

June 23, 2011

Shoreline Protection Committee: Draft Minutes – June 15, 2011 Meeting

Those Present: Andy Sayre, Gene Douglas, Chris McCall, Joe Brawner, Tom Hayden, Ray Webb, John Jelinek, Anne Kane, Tom Hancock, Suzanne Dorsey, Carrie Moffet, Watts Carr, Larry Leonard, Marvin Neuwirth, ? (Manager of property at 15 Cape Fear Trail).

The minutes from the prior meeting were motioned, seconded and approved.

The primary intent of this meeting was focused upon the 4 primary targets aimed at mitigating the accelerated erosion occurring at the southwestern tip of the Island. Most area property owners were present. Erosion continues in this area with each high tide further undercutting the dune and waves sweeping this fallen sand into the water. Two sections of a walkway from 15 Cape Fear Trail have been exposed and have fallen into the water since the Gregson visit. A camera has been positioned and is recording still photos documenting erosion progress at the landward end of groin 16; live streaming of this video is not technically feasible at this time.

It appears that DCM continues to question the presence of “accelerated erosion” and request added data supporting the request for both the added sandbags (to protect from imminent property damage) and the requested modification to the existing groin field of relocating all or a portion of a groin to a position westward of groin 16. It was pointed out that there is Village-owned sewer infrastructure between the Leonard home and the beach and that this should probably be mentioned in the request (which must be mainly driven by property owners). It was agreed that further surveying would be done to better mark the “fall” line elevations through the properties, the utility structures, and the escarpment.

Mr. Leonard has video footage of the erosion in progress and made the tape available to the Village; the tape will be put onto disc and also on the internet in order to make it more easily shared. Chris McCall continues to coordinate and develop material for the submission to the Division of Coastal Management.

There was much discussion about Lobbying, Public Relations and Communications with regard to beach issues; views varied but there was a general feeling that the BHI erosion “case” needed to be taken public in order to maximize chances of gaining legislative support and funding for dredging of the inner bar as planned by the USACE. A small ad hoc group will begin meeting to work toward better definition of how we might develop a more effective and integrated Lobbying/PR/Communications plan. There was general agreement that we were paying a lot for the two lobbying firms and that the current results might not be fully commensurate with the funds that the Village is expending. Key elements of such a plan include 1) the message, 2) the target audience and 3) the effective delivery (spokesperson, media, etc) of the message to the target audience. We need to develop a strong message and the development of the audience and media is fairly straightforward.

It was mentioned that a fairly senior White House staffer had recently purchased a home on BHI and that perhaps he might figure in our Lobbying/PR/Communications effort – once a clearly stated and succinct “message” were developed and approved by Village Council.

Attendees were reminded of the conference call in association with the June 24 Council Workshop as well as the June 29 (closed) meeting to review the progress on the Delft 3D model.

It was then moved, seconded, and approved that the meeting be adjourned.