



BEAUTIFICATION COMMITTEE PROPOSAL

TO: Swansboro Board of Commissioners

FROM: Proposed Committee Members

DATE: August 26, 2025

OVERVIEW:

The Swansboro Beautification Committee serves as an advisory committee for the purpose of enhancing the appearance and aesthetics of the Historic District and surrounding areas with reliance on grants, approved funds from the town's budget, and sponsorships of businesses, organizations, citizens, and clubs.

MISSION STATEMENT:

The Swansboro Beautification Committee creates an aesthetically enhanced downtown Swansboro area with a focus on the town's renowned charm, rich history, and coastal elements. Through coordinating and working in concert with residents, the business community, organizations, and pursuing government resources, the development of a more aesthetically appealing downtown improves the quality of life for residents and produces increased tourism and economic development.

BYLAWS:

See Exhibit A, Attached

Proposed Members



CYNTHIA LACORTE

220 S ELM STREET, SWANSBORO, NC

OCCUPATION: REALTOR/BROKER

- LONGTIME RESIDENT OF ONSLOW COUNTY & HISTORIC DOWNTOWN SWANSBORO HOMEOWNER WITH AN APPRECIATION AND LOVE FOR OUR AMAZING COMMUNITY, ITS HISTORY, AND OUR UNIQUE DOWNTOWN
- PAST 2-TERM PRESIDENT OF LOCAL CLUB SERVING MULTIPLE TIMES AS CHAIRPERSON OF SEVERAL COMMITTEES, I ALWAYS LISTEN, WORK TOGETHER, AND TAKE COLLECTIVE ACTION TO GAIN THE MOST POSITIVE OUTCOME FOR ALL. RELATIONSHIPS ARE KEY
- AS A LOCAL REALTOR COUPLED WITH BEING ACTIVE WITHIN OUR COUNTY, I HAVE GAINED MANY KEY RELATIONSHIPS IN VARIOUS AREAS OF GOVERNMENT AND PROFESSIONALS IN VARYING FIELDS OF EXPERTISE WHICH CAN BE OF SIGNIFICANT BENEFIT TO THE COMMITTEE
- KEEN EYE AND KNOWLEDGE OF IDEAS IMPLEMENTED WHICH MAXIMIZE THE AESTHETICS OF VARIOUS DOWNTOWN AREAS
- EAGER TO GAIN KNOWLEDGE OF AND EXPLORE GRANTS TO ENSURE THIS COMMITTEE RECEIVES THE GREATEST OPPORTUNITIES AVAILABLE FOR SWANSBORO

KAREN MILLER

401 S. FIFTH STREET, SWANSBORO, NC

OCCUPATION: BUSINESS OWNER/ENTREPRENEUR

- AS A PREVIOUS RESTAURANT OWNER AND CURRENT OWNER OF A CATERING BUSINESS, I HAVE MASTERED THE MOST EFFECTIVE COMMUNICATION, PLANNING, AND EXECUTION
- CREATIVE MIND KNOWN FOR MEMORABLE AND EXCEPTIONAL PRESENTATION
- FORMER NEW BERN RESIDENT WITH KNOWLEDGE OF THEIR DOWNTOWN IMPROVEMENTS AND ADVANCEMENT
- GIFT IN DECORATING AND DESIGN WHETHER INTERIOR OR EXTERIOR/LANDSCAPING AND WORKING WITHIN A BUDGET
- SWANSBORO RESIDENT WITH DEVELOPED RELATIONSHIPS WITH FELLOW-LOCAL BUSINESS OWNERS





KENNA PHILLIPS

204 S WALNUT STREET, SWANSBORO, NC

OCCUPATION: REAL ESTATE, PROJECT MGMT TECHNOLOGY CONSULTANT, ENTREPRENEUR

- AS A SMALL BUSINESS OWNER, I AM INVESTED PERSONALLY, PROFESSIONALLY, AND SPIRITUALLY IN SWANSBORO'S HISTORIC DISTRICT. I AM NOT ONE TO SIT ON THE SIDELINES, I AM A "DOER"
- I AM COMMITTED TO THE PRESERVATION OF THE APPEARANCE, CHARM AND ALLURE OF OUR HISTORIC DISTRICT. WE MUST MAINTAIN THE DISTRICT'S NATIONAL DESIGNATION WHILE CONSIDERING THE NEEDS OF PROPERTY OWNERS
- I HAVE A STRONG CONVICTION THAT KEEPING NEIGHBORHOODS CLEAN, BEAUTIFUL AND SAFE CREATES COMMUNITY PRIDE AND IS A CATALYST FOR INDIVIDUALS TO LIVE, WORK, PLAY, VISIT AND INVEST IN OUR TOWN
- I BELIEVE WE SHOULD FIND THE BALANCE OF RESPECTING OUR PAST WHILE LOOKING TOWARD THE FUTURE AND CONTINUE TO MEET IMMEDIATE AND LONG-TERM NEEDS OF OUR RESIDENTS AND VISITORS

DOUG ROGERS

406 ELM STREET, SWANSBORO, NC

OCCUPATION: RETIRED VP & GM OF SUBSIDIARY NEWSPAPERS

I AM RETIRED FROM THE NEWS & OBSERVER PUBLISHING COMPANY WHERE I SERVED AS VICE PRESIDENT AND GENERAL MANAGER OF SUBSIDIARY NEWSPAPERS.

- LOVE OF THIS SPECIAL COMMUNITY
- AVID GARDENER
- SELF-APPOINTED, ONE-MAN LIVE OAK ADVOCATE IN SWANSBORO (HAVE PLANTED 26 LIVE OAK TREES IN SWANSBORO THUS FAR)
- EXPERIENCE WORKING WITH COMMUNITY, GOVERNMENTAL AND BUSINESS COMMITTEES



MELISSA SEDDON

210 S WALNUT STREET, SWANSBORO, NC

OCCUPATION:
ADMINISTRATIVE ASSISTANT, DIGITAL CREATOR, HOMEMAKER

- CARE DEEPLY ABOUT SWANSBORO. MY FAMILY AND I LIVE IN THE HISTORIC DISTRICT DOWNTOWN. I AM PROUD & HONORED TO BE A RESIDENT HERE IN THIS SPECIAL TOWN. MY CHILDREN ATTEND THE LOCAL PUBLIC SCHOOLS, AND WE ATTEND MANY OF THE FUNDRAISERS, AND LOCAL FESTIVITIES
- CREATIVE VISION: I ENJOY FINDING AND CREATING BEAUTY IN THE SPACES AROUND ME. I FEEL THAT THE WAY THE ENVIRONMENT LOOKS AND FEELS MATTERS
- I AM MOTIVATED TO CONTRIBUTE TO PROJECTS THAT ENHANCE RESIDENTS' PRIDE IN THEIR TOWN, ENSURING IT REMAINS A BEAUTIFUL AND WELCOMING PLACE FOR BOTH LOCALS AND VISITORS-WHILE MAINTAINING ITS CHARM AND TRADITIONS



Swansboro Beautification Committee

Proposed By-Laws

“Exhibit A”

Article 1: Name of Committee

The name of the Committee shall be Swansboro Beautification Committee, hereinafter referred to as “Committee”.

Article 2: Objectives/Mission of the Committee

The Swansboro Beautification Committee creates an aesthetically enhanced downtown Swansboro area with a focus on the town's renowned charm, rich history, and coastal elements. Through coordinating and working in concert with residents, the business community, organizations, and pursuing government resources, the development of a more aesthetically appealing downtown improves the quality of life for residents and produces increased tourism and economic development.

The Swansboro Beautification Committee serves as an advisory committee for the purpose of enhancing the appearance and aesthetics of the Historic District and surrounding areas with reliance on grants, approved funds from the town's budget, and sponsorships of businesses, organizations, citizens, and clubs while always keeping safety a top priority.

Article 3: Members

- Membership of the Committee will be limited to five (5) voting members
- Members will serve a two-year term with the eligibility of serving two terms consecutively (total of four consecutive years)

- Member applications shall be submitted to the Town Clerk and voted on by the Board of Commissioners
- All members shall be full-time residents of the Town of Swansboro
- There shall be a town Commissioner or the Mayor assigned to the Committee and they shall attend the Committee's meetings, when possible and in good faith, to act as a liaison between the Committee and the Board of Commissioners and shall be entitled to all privileges and information of the Committee with the exception of making a motion, voting, or holding a position as an officer of the Committee
- All members shall perform the duties as prescribed in Article 5 of these By-Laws

Article 4: Officers

- The officers of the Committee shall include Chairman, Vice-Chairman, Secretary, and a Treasurer if the Board of Commissioners directs the Committee to handle any donated, allocated funds in a banking account outside of the town's established banking accounts
- Officers shall serve for a term of two years
- The officers shall be nominated and elected by the Committee's members
- The officers shall perform the duties as prescribed in Article 5 of these By-Laws

Article 5: Duties of Officers & Members

- The Members shall attend all committee meetings when reasonably possible and act in accordance with the by-laws, acting in good faith and making their best efforts to contribute to the town and Committee's beautification goals and endeavors.
- The Chairman of the Committee shall issue an agenda in a timely manner prior to each meeting, shall preside over the Committee's meetings, sign official documents when needed to conduct

business, implement delegated tasks, and call special meetings as necessary.

- The Vice-Chairman of the Committee shall work in coordination with the Chairman and maintain knowledge of all the Committee's agenda and be prepared to preside over the Committee's meetings in the absence of the Chairman.
- The Secretary of the Committee shall document and maintain meeting attendance, draft and maintain meeting notes, keep the committee and town's Board of Commissioners and administrative staff updated via email with all official documents of the committee.
- If the Committee is tasked by the Board of Commissioners for the Committee to have a Treasurer, the Treasurer shall maintain any and all banking accounts of the Committee, handle any and all monies in good faith, be accountable for any and all monies of the Committee, provide an accounting of all monies at each meeting via a "Treasurer's Report", and provide transparency of any and all monies and accounts to all members of the Committee, the Swansboro Board of Commissioners, the Mayor of Swansboro, the town's administrative staff, and the general public.

Article 6: By-Laws & Revision(s) of By-Laws

The By-laws shall be drafted and adopted by the Committee. Once the By-Laws have been adopted, any and all revisions shall be voted on and adopted by a majority vote of the members.