

Town of Holly Ridge

# Mayor's Message



NOVEMBER 25TH, 2024

1. On behalf of the town council and staff, I wish you a Happy Thanksgiving! Wishing you a day filled with love, gratitude, and joy. We are blessed with a great country, an excellent state & county, and even a better town. May the Lord bless you and your family, and may your heart be full of thanks, your table full of delicious food, and your life filled with blessings. Please cherish the moments that matter most with those you hold dear.
2. The Community Development Director, Mr. Nathan Rhue, and I attended a two-day strategic planning workshop for small towns last week sponsored by the NC League of Municipalities. We need to have a well-defined strategic plan so we can plan accordingly for the future of Holly Ridge. As a team of the Council, Mayor, and Town staff, we will continue to work on this to present it to our citizens in a Town Hall meeting and get your feedback. Below is a summary of strategic plan points and their importance.

## Strategic Planning Importance

- **Clear Direction and Vision**- Strategic planning helps Holly Ridge leaders articulate a long-term vision for the Community's future
- **Resource Allocation** – Holly Ridge faces limited resources, such as budget constraints or staffing challenges.
- **Proactive Problem Solving** - Through strategic analysis, the town manager can identify potential risks, challenges, or opportunities (e.g., economic downturns and population growth) and address them before they become pressing issues.
- **Community Engagement and Consensus Building** - A well-executed strategic planning process involves input from stakeholders, including the Council, residents, businesses, and local organizations.
- **Long-term Sustainability**—We must plan for sustainable growth in housing, schools, transportation, public services (police, Fire, EMS, Sewer, water), and environmental preservation. Strategic planning ensures that short-term decisions align with long-term sustainability goals, helping to manage development responsibly and avoid future crises.
- **Measuring Progress** - By setting clear objectives and key performance indicators, the Council, mayor, & Town management can regularly assess progress toward goals, such as improving public safety, reducing traffic congestion, or enhancing green spaces. This allows for adjustments and accountability.
- **Adaptability to Change** - External factors such as county actions, economic shifts, environmental changes, or new regulations can affect us. Strategic planning prepares Holly Ridge to be more adaptable and resilient, ensuring they can navigate changes while working toward their core objectives.
- **Attracting Investments and Talent** - A clear strategic plan makes Holly Ridge more attractive to investors, businesses, and professionals by showcasing Holly Ridge's commitment to growth,

innovation, and a high quality of life. This can lead to economic development and improved job opportunities.

- **Overall-** Strategic planning in Holly Ridge management is crucial for creating a thriving, sustainable community where residents and businesses can prosper.

3. As I mentioned, we are starting to work closely with the county leadership in many areas. We have received very positive commitment and support from all commissioners in supporting Holly Ridge's needs. But we need to keep pushing our cause. The county presented its priorities to us at the Council meeting, which I have attached below. As mentioned above, we are working on our strategic priorities. As the mayor along with the Town Manager, we have partnered with our council members to advocate for Holly Ridge and move things forward in the following areas:

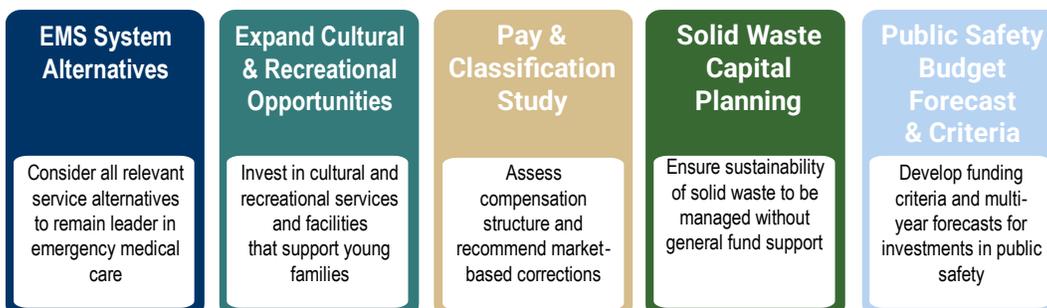
- a. EMS support – with Mayor Pro-Tem Patti
- b. The school system plans – with Councilman Zabicki.
- c. Transportation and four town leadership joint team– with Councilman Misciagno
- d. Parks & Recreation – with Mayor Pro-Tem Patti
- e. Infrastructure support (Water & Sewer) – with Councilman Hines
- f. County Strategic Plan Impacting Us – with Councilwomen Hall & Councilman Zabicki

The County's Strategic Focus and Top Priorities are below:

## Strategic Focus Areas



## Top 5 Priorities

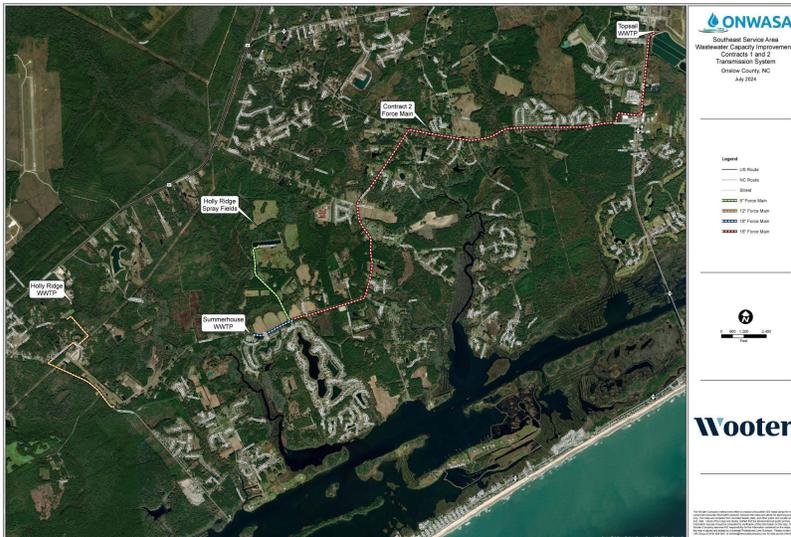


4. As we move forward with our planning for natural and smart growth, we must better understand some of the initiatives with our infrastructure. A key component of our infrastructure growth is water and sewers. I want to share some of the initiatives with our partner ONWASA. Councilman Hines is one of the members of the ONWASA board, and he continues to push for our cause. Below are a couple of slides from the ONWASA presentation by their CEO during our council meeting.



### SUMMERHOUSE WASTEWATER INTERIM CAPACITY IMPROVEMENTS PROJECT

- PHASE I-INSTALL ONWASA PROVIDED UV EQUIPMENT, FINE SCREENS, AND MBR TANKS, PUMPS, BLOWERS, AND APPURTENANCES TO MAINTAIN PERMITTED CAPACITY OF 0.180 MGD
- AWARDED Aug 2024
- ESTIMATED COMPLETION
- ESTIMATED CONSTRUCTION COST \$3M



### SOUTHEAST SERVICE AREA

#### WASTEWATER FORCE MAIN & PUMP STATIONS HOLLY RIDGE WWTP TO TOPSAIL WWTP

NEW FORCE MAINS, PUMPING STATIONS  
PHASE I (ARPA FUNDED) HR WWTP TO  
SH WWTP; PHASE II – FORCE MAIN,  
PUMP STATION SH WWTP TO TOPSAIL  
WWTP

PHASE I DESIGN 95% COMPLETE, BID  
DOCUMENTS TO DEQ FAST TRACK  
PERMIT APRIL 2024; PHASE II DESIGN 5%  
COMPLETE

PHASE I EST. CONTRACT AWARD  
DECEMBER 2024 FINAL COMPLETION  
OCTOBER 2025

ESTIMATED COST PHASE I \$10M

- PHASE 2 TBD

5. The Annual Holly Ridge Hometown Christmas is coming on December 7, and there will be new additions to the program this year! **REMINDER: This is a FREE event!**
  - a. **Craft Market 2:00 p.m.** Opens to the Public.
  - b. **The Children's Christmas Party also begins at 2:00 p.m.** – Join us for meetings and pictures with Santa and Mrs. Claus; each child receives a wrapped toy and other swag items. There will also be a cookie decorating station, games, coloring, Christmas crafts, and more!
  - c. **Bike Raffle Extravaganza at 4:00 p.m.** – City Café is partnering with the Town of Holly Ridge to fill a shipping container in their parking lot with bikes for all kids in the Community. All bikes received over the next several weeks will be raffled off at 4:00 p.m. Please ensure you receive a raffle ticket for each child when you come into the Community Center. Write your name and telephone number on one half of the ticket; you retain the other half. Please have your child place the raffle ticket with your contact into the basket attached to the bike they would like to win. You do not need to be present to win, and Town Staff will notify winners at 4:00 p.m.
  - d. **Story Time with Santa and Mrs. Claus kicks off at 4:30 p.m.** – All kids who participate will receive a copy of the book that is read to take home. Hot cocoa will be served while Santa reads a Christmas Story to the kids in front of a Fireplace.
  - e. **Tree Lighting at 5:00 p.m.** will include a few words from me! The Fire Department will bring over the original Antique Fire Truck, making the perfect backdrop for your Christmas pictures with the family, friends, and Santa and Mrs. Claus!
6. Several events are going on next week. All are posted on the Town's web page, but here is a summary:
  - a. Monday 10-12 Toddler Time Program in the Community Center. It is a Free Event.
  - b. Thursday, November 28, 2024 & Friday, November 29, 2024 – Administrative Offices Closed in Observance of Thanksgiving.
7. I will continue office hours on Tuesday from 1 to 4 this week to meet with the citizens. I welcome your visit and chat. You are always welcome to email or call me.
8. Our next council meeting is on December 10, and we will also have an open meeting to review the recommended ordinance changes on December 11. During the December 10 Council meeting, the county manager and team will present County initiatives impacting Holly Ridge. We look forward to seeing you there.

Please feel free to contact [pparnian.hollyridge@gmail.com](mailto:pparnian.hollyridge@gmail.com)

*Mayor Pete Parnian*