



Town of Holly Ridge

# Mayor's Message



FEBRUARY 3, 2025

Happy Monday, everybody- Wow, we are already one month into 2025. We had an interesting January; a lot is happening in February and the upcoming months. Below are some updates and information for the citizens of Holly Ridge regarding the Town Council, town staff, and my activities as your mayor

1. The town staff put together a monthly newsletter called "The Buzz." You can access Buzz through its website using [this link](#).
2. **Calendar of events** – Below is the calendar of events for February

**HOLLY RIDGE PARKS AND RECREATION**

# February 2025

SUN	MON	TUE	WED	THU	FRI	SAT
	3 Toddler Time 10-12	4 Pickleball 9-12	5 Barre Flow 9-10	6 Pickleball 9-12	7	8
9	10 Toddler Time 10-12	11 Pickleball 9-12	12 Barre Flow 9-10	13 Pickleball 9-12	14 Valentine's DAY	15
16	17 Toddler Time 10-12	18 Pickleball 9-12	19 Barre Flow 9-10	20 Pickleball 9-12	21	22
23	24 Toddler Time 10-12	25 Pickleball 9-12	26 Barre Flow 9-10	27 Pickleball 9-12	28	

3. Application requests were sent out via Facebook and the Town's website. Interested in participating in the committee for the upcoming work on updating the Town's Comprehensive Land Use Plan. The Town Council anticipates creating and appointing members to this committee for work to begin in February. If the committee exists, an initial kick-off meeting is tentatively scheduled for February 20th.
4. The survey for the two park concepts is live on Facebook and the website. So far, 177 responses have provided feedback on which concepts the participant

would like to see other additions or subtractions. It is an excellent number of responses.

5. Winter pickleball continues to go smashingly! It will run through February 29th. We will continue the Toddler time every week.
6. We are working in partnership with ONWASA regarding the concerns over water breaks.
7. Our 2nd edition of the Bee Festival is set for April! Planning is in full swing for the Annual Bee Festival. We have ten approved food, beverage, and dessert trucks lined up, along with 39 craft, non-profit, and food vendors. Additionally, there are 29 more vendors currently under review.
8. As you know, we have created two committees, Marketing/Branding and Political Connections, to help us map out our approach for the future. We did not do much on these two committees until we had an initial strategic plan to articulate the need for grant support at the state and federal levels. The league has legislative initiatives I have listed below that align with our initiative. In 2024, many grants and funds were diverted to help Western North Carolina damage, so we hope to secure additional grants in 2025 and beyond.
9. **Strategic Planning Sessions:** This is a big week for the Town Council, town staff, and me to work on a town's strategic plan as an initial guide for the next 5-7 years. Of course, this will be a living plan updated quarterly to evaluate progress and adapt to changing conditions and events. As a matter of background, we work with the NC League of Municipalities on many fronts, including legal support, insurance matters, grants, political connections, and various training opportunities. The league is comprised of 550 municipalities in North Carolina. They have a robust political connection that we will use after we have a long-term strategic plan.

During our two-day strategic planning session this week, the Council, the town staff, and I will define the mission, vision, and initiatives short and long term to make Holly Ridge a better place to live, prepare for our residential and commercial growth, plan services improvements, and address other related matters. We will then present our work to the citizens in a town hall to present the results and get additional feedback. We look forward to your participation.

- We have done some preliminary work around our mission, vision, and focus areas. Based on these, we will develop objectives and time-based initiatives to execute the plan. I am sharing some draft concepts that we will finalize this week.
- **Draft Mission Statement – Town of Holly Ridge – draft**
  - The Town of Holly Ridge's mission is to consistently deliver quality services and responsive local governance to our residents and businesses to maintain a thriving, close-knit town with cherished attributes.
- **Draft Vision Statement – Town of Holly Ridge – draft**

- As a town anchored in its military and coastal history, we commit to the ideals of our small-town culture and quality of life as we successfully grow as a vibrant community.
- **Draft Strategic Planning Focus Areas**
  - Economic Development
  - Organizational Excellence
  - Economic Health
  - Safe and Vibrant Environment
  - Revitalization of town infrastructure

As I mentioned, we rely heavily on the League of Municipalities to make connections and bring Holly Ridges's name and requirements in front of the legislators at the State and Federal Levels. I will attend the events that would help us achieve that through the Municipal Mayors meeting in February and City Vision in April. As I mentioned, the league has already started its connection to represent others like us, and they have the legislative initiatives listed below, which are aligned with our needs and plans.

- **RESILIENT INFRASTRUCTURE** Establish long-term funding streams that adequately address water, sewer, stormwater, transportation, and other infrastructure needs. Expand state transportation funding streams for constructing and maintaining municipal and state-owned secondary roads. Create incentives that encourage and adequately fund regionalized water and sewer solutions.
  - **HEALTHY FINANCES** Expand funding opportunities for disaster resiliency and recovery efforts. Provide local revenue options beyond the property tax. Expand incentives and funding for regional economic development.
  - **UPLIFTING UNDERSERVED COMMUNITIES** Support technical assistance programs to assist municipalities with securing or maintaining grants or other necessary municipal resources.
  - **VIBRANT COMMUNITIES & NEIGHBORHOODS** Preserve authority for extraterritorial jurisdiction to ensure well-planned growth and protected investments by homeowners and business owners. Update the annexation petition thresholds to make voluntary annexations easier to initiate.
  - **ADAPTIVE MUNICIPAL OPERATIONS** Protect the ability of municipal elected officials, acting on behalf of local voters, to determine election formats, districts, and other matters currently under their purview.
10. I encourage our citizens to participate in our governance by attending meetings. I also look forward to serving you and continuing the lines of communication during office hours or appointments. I will have office hours from 1–4 pm on Tuesday and Thursday.

11. Please feel free to contact me via email at [pparnian.hollyridge@gmail.com](mailto:pparnian.hollyridge@gmail.com) or call me at 336-865-0884

Upcoming Events

02/06/25	9a-4p	Strategic Planning Workshop for the Town Council
02/07/25	9a-1p	Strategic Planning Workshop for the Town Council
02/11/25	6:30 pm	Regular Town Council Meeting
03/11/25	6:30 pm	Regular Town Council Meeting

*Mayor Pete Parnian*