



TOWN OF KILL DEVIL HILLS

Land Where Flight Began

MEMORANDUM

April 12, 2021

TO: Mayor and Board of Commissioners

FROM: Debora P. Díaz, Town Manager

REF: New Business

1. Pop-Up Events – Discussion (Attached NB-1)

At the Board's January 27, 2021, meeting, Mayor Sproul highlighted concerns from local artists about the potential for pop-up events in the community, including farmer and artisan-style markets, and the Town's current ordinances. He requested that Staff return to a future meeting with ideas for the Board to discuss. Planning Director Meredith Guns' attached memorandum provides an overview of what some other local municipalities are currently providing, and presents a Staff recommendations to develop a "Farmers Market" during summer months and/or a "Seasonal Market" in the late-autumn and winter months.

Board guidance is requested.

Director of
Planning and Inspections
MEREDITH GUNS

Building Inspector
MARTY SHAW
CHARLES THUMAN

Code Enforcement Officer
JORDAN BLYTHE



Assistant Director of
Planning and Inspections
CAMERON RAY

Senior Planner
RYAN LANG

Zoning Administrator
DONNA ELLIOTT

**THE TOWN OF KILL DEVIL HILLS
NORTH CAROLINA**

PLANNING DEPARTMENT

April 12, 2021

MEMORANDUM

TO: Debora P. Diaz, Town Manager

FROM: Meredith Guns, Planning Director 

REF: Community Pop-Up Events - Discussion

At the January 27, 2021 Board of Commissioners meeting, Mayor Sproul discussed the request he received from a local artist to allow pop-up events and the current success of nearby farmers' markets. At the conclusion of discussion Mayor Sproul requested Staff bring this matter back to a future Board meeting. Since that time, Staff has reviewed some of the guidelines and regulations from neighboring municipalities which allow / host farmers' markets, including the Towns of Nags Head and Manteo.

Manteo hosts *First Friday*, organized by the Dare County Arts Council, which is held at the Arts Council building in downtown Manteo. This is the first Friday of each month, year round, is mostly concentrated to indoor exhibits. They do not host vendors, however according to the flyers vendors are around the streets of Downtown Manteo. *First Friday* is not a Town-of-Manteo-sponsored event. In 2021, *First Friday* has not yet been scheduled due to COVID-19 restrictions.

Nags Head hosts a farmers' market every other Thursday during the months of July and August. This year, the plan is for the market to extend from mid-May through mid-September. Thirty – 50 vendors will be allowed at a cost of \$140 per vendor for the entire season. Nags Head uses a vendor selection process via application to create variety in the market.

Both Nags Head's and Manteo's events have been successful and well-received by the community.

Staff makes the following recommendation for Board consideration:

- Establish a regularly scheduled "Farmers Market" in the summer months at Aviation Park. This will allow local vendors to have a well-advertised event that is controlled by

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Pop-up Events

the Town. The site is equipped with several electrical outlets around the Frog Pond, and restroom facilities.

- Establish a “Seasonal Market” in the late fall and winter at Meekins Field to promote holiday vendors and sales in the shoulder season. The new design for this park makes it an ideal location for community events.

These locations provide adequate parking but also offer seasonal overflow parking: for Aviation Park, at the schools in the summer months; and, the Dare Centre is less busy during the winter months, which could be convenient for Meekins Field.

This approach will allow for community events that support local artists and vendors while supervising the location and avoiding some of the issues that arise at commercial establishments. If the Board of Commissioners would like to pursue this idea, Staff will develop a specific plan and procedure for consideration at an upcoming meeting.

Commissioners' Agenda

Commissioner Ingram

First responders Commissioner Ingram expressed appreciation for the KDH Police and Fire Department Staff that had coordinated traffic and the traffic wreck scene following the last evening's collision on US 158.

Commissioner Windley

COVID-19 vaccinations Commissioner Windley expressed appreciation to the Dare County Health Department for its effective work of conducting the COVID-19 vaccination clinics. Commissioner Gray added that it was important for the public to communicate with state representatives about the importance of the local health department receiving the needed allocation of vaccination doses.

Mayor's Agenda

1. **Fireworks event 2021**

Following a successful, but postponed, fireworks event on December 17, 2020, that celebrated the anniversary of powered flight by the Wright Brothers, the BOC considered possibilities for 2021. Mayor Sproul shared he had met with National Park Service Superintendent Dave Hallac about the highly successful fireworks event held on December 17, 2020, and discussed the possibility of partnering for future events, including the anniversary of powered flight. Supt. Hallac also suggested the potential for National Aviation Day in August. Mayor Sproul suggested some ideas included a coordinated aerial drone show or a projection show on the on the Wright Brothers Monument. Since Commissioner Ingram serves on the Dare County Tourism Board, Mayor Sproul has indicated that she will communicate with Supt. Hallac to consider what partnering options are available. The BOC also expressed interest in the possibility of conducting multiple fireworks events.

Through consensus, the BOC authorized Staff to submit a grant application with the Dare County Tourism Bureau for the Town's July Fourth 2021 fireworks event.

Pop-Up Events Mayor Sproul said he had been contacted by some local artists, who expressed concern about the Town's current ordinances regarding "pop-up" events. Ms. Díaz replied that in response to COVID-19 pandemic, many large local art events have been cancelled. She also stated that local brick and mortar stores have expressed concern about pop-up events; the year-round local stores pay taxes and are a part of the community and the other seasonal art events do not have the same expenses. Mayor Sproul also noted the success of local farmers' markets and other events, providing benefits to the communities conducting them. He said it would be a good discussion to hold in an upcoming meeting.