

BOARD OF ALDERMEN MINUTES

DECEMBER 17, 2025 9:30AM

TOWN HALL COUNCIL CHAMBERS, 321 CAUSEWAY DRIVE, WRIGHTSVILLE BEACH

A duly-noticed special called meeting of the Board of Aldermen was called to order at 9:30am by Mayor Dull. The following were present:

Board of Aldermen

Ken Dull, Mayor
Jeff DeGroot, Mayor Pro-tem
Margaret Baggett, Alderman
Todd Schoen, Alderman
Vivian (Zeke) Partin, Alderman

Staff

Haynes Brigman, Town Manager
Lance G. Heater, Town Clerk
Matt Holland, Fire Chief
Brian Murray, Finance Director
Bailey Hartsell, Communications Manager
Jason Bishop, Police Chief

PRESENTATION ON TOWN'S PARKING PROGRAM

Scott Briggs, CEO of Pivot Parking, introduced team members Tina Reid, Executive VP, Jared Glass, District Manager, Corrinne Zurcher, District Manager, and Josh Yates, Operations Manager. Briggs reviewed Pivot's overall business structure, stating they had approximately 100 locations in 22 cities across the southeast U.S.

2025 SEASON INFORMATION

Reid reviewed analytics as follows: 1) there were 8 pay stations, versus 13 for the previous year with text to park being the primary method of payment; 2) daily rates were adjusted to \$35 for premium lots and \$30 for non-premium lots; and 3) there were 1,884 total spaces (including leased church lots). Of the 1,884 spaces, 1,780 were general parking, 48 were handicap spaces, 12 were lifeguard spaces and 43 were designated hourly spaces.

Gross revenues for the period January - October were \$7.9 million, broken down as follows: 1) \$6.3 million text to park; 2) \$630,000 violation payments; 3) \$223,000 permit sales; and 4) \$694,000 pay stations. Average revenue per space was \$4,197. Gross revenue for 2024 was \$7.5 million. Transactions were 665,599 for 2025 versus 581,668 for 2024.

Reviewing daily versus hourly transactions, Reid noted that there were 44,149 daily transactions and 555,233 hourly transactions in 2025 versus 54,339 daily and 469,944 hourly in 2024. Reid speculated that the ability to extend the parking time by hour using text to park was responsible for more hourly transactions. Average duration was 3 hours. Reid presented info on holiday revenues, demonstrating that Memorial Day, Fourth of July and Labor Day weekends generated significant revenue, with Labor Day generating the most. Information was also provided on the location of visitors, with Virginia being the second largest source of visitors (after North Carolina).

Reid presented information on citations, noting that 8% of revenue was generated by citations, with a 70% collection rate, which she stated was in line with industry averages. Season permits totaled \$233,344, which included residential hang tags, residential tax decals and contractor permits.

2026 PARKING UPDATES

Reid listed a 2026 operational recommendation as the removal of 11 fire lane spaces from paid parking availability north of East Salisbury St. Reid stated that in January 2026 a new permit online portal will be implemented for better user experience and in March 2026 a new enforcement

platform will be implemented that provides for better payment data integration and enforcement practices. Reid also detailed changes in pay by cell and noted that the enforcement vehicle was fully equipped with license plate reader technology, noting that the new system will allow for data collection for occupancy counts as well as enhanced enforcement operations.

Diggs introduced a new Wayfinding function that will be an enhancement of an app that will allow wayfinding/availability information based on current parking sessions in place. Diggs stated that it is hoped that this will assist visitors in finding available spaces. Diggs noted that this was a data-based system rather than a camera-based system which would predict space availability using data from paid transactions. Diggs stated that Pivot's clients in Surf City, Carolina Beach and Wilmington were interested in participating in this project. Diggs noted that there were pros and cons with this approach in that it could deter visitors and reduce revenue.

Brigman stated that the Town had been having discussions with NCDOT regarding signage which could be used in conjunction with the system.

QUESTIONS/RESPONSES

In response to a question from Baggett, Briggs stated that other companies have implemented wayfinding technology using camera data, but the proposed system is unique in that it will use transaction data.

DeGroot stated that the Board needed to be mindful of businesses that need traffic to survive, therefore an effort to deter people from coming would have a detrimental impact on those businesses. Diggs stated that he would pass this concern along to the developers to see what could be done to address it.

In response to a question from Schoen, Diggs stated that he personally believed that the technology would not have a major impact in deterring visitors.

In response to a question from Brigman, Diggs stated that Pivot would not propose any rate modifications but would provide feedback on any proposals by the Board.

There was a discussion of lowering the daily rate for non-weekend days and its potential impact on revenues. Reid stated that as a result of license plate reader technology, Pivot would have better data collected in 2026 which could have an impact on a decision to adjust rates for non-peak days.

DeGroot praised Yates in his role as the local parking manager, stating that he does an excellent job and is appreciated by residents. Other members of the Board reiterated these comments.

In response to a question by Schoen, Diggs stated that more usage of the daily pass could reduce traffic overall by reducing vehicle turnover. Dull suggested that the Board review this issue further at a subsequent meeting.

It was the consensus of the Board that Pivot continue with building the wayfinding platform. Brigman stated that staff would work with Pivot to bring back to the Board any recommendations for variable rates.

OTHER ITEMS

Brigman announced that the Board would conduct a Budget Planning session on January 20, beginning at 9:00am and that the regular January Board meeting would be moved to January 7 at 5:30pm.

In response to a question from a member of the audience, Brigman reviewed requirements for qualification for federal funding for beach nourishment as it relates to public parking. Brigman stated that the Town is required to provide a number of spaces for public parking on equal terms. Therefore, the Town cannot charge a different rate to a resident than a non-resident for those spaces.

Brigman stated that the Town interpreted this requirement as affecting the premium lots. Brigman stated that Carolina Beach had allowed a lower rate for residents and, as a result, their Federal funding was put in jeopardy, and Carolina Beach had to reverse the rates. Brigman stated that the Town was discussing this issue with the Army Corps of Engineers in to gain clarity to determine if any changes to the Town's current policy could be made.

The meeting was adjourned at 11:08am.

Respectfully submitted,

Lance G. Heater, Town Clerk