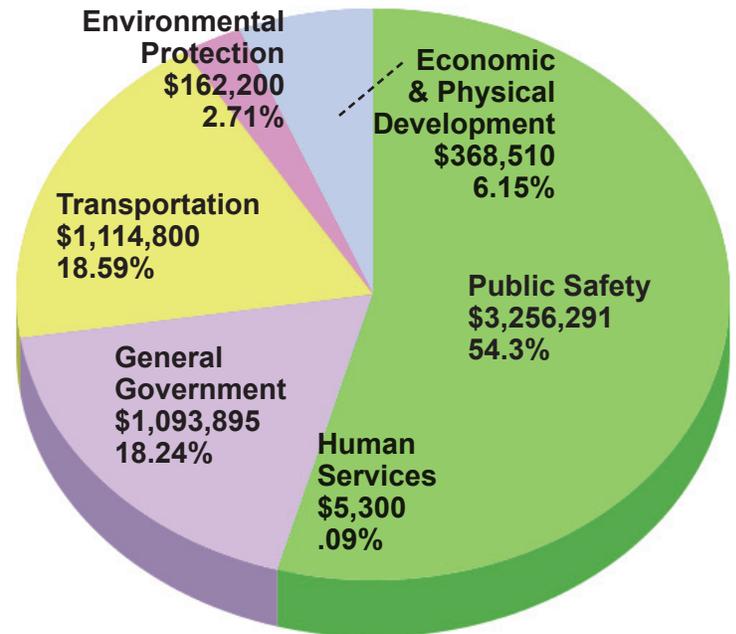
For the past nine years, the Town's Auditors have consistently pointed out that the Town's finances are in excellent condition. (*The complete Town Audit is available on the web site or can be viewed at Town Hall.*)

Thanks to the diligence of Staff and previous Town Councils, as well as the current Council, as of the end of the last fiscal the Town has adequate cash reserves set aside to fund capital improvements and continue operating in the event of a natural disaster.

2014 - 2015 Projected Revenues



2014 - 2015 Projected Expenditures



HOW YOUR TAX DOLLARS ARE SPENT

Town expenditures are categorized according to the financial rules set by the NC Local Government Commission as noted in the pie-charts (see page left). Some expenditures like police, fire, and staff are obvious; but many are essentially behind the scenes projects that keep our town safe and moving forward. Some of the projects are quite visible in different areas of Sunset Beach and some are never noticed by the average citizen. Here is a brief look at just some of the services included in Town expenditures.

Transportation: public works; street maintenance and paving.

General Government: administration; Town attorney and legal services; Annual Audit.

Human Services: mosquito control; contributions to non-profit organizations.

Environmental Protection: bulkhead and drainage repairs; sanitation services; storm water drain maintenance and repairs; hurricane preparedness.

Economic & Physical Development: planning and zoning; Chamber of Commerce dues; engineering services; beach strand expenses.

Public Safety: police; fire; inspections.

STREET PAVING SCHEDULE

Street maintenance is included in the Town's long-range planning program. Roads are paved on a rotating basis unless a particular road needs immediate attention due to unforeseen events. The chart at the right includes all roads scheduled for repaving in this fiscal year and their respective costs. Residents will be notified in advance of beginning work.

6 th Street	35 th Street
13 th Street	36 th Street
15 th Street	37 th Street
27 th Street	38 th Street
29 th Street	North Shore West & East from Sunset Boulevard to 6 th Street
32 nd Street	
34 th Street	
Total Cost..... \$489,530.61	

FAST FACTS

Each month Department Heads provide reports to the Town Council outlining the previous month's activities. Since these reports are included in what is called the Consent Agenda, they rarely get discussed. Here's a quick look at just some of the services provided on a daily basis by Town staff over a twelve-month period.

	2012-2013	2013-2014
Police Calls for Service	6,078	5,279
Tons of Leaf & Limb Collected	626	619
Trash Cans on Beach Collected	1,100	1,045
Trash Cans Pushed Back to Houses	10,559	12,556
Fire Incidents	1,201	1,174
Fire Department Training Hours	7,656	5,270
Permits Issued	4,019	2,234
Inspections	7,656	5,633
Average # of Inspections Per Day	28.6	22.7

TOWN HAPPENINGS

REMEMBERING LOVED ONES

When you visit the newly constructed gazebo at the beach, you will see a number of benches donated by residents and visitors alike in remembrance of loved ones. Others have donated surf chairs in memory of family and friends.

While we have run out of room at the gazebo, we will be offering the opportunity to participate in a remembrance program with benches and swings in the new Town Park as well as benches on the Birdwalk. If you are interested in participating in this remembrance program contact Town Hall for more information.

MORE IMPROVEMENTS & CHANGES

Retired Staff: We wish our retirees well and thank them for their service: Police Officers: Sam Grantham, Steve Smith, Ed Rudloff, and Woody Dunn.

We mourn the loss of Customer Service Representative Judy Presnell and Public Works staffer Shelton Cartland.

New Staff: We welcome Police Officers Jerod Cox, Bradley Crooks, and Travis James; Customer Service Representative Jo-Ann Thompson; Public Works Staffer Seth Humphries; and Building Inspector Jeffrey McIntosh.

Sewer project: The new system now serves a total of 2,560 properties -- a 65% increase from this time last year. There are 1,203 island and 1,357 mainland properties connected to the system.

Merchants Association: The Town continues its support for the newly formed Sunset Beach Merchants Association and their marketing efforts to extend the tourism season.

Summer Concert Series: The Town once again is a major sponsor of the very popular Wednesday evening concerts held at Queen Anne Street. After requests from concert goers, the concert series now has recycling can.

Board of Adjustment: The appeals process function has been separated from the Planning Board. The following residents agreed to serve as the Board of Adjustment: Gene Allen, Leon August, Bob Forrester, Pete Larkin, Peter Scott, Jim Strandquist, and Lawrence Sweeney.

Voluntary Curbside Recycling This program, currently utilized by 662 households, continues to be available to all property owners on a voluntary basis. A new option is now available for "weekly recycling" to those properties in areas of the town that currently have two trash pick-ups per week.

All property owners have received a letter regarding sign-up for recycling and the particulars are included in the correspondence.

MOSQUITO CONTROL INFORMATION & HELPFUL TIPS



The Public Works Department sprays for mosquitoes within Town limits during the summer months. Spraying is typically done between 5 and 6 a.m. on this schedule:

Monday - Island **Tuesday** - Shoreline and Seaside Station
Wednesday - Sea Trail (from Calabash River to Old Georgetown Road and Sugar Sands)
Thursday - Bonaparte, Oyster Bay, Lakewood Estate and the remainder of Sea Trail
Friday - Cape Side, Sandpiper Bay, and Wyndfall

Mosquito control by the Town will not get rid of every mosquito. Please visit Town Hall to obtain **free mosquito briquets** to place on your property to help reduce the mosquito population. The briquets can be tossed in the ditches and rain barrels, crushed and distributed in birdbaths, potted plants and around shrubbery or trees. Please visit the Town web site and the Centers for Disease Control and Prevention at www.cdc.gov for more information.

TOWN HAPPENINGS

MEMORIAL DAY CEREMONY

More than 200 residents and Town officials observed the occasion in the park at the site of the planned Veteran's Memorial. Police Chief Lisa Joyner and Detective Joe Smith coordinated the day's events.

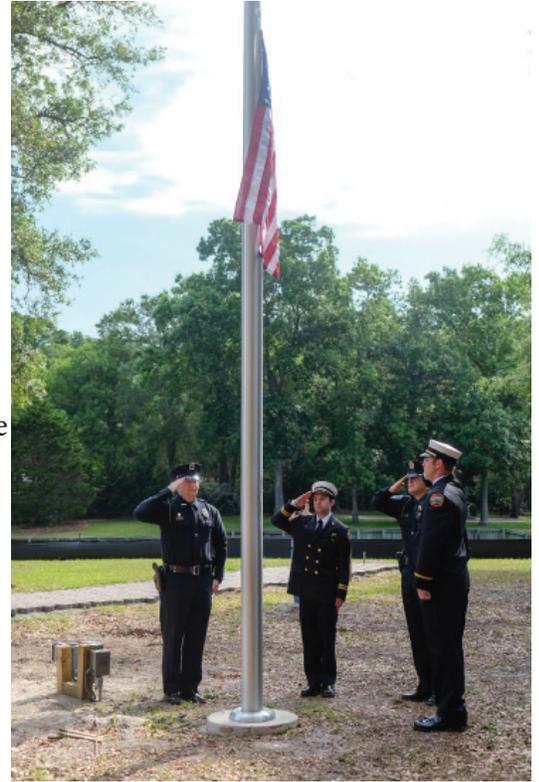
Mayor Ron Watts served as the Master of Ceremonies and Reverend Merle Boone gave the invocation.



LTC Gordon Coulson, Chairman of the Committee to Honor America's Veterans, dedicated the Memorial's flagpole to the Town. In a solemn ceremony, members of the Sunset Beach Police and Fire Departments raised the flag which flew over Phoenix Base, International Zone in Baghdad, Iraq on December 4, 2009. The flag was donated by the Committee to Honor America's Veterans Secretary Loretta Danielik.

Ms. Linda Ladrack sang the National Anthem and Congressman Mike McIntyre was the guest speaker.

WWII veteran Robert Bradicich read a poem and Boy Scout troop 201 led the laying of the memorial wreath. Scouts Steven Baker and Ben Simmons played a moving rendition of TAPS in echo format to close the program.



Mark your calendar — **Saturday, October 4** is the date for the 8th Annual Sunset at Sunset Community Festival. Held in the area in front of the Ingram Planetarium, the day celebrates the end of the beach season and offers residents and visitors a day of music, food, crafts, and activities for children. The entertainment will be *The Imitations* and the *Brunswick Big Band with Linda Ladrack*. And this year the 5K Run will once again be over the Mannon C. Gore Bridge!

Volunteers are always needed and welcome. Visit www.sunsetatsunset.com for more information.

OUR VOLUNTEERS

Town government often relies on the spirit of volunteerism among residents. Following is a list of volunteers who were recognized at the Town Council's December 2013 meeting. We thank them for their service.

BEAUTIFICATION COMMITTEE

Lynn Eriquez
Katie Bodner
Marianne Cerniglia
Jean Hutchinson

BEACH SWEEP

Clara Newell

50TH ANNIVERSARY COMMITTEE

Ed Gore
Ron Klein
Herb Tinger
Clarice Holden
Dian Robbins
Brenda Snead

SUMMER CONCERT SERIES COMMITTEE

Fred Thorne
Denise Williams
Anita August
Janie Withers
Steve Mullins

SUNSET AT SUNSET COMMITTEE

Marci Berry
Lois McClellan
Ann Bokelman
Karen Dombrowski
Bev Williams
Sharon Maple

CONTACT US

HOW TO REACH TOWN HALL & COUNCIL MEMBERS

Town Hall: 579-6297 or 579-3808

Inspections Department: 579-0068 or 579-0075

Police Department (non-emergency): 579-2151

Fire Station #1 (non-emergency): 579-2456

Fire Station #2 (non-emergency): 579-8090

General e-mail: sunsetbeach@atmc.net

Susan Parker, Town Administrator

Lisa Anglin, Town Clerk

Vacancy, Finance Director

Dustin Graham, Public Works Director

Sandy Wood, Inspections Department Head

Lisa Joyner, Police Chief

Kevin Dempsey, Fire Chief

Mayor Ron Watts ~ 910.880.1637

rwatts@sunsetbeachnc.gov

Mayor Pro-Tem Lou DeVita ~ 910.579.2780

ldevita@sunsetbeachnc.gov

Councilman Terry Johnson ~ 910.228.2241

tjohnson@sunsetbeachnc.gov

Councilwoman Carol Scott ~ 910.579.9104

ckscott13@sunsetbeachnc.gov

Councilman Wilson Sherrill ~ 910.575.3083

wsherrill@sunsetbeachnc.gov

Councilman Mike Williams ~ 910.579.8066

mwilliams@sunsetbeachnc.gov

Stay informed: Watch Channel 99 and visit the web site: www.sunsetbeachnc.gov.

Sign up on the website home page to receive meeting & emergency notices via e-mail.

Town Council meets the 1st Monday of each month in the Council Chambers at Town Hall.

Meetings begin at 6:45 p.m.