



# AGENDA ITEM COVERSHEET

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**PREPARED BY:** Ed H. Parvin

**DEPARTMENT:** Executive

**MEETING:** Town Council – 13JUL2021

**SUBJECT:** Restructuring of Citizen Advisory Committees

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## **BACKGROUND:**

There have been challenges with keeping citizen advisory committees (CACs) focused on tasks that marry up with Town Council's vision for the community. Issues associated with this challenge varies but is typically associated with:

1. The CAC has already accomplished its original purpose.
2. No reports or updates are coming from the CACs to Town Council on how goals are being met or may need to change based on accomplishments or findings.

Many municipalities benefit from the development of CACs and Carolina Beach is no exception. Tapping into expertise and diverse backgrounds of community members has helped us resolve many problems in a way that enhances transparency and trust. Once the CAC accomplishes their goals they can be disbanded, or new goals can be assigned by Town Council. Staff has prepared recommendations with the goal of:

1. Improving productivity and transparency of CACs by laying out clear expectations and reporting requirements and
2. Enhance Town Council ability to manage the CACs by streamlining ordinance and policies for creating and modifying CACs.

## **ACTION REQUESTED:**

1. **REPORTING REQUIREMENTS:** Under the new process laid out by code and policy, the Chair for all committees should be providing updates to Town Council on their goals. Staff proposes these updates occur at Town Council workshops in February (early in the budget process) and August (just after the budget is implemented). Additional updates and recommendations could occur at other times throughout the year as needed to ensure committees are in line with Town Council's goals.
2. **STREAMLINING COMMITTEES TO INCREASE PRODUCTIVITY:** After reviewing our list of committees with the efficiency study, Town Council, staff, and committee members the following restructuring is being proposed for consideration.

- a. Centennial Committee: This is a new CAC that is working to establish their mission, vision, and goals for the Town's centennial year celebration. They will be coming back to Town Council for confirmation. No changes are recommended at this time.
- b. Beautification Committee. CAC's with this role are often a staple in communities and can provide significant benefits using member resources to accomplish improvements around the community. No changes are recommended at this time.
- c. Canal Drive Committee: After completing significant research and facilitating several engineering reports this CAC is at a point where staff should begin taking action on the foundation developed from the work products created. With their main mission/vision/goals being resolved it is recommended that this committee be dissolved.
- d. Harbor Commission. This group was formed shortly after the Harbor Management Plan was adopted. Their mission was to implement the main ideas in the plan which included adopting regulations for a mooring field and adopting a new harbor ordinance. All goals have been accomplished and the members has been inactive for some time. Based on these accomplishments this group can be dissolved.
- e. Freeman Park Committee. This group was formed when the Town took over the management of the Freeman Park. They have worked tirelessly over the years to help establish rules and regulation for the park. While there are always some tweaks being made to operations at the park, the functions of the CAC have been completed. This committee can be dissolved.
- f. The Marketing and Advertising Committee has a crucial function for the Town. The spending of ROT dollars needs to be looked at closely. It is recommended that this CAC remain, and a staff liaison be appointed by the Town Manager.
- g. Operations Advisory Committee. This group continues to have passion to get things done in the community, but they have struggled in identifying their mission/vision/goals. These conversations will be occurring at their August meeting and their Chair will bring back recommendations for the future of the CAC.
- h. Bike/Ped Committee: This CAC was formed after the adoption of the Town's Bike and Pedestrian plans. They have proactively done many projects throughout town to improve safety and access for bikers and pedestrians. Many of their ideas involve resources in the Public Works Department (street and ROW improvements). This CAC can be merged with the Operations Advisory Committee.
- i. Police Advisory Committee has been morphing into helping with Blueliner activities. They could be structured to be an auxiliary/volunteer group to help with special events (i.e. National Night Out, Bike Rodeo, etc.).
- j. Parks and Recreation Committee. This committee often utilizes its members to organize and conduct reoccurring events throughout the community. They could be organized into an auxiliary/volunteer group that helps with activities (i.e. Recreation Center Dances, Fishing Event, Halloween, etc.), and/or members of this CAC can be reallocated to the proposed nonprofit, "Friends of the Parks"

**RECOMMENDED MOTIONS:**

- A. Motion to adopt ordinance number 21-1152
- B. Motion to adopt the updated policies for managing Citizen Advisory Committees.
- C. Motion to dissolve the:
  - 1. Canal Drive Committee
  - 2. Harbor Commission
  - 3. Freeman Park Committee
- D. Motion to combine Bike/Ped and Operations Advisory.
- E. Motion to have the Town Manager appoint a liaison to the MAC.
- F. Consider restructuring the Police Advisory Committee and create an auxiliary/volunteer group to augment Blueliners and help with planned activities.
- G. Consider restructuring Parks and Recreation and create an auxiliary/volunteer group to augment Friends of the Parks.