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Meeting Minutes
2050 MTP Citizen Advisory Committee (CAC)
August 16, 2023

Members Present:

Paul Loukas, Chairman, Town of Wrightsville Beach
David Branton, Vice Chairman, City of Wilmington
Dan Adams, Town of Carolina Beach
Damien Buchanan, Pender County
Tyler Cralle, CFPTA (Wave Transit)
Will Daube, City of Wilmington
Trish Farnham, Town of Leland
Rich Leary, Brunswick County
Tracy Manning, Town of Belville
Myesha Patrick, Town of Navassa

Members Absent:

John Cawthorne, Town of Kure Beach

Staff and Guests Present:

Mike Kozlosky, WMPO Director
Vanessa Lacer, WMPO Senior Planner
Carolyn Caggia, Associate Transportation Planner/TDM Coordinator
Emma Stogner, Associate Transportation Planner

- 1) Call to Order
 - a. Chairman Loukas called the meeting to order at 2:03pm.
- 2) Approval of the Agenda
 - a. The motion to approve was made by Rich Leary.
 - b. The motion was seconded by Damien Buchanan.
 - c. The motion passed unanimously.
- 3) Approval of the Minutes from the June 14, 2023, Meeting.
 - a. The motion to approve was made by Vice Chair David Branton.
 - b. The motion was seconded by Will Daube.
 - c. The motion passed unanimously.
- 4) Presentations
 - a. MTP Public Participation Plan Update | Vanessa Lacer, Carolyn Caggia
 - i. Ms. Lacer provided a summary of MTP public participation to-date and planned, including results from Public Meetings, past and upcoming pop-up outreach and

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presentations, as well as media attention to-date and planned media promotion. Ms. Caggia provided a summary of results to-date from the social media campaign overviewed the Plan website and presented the printed handout and poster to the CAC.

5) Discussion

a. Stakeholder Interviews/Focus Group Update | Vanessa Lacer

i. Ms. Lacer provided a summary of planned and proposed stakeholder interviews and focus groups. Staff provided clarification on the structure, process, and scope of the focus groups. Ms. Lacer responded to questions from the committee on when it would be most effective to utilize focus groups to reach a target population, versus other engagement methods such as pop-up events, presentations, or survey distribution. The Committee also discussed how to best include K-12 students and their parents in the data collection effort.

b. Survey Update | Emma Stogner

i. Ms. Stogner provided survey results to-date including number of responses, areas meeting response goals and areas not meeting responses goals. Ms. Stogner also clarified that response goals aligned with demographic data for the region.

c. CAC Member Promotion Ideas/Goals | Vanessa Lacer

i. Ms. Lacer led the Committee in an exercise to understand the Committee's community impact to-date and expected impact through the close of the public participation period. CAC members completed a Promotion Goals and Ideas matrix which included their plans for poster/handout distribution, social media promotion, email promotion, and other promotion ideas. The Committee then discussed their goals and actions to date and staff provided feedback on how staff could support identified Committee goals.

d. CAC Next Steps | Vanessa Lacer

i. Ms. Lacer overviewed important upcoming dates and action items for the CAC including upcoming public meeting dates.

6) Next Meeting

a. The next meeting will take place on October 18, 2023, at 2:00PM.

7) Adjourn

a. The motion to adjourn was made by Damien Buchanan.

b. The motion was seconded by Tracy Manning.

c. The motion passed unanimously, and the meeting adjourned at 3:20pm.