

# Chambers Ask Commissioners For Larger Tourism Budget

**BY EDDIE SWEATT**  
Brunswick County Commissioners were wined and dined Monday night by chamber of commerce officials who hope to get a bigger bite out of this year's county budget to promote tourism.

Hosts for the dinner meeting at Bald Head Island were the South Brunswick Islands and Southport-Oak Island chambers of commerce.

The outing, sponsored by six chamber member firms, included a boat trip from Southport to the island, cocktails and dinner at Bald Head Island Inn.

Tripp Sloane, president of the South Brunswick Islands Chamber of Commerce, told commissioners the

meeting was to thank them for support in the past and make them aware of the two chambers' plans to launch a "more professional approach to marketing our area—especially the beaches."

The marketing plan was outlined by Paul Himmelsbach, head of Himmelsbach Communications of North Myrtle Beach, S.C. It calls for printing and distributing 100,000 32-page full color magazines promoting all aspects of the resort area, including golf, vacations, dining, shopping and real estate. All members of both chambers would be listed.

The plan also calls for developing an advertising campaign on the theme, "We bring you wide smiles

and wide beaches," and "We bring you wide smiles and wide fairways."

Ads would appear in national magazines such as Southern Living, Travel & Leisure, Signature, Golf Digest and Piedmont Resort Golf Directory, and in 251 newspapers in 62 northeast cities with readership of over 32,000,000.

All chamber members would be involved in the promotion by wearing "We bring you wide smiles" buttons.

Quarterly press releases would be sent by the advertising firm to golf writers, golf publications and market area newspapers.

The budget for the marketing project is \$100,850, according to material passed out by the advertising firm,

although the figure was not mentioned by Himmelsbach or by other after-dinner speakers.

Sloane used growth figures in population, tourism dollars and sales tax revenues to illustrate how investment in tourism pays dividends.

"Without tourism, the value would not be here," Sloane remarked of the rapidly-appreciating price of land along Brunswick County beaches.

Commissioners were asked by Sloane and by Mason Anderson, Shallotte attorney, developer and former chamber president, to consider the marketing plan before drafting the budget this year.

Commissioners made no response after the presentation. Chairman

Chris Chappell remarked earlier that they appreciated being asked to an informal meeting where they could be relaxed.

For the past six years the county government has included money for both chambers to be used for advertising. Last year the appropriation was increased to \$20,000 for each chamber.

The only missing member of the commission was Frank Rabon, who had two board meetings scheduled the same evening at the county complex.

Also attending the dinner meeting

were a number of county department heads and members of the board of directors of both chambers.

The meeting was covered by a daily newspaper and a television reporter and cameraman, although the press was not notified of the meeting in advance as is required by the N.C. Open Meetings Law when a majority of commissioners gather.

The press was also not notified in advance of a meeting Tuesday when commissioners toured the Carolina Power & Light Co. plant at Southport and were invited to join company officials for lunch.

## Tech Picks Gull As Lucky Charm

It's official.  
Having a sea gull mascot was no fly-by-night scheme for Brunswick Technical College.

The gull was adopted last Wednesday night as the college's official symbol by unanimous vote of the board of trustees.

The proposal had earlier won the approval of the student body.

Asked by one trustee if he had any problems with the sea gull as a mascot, BTC President Joseph Carter assured the board, "Our students will always be mild-

mannered and protective of the environment just as we are protective of the seagull."

He said he didn't foresee the college having any "riproaring" athletic teams in the future for which the seagull might be an unsuitable mascot.

"No, I have no problem with it," he said.

Students in each department on campus nominated possible mascots. The choice was narrowed in a campus-wide referendum, Student Government Association President

Steve Ward said.

A mascot is a person, animal or thing kept as a source of good luck.

In other business, the college trustees:

- Denied a request from Shallotte developer Buddy Milliken for a drainage easement across college property, leaving the option for Milliken to return with a revised request.
- Approved preliminary state and county budget requests for the 1985-86 school year, pending actual allocations.

- Approved employment of Hugh Hargrove as an air conditioning, heating and refrigeration instructor effective March 27, and extended the probationary employment of Donald Mortimer another three months, through June 14.
- Approved a reduction in travel reimbursement from 25 cents per mile to 20.5 cents per mile so that employees will not have to report the difference as taxable income.

Milliken said he needed to install a drainage ditch which would extend 122 feet into the campus, following a natural ravine that will eventually be flanked by buildings. The ditch would drain up to 43 acres of a 75-acre tract Milliken proposes to develop nearby for commercial and residential use.

Without drainage, the land won't percolate and qualify for septic tank permits, he said on his second meeting with the board regarding the easement.

But trustees wanted to know more—if the drainage plan would interfere with development of the college's master plan, if it would damage college property and if approval of the Environmental Protection Agency could be obtained since the runoff ultimately enters nearby Clark Creek.

Maynard Owens of the Soil Conservation Service had advised the drainage plan "should not result in a wet or flooding problem on the college property."

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## COG Allocates \$117,000 For Elderly In Brunswick

**BY SUSAN USHER**  
Agencies operating in Brunswick County were allocated more than \$117,000 by the Cape Fear Council of Governments last Thursday for programs to serve the elderly.

The allocations of Title III-B and III-C grants under the Older Americans Act are for the year that begins July 1. They will fund two new programs associated with the Brunswick County Office on Aging that will begin operation in July under the auspices of the Brunswick County Board of Commissioners.

They continue five other services at existing levels and one program at a reduced level, Jerry Ramsey, director of COG, said Monday. All the services funded through the Area Office on Aging are available to anyone over 60 years old.

Brunswick County's new aging office will receive \$15,276 for case management, a broad term that includes information and referral, housing assistance, advocacy and outreach, generally linking citizens over age 60 with services for which they qualify.

"It's a single-door idea," said Commissioner Jim Poole, who represents the board of county commissioners on the COG board. "One source for the elderly to come to for services."

It will also receive \$2,700 to develop a volunteer program. Volunteers will be recruited to help deliver services to the elderly so as to reduce program costs, explained Ramsey. The agency will also provide volunteer opportunities for older adults.

"It (money for the new programs) had to come from ongoing programs," said Ramsey. "The two most affected regions are care and legal services."

Chore services were affected in Brunswick County. The Brunswick

County Department of Social Services will receive \$12,960 for chore services compared to \$19,233 received this year. A department spokesman, said Ramsey, told him the loss would mean a reduction in services from 18 clients to seven clients. The agency also operates a larger chore program, funded through another federal source.

The new aging office will also administer \$23,544 in transportation funds, an existing program currently administered by the Brunswick County Department of Social Services.

Commissioners were also the receiving agency for \$59,327 allocated to the congregate nutrition program, and \$11,285 for home-delivered meals, two programs also previously administered by the social services agency.

Poole said COG recommended the county maintain the same number of

meal sites, though their location could change. Presently the county provides senior citizens meals at three locations five days a week and one day a week at a fourth location.

Lower Cape Fear Hospice will receive \$3,029 for home health care in Brunswick County, toward the cost of a medical social worker. Legal Services of the Lower Cape Fear will receive \$577 for legal services.

Brunswick County was the only county in Region O to show a percentage of increase in its senior citizen population, Poole said, which may account for its increased allocation from COG this year.

"I think it is our percentage in the 60-plus (category)," said Poole. "I think it will be an even more dramatic increase next year."

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## Deputies Arrest Seven

Brunswick County sheriff's deputies made seven arrests last month while logging 56,512 miles on 3,617 gallons of fuel and seven quarts of oil, Sheriff John Carr Davis reported.

Officers summoned six witnesses and served 714 civil papers and one juvenile petition. Also served in March were 117 local and 110 foreign warrants.

One mental and inebriate paper

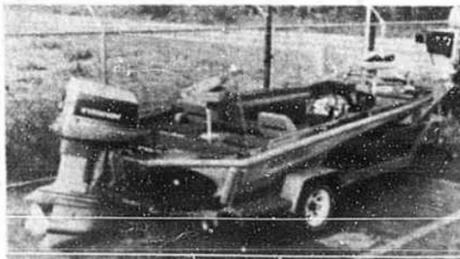
was served while two doors or windows were found open, Davis reported. Deputies answered 605 calls and made 287 investigations.

Fifty hours were served in court on duty, three hours off duty and 281 hours as duty officer. Six trips were made out of the county and \$49,165.62 was recovered in property.

Twelve crime prevention meetings were also sponsored by the department last month.

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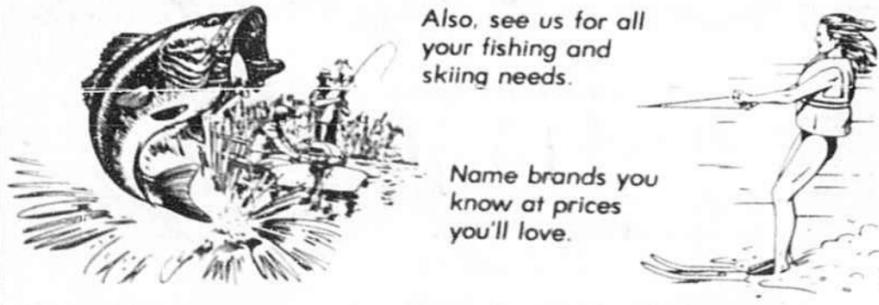


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