



Go Coast Committee
February 20, 2025 Minutes

Members in Attendance

Carolyn Caggia (WMPO)
Brianna D'Itri (Wave Transit)
Rosemary Guendner (Cape Fear Workforce Development Board)
Travis Henley (City of Wilmington)
Chrissy Hennessey (nCino)
Deb Porterfield (CastleBranch)
Shawn Spencer (UNCW)

Members Absent

Karlene Ellis-Vitalis (New Hanover County)
Adam Moran (Pender County)
Toni Scollins (Novant Health)

Others in Attendance

Greer Templer (WMPO)

1. Call to Order and Introductions
The meeting was called to order at 3:05 p.m.
2. Approval of the Agenda
Carolyn Caggia suggested an edit to the agenda, since requesting a vote to finalize the meeting format, and moving Discussion item 5a to New Business item 4d. Travis Henley made a motion to approve the agenda with the change which was seconded by Shawn Spencer. The motion passed.
3. Approval of the minutes from December 17, 2024 meeting
Rosemary Guendner made a motion to approve the December 17, 2024 minutes which was seconded by Travis Henley. The motion passed.
4. New Business
 - a. Be a Looker 2025 Campaign overview
Carolyn Caggia provided an overview of Be A Looker and plans for the 2025 campaign year, including ordering new stickers and/or magnets, data review for specific outreach, a mall kiosk, and focusing on collecting pledges. The committee suggested additional ideas, such as bus wraps or placards, marketing with the airport and rental car agencies, and a quiz similar to Bike Walk NC's example. The committee also reviewed the safety tips and provided suggestions for updates and additions.

b. May is Bike Month – plans for 2025?

Carolyn Caggia presented plans for Bike Month in May of 2025, including over-viewing the 35th Annual River to Sea Bike Ride to be held on May 3, and sponsorship information. She then showed the webpage for Bike Month on the Go Coast website, mentioning the annual bicycle trip-tracking challenge, Strava group, and event ideas.

c. Review draft short-range TDM Plan

The committee reviewed the draft implementation plan items to cover the years 2026-2030. Items were presented in a draft document in accordance with the MTP, *Cape Fear Navigating Change 2050*, five goals: safe, equitable, connected, resilient, and proactive. From these five goals items were drafted to accomplish each of the goals' adopted objectives. Committee members discussed the items and considerations for each. Carolyn Caggia will send out the implementation plan for further review and requested comments be emailed for consideration. The committee will be requested to meet for a virtual 1-hour meeting in March to discuss timeline and priorities as well as go over any changes to the implementation plan items.

5. Discussion

a. Meeting format (in person vs. virtual)

Staff proposed a meeting format of alternating in person with virtual meetings. The February 2025 meeting would be in person, the May 2025 meeting would be virtual, August 2025 in person, and November 2025 virtual. A motion to approve the meeting structure was made by Travis Henley and seconded by Brianna D'Itri. The motion passed.

b. Open Discussion

Travis Henley mentioned a street art initiative which will take place in 2026 on 10th St. between Ann St. and Castle St. in Wilmington and noted the opportunity for outreach.

6. Updates

a. Next Meeting

The next regular Go Coast committee meeting is scheduled to be virtual for Thursday, May 15, 2025, from 3-5 p.m. Carolyn Caggia will send out a Doodle poll for a virtual March meeting to review the implementation plan items' timeline and priorities.

7. Adjournment

The meeting adjourned at 4:45 p.m.