



Business Advisory Board Meeting Minutes Tuesday, April 22, 2025 – 9:00 AM

I. Call to Order

The meeting was called to order at 9:00 AM.

Board members Chasey Bynum, Alec Allred, and Annette Rogers were absent.

Hugh Fosbury made a motion to excuse their absences. Ken Guhse seconded the motion, and it was unanimously approved.

II. Approval of Agenda

The agenda was approved as presented.

III. Approval of Minutes

(No discussion or action recorded.)

IV. Presentations

Rose Braam from the Town of Oak Island came and spoke about the new process for Outside Agency Funding. The process is open to any nonprofit that operates in the Town and they can submit their requests for funding to the Town Council.

V. Public Comment

There were no public comments.

VI. Old Business

VI.1 Business of the Month Program

- The board reviewed the first round of Business of the Month submissions.
- Each board member ranked the nominations; Joe Yeager abstained from voting due to his business being nominated.
- A motion was made by Hugh Fosbury to select Koko Cabana as the first Business of the Month.
- The motion was seconded by Lisa Fitzgerald and unanimously approved.

VI.2 Marketing Collateral: Map

- Discussion centered on creating a new version of the map geared toward tourists.
- General feedback included:
 - Use of QR codes for business links
 - Color-coding by business type and/or area
 - Inclusion of rental companies and general Town information
 - No advertisements to be included in the design

VII. New Business

(No discussion or action recorded.)

VIII. Staff Reports

(No discussion or action recorded.)

IX. Board Member Reports

- Hugh Fosbury reminded the board of the upcoming 4th of July festivities in Southport and encouraged involvement.
- Hugh also reported on a Right of Way debate in the City of Southport, noting that the city is increasing enforcement on improper use of public rights-of-way and encouraged awareness of the issue.

X. Adjourn

A motion to adjourn was made by Hugh Fosbury, seconded by Joe Yeager, and unanimously approved. The meeting was adjourned.