

OAK ISLAND BUSINESS ADVISORY BOARD

MEETING MINUTES – Tuesday, April 28, 2026 – 9:00am

Location: Oak Island Recreation Center

I. CALL TO ORDER

Lisa Fitzgerald, Vice Chair, called the meeting to order at **9:02am**

Members Absent: Alec Allred, Hugh Fosbury, Joe Yager

Motion: Ken Guhse made a motion to excuse above mentioned members from the meeting; Mark Turner seconded. The motion passed unanimously.

II. APPROVAL OF AGENDA

II.1 **Approval of Agenda:** Mark Turner made a motion to approve the agenda; Ken Guhse seconded the motion. The motion carried unanimously. No changes noted.

III. APPROVAL OF MINUTES

III.1 **Approval of March Minutes:** Zach Fisher, made a motion to approve minutes from March Ken Guhse, seconded. The motion carried unanimously.

IV. PRESENTATION

Ryan Gordan and Heather O'Brian; Oak Island Parks and Recreation Department

- o Parks and Rec described regular offerings of Fitness Class available at the OKI Recreation Center
- o Two Staffed Outreach Sites:
 - Ocean Education Center, open Mon-Wed at 10:00am-2:00pm
 - Nature Center, open Wed-Fri from 10:00am-2:00pm
- o OKI Community Center near Town Hall host Senior events and communal meals.
- o Volunteer roles highlighted: Assisting with crafts/activities at all facilities, staffing of Ocean Ed/Nature Center days.
- o Special Events the P&R host: Mardi Gras-late February, Spring Fling-March, Seafood Festival-April, Concert Series- May through August, Beach Days-July, Sunset on Summer Music Festival- September and

holiday events such as Breakfast with Santa, Christmas Parade, Candy Cane Hunt...ect.

- o Sponsorship packets now present with multi-event benefits (season long exposure like splash-pad banners, concert tent presence...ect)
- o Sponsorship approach; consolidated sponsorship packets now include groupings of events to offset costs and enable bigger and better events for our community. Sponsorships may include banners and long-season visibility.
- o Forward view; maintain sponsor outreach schedule and continue to recruit volunteers.
- o Seafood Festival will be hosted this upcoming weekend and will include 21 food trucks, multiple cooking demos, live bands, roughly 60 artisan vendors and a shrimp eating competition
- o Economic-impact: no formal measurement yet; a budget request was made for a measurement tool to quantify attendance and downstream economic effects.

V. PUBLIC COMMENT

- o No public comments noted

VI. OLD BUSINESS

VI.1 Business of the Month for March

- o Pepperoni Grill
- o There was a discussion regarding repeat winners and business types (food/dessert shops) raised concerns about fairness and optics.
- o Discussion: preference for limiting frequency so winners can re-qualify after a set interval and to reduce perception of bias
- o It was noted that nominations come from the general public and are anonymous; board can clarify eligibility/interval to reduce disputes
- o Decision was made to adopt a time limit of 1 win per calendar year.
- o Suggestion made to place information in the current to grab more input and nominations.

VI.2 Brochure Review

- o Still no draft for the Business Brochure per Hallie, still waiting on the company to print a draft copy

VI.3 Medallion Hunt

- o Joe Yager was the lead on this event last year.
- o Kickoff: June 8th; target to secure all grand-prize items by June 1
- o Prize format: flexible- gift cards, donations from businesses are acceptable and sponsorship recognition applied to donors.
- o Clues: medallion is hidden at a fixed location with daily clues grow more specific as the days pass
- o Community benefit: prizes, encourages participation and drives foot traffic to local businesses.
- o Goal: 10 days are completed with 10 businesses participating with the clues

VI.4 Business Survey Discussion

- o Suggestion was made to kick the survey off at the chamber due to concerns from local small home-based businesses, such as the Towns see something say something campaign.
- o Home- based businesses have had generated complaints and a spike in neighborhood reporting since program started. Some warranted others are not
- o Need a balance between encouraging at home entrepreneurship and preventing negative impact on neighborhood property values
- o Rewrite to clarify boundaries (ie: visible operations, parking and equipment storage.

VII. NEW BUSINESS

VII.1 Attendance Policy;

- o Members discussed the existing “three absences’ rule and favored a rolling 12-month window so absences are assessed continuously rather than per term.
- o Encouraged clear communications- members should always notify staff or the chair when they must miss a meeting; allowances for ongoing hardships were noted.

VIII. STAFF REPORTS

- o Hallie reminded board of Seafood Festival this weekend

IX. BOARD MEMBER REPORTS

- o Zach questioned about a new bowling alley behind Lowes Food on Midway Road and a Pickleball bar on 87
- o Heather mentioned Loggerheads first game on May 21st.
- o Heather also discussed the Oak Island Loggerheads and Doodles Hometown Heroes Game set for July 2 this year and sponsorships are still needed to make this game bigger and better than last year for our Active Duty and local Veterans. Fireworks sponsorship is a big current need. Last year's game hosted approximately 3500 fans.

X. ADJOURN

- o Zac Fisher made the motion to adjourn the meeting at 10:35; Ronnie Russell seconded the motion. The motion carried unanimously.