

Go Coast Committee November 17, 2022, Minutes

Members in Attendance

Emma Stogner

Lynn Sylvia

Jared Nelson

Deborah Porterfield

Brianna D’Itri

Vanessa Lacer

Shawn Spencer

Others in Attendance

Abby Lorenzo

Carolyn Caggia

1. Call to Order

The meeting was called to order at 3:06 p.m.

1. Introductions

The WMPO’s newest transportation planner, Carolyn Caggia, introduced herself to the committee and they introduced themselves to her.

1. Approval of the Agenda

Brianna D’Itri made a motion to approve the agenda which was seconded by Deborah Porterfield. The motion passed.

1. Approval of the August 2022 Minutes

Vanessa Lacer motioned to approve the minutes with the correction of adding her to August’s attendance. Lynn Sylvia seconded the motion. The motion passed.

1. Old Business
   1. Brunswick Heritage Riverside Ride

Emma Stogner reviewed feedback from the 2nd Annual Brunswick Heritage Riverside Ride, reporting an overall positive outcome. There were a total of 64 participants in the ride and many wanted to know more about the corridor’s history.

* 1. 2022 Commuter Challenge

Emma Stogner reported that the Commuter Challenge was a success with 20 participants saving 5,070 miles of automobile travel. The committee chimed in with recommendations for the event for next year. Committee members stated that an app may be easier for participants to use. Also, members recommended involving businesses and fostering a sense of competition. Additionally, it was recommended that events be scheduled throughout the challenge, or at least recommended activities. The committee elected to resume Commuter Challenge discussions in late spring of 2023.

* 1. Sales Tax Referendum

Emma Stogner shared that while the sales tax referendum for New Hanover County failed in the midterm elections, it was not a steep loss. The County and the WMPO will continue to pursue multimodal projects through other funding streams.

1. New Business
   1. Share the Ride NC

Carolyn Caggia shared information about Share the Ride NC, a state initiative to encourage carpooling. The committee expressed that carpooling has not been the most effective strategy in the area regarding transportation demand management and that the WMPO should not rank it as a top priority. However, the WMPO should include information about the program on their website.

* 1. Go Coast Model Policy Implementation/Committee Recruitment

Emma Stogner opened the floor to recommendations for how to include more businesses in Go Coast’s activities. The committee reviewed some of the area’s largest employers and identified PPD, Live Oak Bank, General Electric, Novant, Corning, Target, Brunswick Chamber of Commerce, and Pender Chamber of Commerce as potential organizations to involve. To aid with policy implementation, the committee recommended posting the group’s model policies online to make them easily accessible to interested businesses.

* 1. Year of the Trail

Carolyn Caggia shared information about Year of the Trail, a state initiative to expand trails and encourage the use of them. Carolyn showed the committee the website for the project and announced a regional meeting would take place the next day.

1. Discussion
   1. Open Discussion

Vanessa Lacer shared that the Town of Leland will be hosting a Christmas event at Founders Park and that everyone is welcome to attend. Brianna D’Itri shared that Stuff the Bus is taking place and encouraged committee members to participate.

1. Updates
   1. Next Meeting

Emma Stogner shared that the next meeting will take place on February 16, 2023, at 3 pm.

1. Adjournment

Lynn Sylvia made a motion to adjourn the meeting which was seconded by Abby Lorenzo. The motion passed at 4:25 pm.