

TOWN OF BROADWAY  
BOARD OF COMMISSIONERS  
MEETING MINUTES

MAY 20, 2024

A scheduled meeting of the Board of Commissioners was held on Monday, May 20, 2024 at 6:00 p.m. in the Council Chamber, 103 N. Main Street, Broadway, North Carolina.

Board members present were Mayor Donald Andrews, Commissioners Lynne Green, Teresa Kelly, April Collins, Jim Paschal and Mayor Pro Tem Tommy Beal. Also, Town Counsel Jimmy Love, Town Manager John Godfrey and Town Clerk Renee' Saville were present.

**Call to Order** - The meeting was called to order by Mayor Andrews. Mayor Pro Tem Beal gave the invocation, which was followed by the Pledge of Allegiance.

**Approval of May Agenda** - Commissioner Paschal made the motion to accept the May Agenda as presented. The motion was seconded by Commissioner Kelly. Motion carried unanimously.

**Consent Agenda** – April meeting minutes and April financial statements. Mayor Pro Tem Beal made the motion to accept the Consent Agenda as submitted. The motion was seconded by Commissioner Kelly. Motion carried unanimously.

**Public Comments** – There were no public comments.

**New Business**

2024-2025 BUDGET PRESENTATION – Town Manager

Town Manager John Godfrey presented the Proposed Budget for 2024-2025 as outlined in his Memorandum enclosed in the Board Package.

Key Notes: Recommending a 2¢ increase in property tax rate; Recommending a 9% increase in water and sewer rates; Recommending a 35¢ increase on sanitation carts.

PUBLIC HEARING ON 24-25 BUDGET –

No public comments were heard.

Hearing was closed.

WENDY BRYAN WITH VISIT SANFORD – PowerPoint presentation to update Board on the things “Visit Sanford” is doing to promote Sanford/Broadway/Lee County.

Key Notes: New software in use by Lee County/SAGA: Tracks visits; visitors in a particular area based on cell phone “pings”.

Broadway had 55,000 visits since May 2023 from 74,000 visitors. (Anyone not living in 27505. Data used was based on a 30 mile radius outside 27505 zip code.

Broadway Our Way: 6,700 visitors; peak hours were between 12-2. Using data from Lett Family Park to VA Monument. Anyone who parked between these areas.

Christmas parade – data shows most people came to parade and went back home.

Veterans Monument: Visits/Visitors down 22% over the last year.

Lett Park: Visits/Visitors up 30% over the last year

Watson Lake: 5,600 Visits over the last year

Key Businesses: Los Charros – 22,000 visits, down 5% over the last year; Pop Heaven up 19% over the last year. (Brass Kettle is not ranked due to less than one year data).

Lee Park 33,900 visits up 30% over prior year.

Social Media clicks are up during events.

Take Away; Utilize Social Media and have more visitor facing posts; Main Street USA Program; Apply for funds 2x per year from “Visit Sanford” to aid in tourism ideas; Visit NC; Explore NC Join – such as a NC Sport partnership – Commission Kelly expressed interest in learning more about this program.

Capitalize on Events and attractions – i.e. expand the Christmas Parade; add events utilizing the parks.

The data will be available through late summer and Visit Sanford will be glad to assist the town with our needs.

APPROVE AUDIT CONTRACT – The fees this year are very similar to last year. Small increase but not significant. Commissioner Green made the motion to accept the Audit Contract May Agenda as presented. The motion was seconded by Mayor Pro Tem Beal. Motion carried unanimously.

RESOLUTION TO APPROVE LOCAL WATER SUPPLY PLAN - Commissioner Collins made the motion to accept Water Supply Plan as presented. The motion was seconded by Commissioner paschal. Motion carried unanimously.

DISCUSSION - LEE COUNTY “RESOLUTION SUPPORTING A STATE FUNDING ALLOCATION FOR REQUIRED DEVICES TO CONDUCT STATE TESTING - Commissioner Kelly made the motion to approve the Resolution as presented. The motion was seconded by Commissioner Green. Motion carried unanimously.

UDO TEXT AMENDMENT – Mayor Andrews presented an abbreviated text document for the UDO as information. If we decide to move forward with the proposed changes, a joint meeting with the Planning Committee and Board will be needed. Once the Planning Committee approves the changes, a Public Hearing will be held. Commissioner Kelly made the motion to move forward with the changes.

The motion was seconded by Commissioner Collins. Motion carried unanimously.

**Old Business** - There was no old business to discuss.

**Manager's Report** – Presented by Town Manager John Godfrey.

**Commissioner Comments**

Commissioner Green expressed thanks to everyone who participated in the Budget Preparation. A Great Job!

Mayor Pro Tem Beal also expressed his thanks to everyone on the Budget.

**Mayor Comments** –

Any increase in the Budget is not taken lightly.

Memorial Day celebration 5/27/24 at the Veterans Memorial. If weather does not cooperate, the celebration will be moved to the American Legion 347 building.

Roadwork is going on everywhere. Continue to be patient and alert as we travel.

Allow extra time for your commute or explore another route.

Johnson Street will be closed 5/22/24 and 5/24/24 for boring under street.

These changes have been a long time in coming. We are moving the water and sewer lines now and the road will eventually be widened and sidewalks added.

Thanks for working on the budget.

Appreciate Wendy presentation.

BOW – 6,700 people is a lot for Broadway – wall to all people. A great success.

A lot of time and effort goes into planning these vents and thanks to Sanford for their sponsorship.

With no further business to come before the Town Board, Mayor Pro Tem Beal made the motion to adjourn the meeting. The motion was seconded by Commissioner Paschal. Motion carried unanimously to adjourn.

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Donald F. Andrews

Mayor

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Renee' Saville, Town Clerk