

Town of Long View
February 9, 2026
Regularly Scheduled Meeting
Meeting minutes

Call Meeting to Order

Mayor Eddie Marlowe called the meeting to order at 5:30 p.m.

Roll Call

Mayor Marlowe conducted roll call. Alderman Genita Hill was present. Mayor Pro Tempore/Alderman Gary Lingerfelt was present. Alderman Allen Bumgarner was present. Alderman Tim Hertzel was present. Alderman Phyllis Pennington was present. Mayor Eddie Marlowe was present.

Invocation

Invocation was given by Mayor Pro Tempore/Alderman Gary Lingerfelt.

Approval of Minutes

January 12, 2026 Regular Meeting Minutes - Open Session

A motion was made to approve the January 12, 2026 Regular Meeting Minutes for the open session.

Alderman Tim Hertzel made a motion to approve the January 12, 2026 open session minutes. The motion was seconded by Alderman Allen Bumgarner. The motion to approve the Open Session meeting minutes was unanimous.

January 12, 2026 Regular Meeting Minutes - Closed Session

A motion was made to approve the closed session minutes from January 12, 2026.

Alderman Genita Hill made a motion to approve the January 12, 2026 closed session meeting minutes. Alderman Gary Lingerfelt seconded the motion. The motion to approve the Closed session minutes was unanimous.

Arts Culture Catawba Presentation

Executive Director Ingrid Keller from Arts Culture Catawba presented to the council. She began by thanking the mayor and council for the opportunity to speak and mentioned that it had been

approximately two years since her last presentation to the council. She explained that several months ago, she met with Town Manager Cozart, Town Clerk/Public Relations Director Heather Minor, and former county commissioner and current ACC board member Kitty Barnes, to discuss Long View's plans for the future. During that meeting, they discussed shared goals and agreed that she should present partnership ideas to the council.

Ms. Keller provided background on Arts Culture Catawba, explaining that they serve as the local arts agency for Catawba County as designated by the North Carolina General Assembly. They serve as the cultural arm for Catawba County government and several neighboring municipalities including the Town of Catawba, the City of Claremont, the Town of Maiden, the City of Conover, the City of Newton, and the City of Hickory. Their mission is to promote, nurture, and fund excellence in individuals and organizations who provide creative experiences that enrich the lives of both residents and visitors.

Ms. Keller outlined what Arts Culture Catawba does, including serving as the local arts agency for Catawba County, providing resources for creatives, funding artists and cultural organizations, offering professional development for the creative sector, promoting cultural events, featuring local artists, hosting art exhibitions, producing the Jingle Bell Bash, hosting networking events for creatives, and researching and assessing the cultural industry. She shared that the current economic impact for Catawba County is \$53.5 million annually from just the nonprofit arts and cultural organizations they survey.

She explained that in 2023-2024, they received a state appropriation that allowed them to take a comprehensive look at how arts and culture are serving Catawba County residents. They conducted surveys with 3,874 Catawba-based responses, representing 2 percent of the county's population, ensuring 1 percent representation from all ZIP codes and demographics, including Long View residents. This research led them to identify four priorities: expand awareness, reach more residents through strategic partnerships, continually improve arts and culture offerings, and build capacity and investment in the arts and culture sector.

Ms. Keller shared four current initiatives addressing these priorities. The first was expanding awareness. She explained that 40 percent of survey respondents said it is difficult to find out what arts and entertainment is happening. In response, they created a centralized events calendar called Catawba 365, which is now live at Catawba365.com. They soft launched with their partners in October, working with 69 different partners and 8 funded affiliates. They are partnering with the county library system and Visit Hickory to automatically feed events into the calendar. Their goal is to have a fully functioning calendar by their official launch on May 26, 2026. She invited all council members to attend the launch event.

The second initiative involves investing in the strength of organizations through professional development, helping them operate more sustainably, deliver stronger programs, and be better stewards of funding. They have held sessions on marketing, finance, and fundraising. Their next session is scheduled for Friday, February 13, 2026, from 10 AM to 12 PM, focusing on board governance. Ms. Keller distributed flyers showing their partnership with several organizations for this workshop. The first half will feature a live recorded podcast with community members sharing different experiences, moderated by Matt Jane Creighton from Appalachian State University. The second half will be a group interactive board simulation. She encouraged council members who serve on boards to attend, emphasizing the goal of equipping community members with confidence and knowledge to serve nonprofits with more than just good intentions.

The third initiative is a new arts and health initiative that uses arts as a participation tool to address social isolation. This project will build toward creating a social referral guide that can be used by medical providers. Social isolation was identified as an issue in Catawba County Public Health's community health assessment and in their cultural plan. By connecting residents to free cultural experiences, they are supporting well-being while bringing new people into Long View, which was identified as one of the communities for this project. Catawba County Public Health is their main partner. This is a three-year project, and they plan to expand to other providers beyond public health once guidelines are established in year one.

The fourth initiative is the inaugural Arts Education Summit, launching on March 16, 2026. They are working closely with all three school systems to support educators directly while building stronger connections between schools and local cultural organizations. They will have a representative from the North Carolina Department of Public Instruction provide updates on new curriculum standards. They will award small grants to arts teachers using creative ideas to teach their students. Cultural organizations will have tables set up to provide teachers with information about resources available in the community. Ms. Keller noted this is particularly important given recent teacher turnover, offering new teacher opportunities to connect with organizations like the Hickory Museum of Art, Western Piedmont Symphony, and Green Room Community Theater. They are partnering with CPCC for the location.

Ms. Keller then transitioned to discussing how arts and culture could support Long View's vision for creating a downtown area. She emphasized this is not about art for art's sake, but about using creative tools to help shape place identity and momentum. She encouraged thinking beyond traditional arts to include woodworking and furniture as artistic and creative pursuits.

She referenced her meeting with Manager Cozart and Miss Minor, where they discussed Long View's desire to create a recognizable downtown or main street area that feels intentional, welcoming, and uniquely Long View. She showed images of a mural project from a small rural Indiana town with a population of 677. The town created a welcome mural on the first building visitors see when driving into town, which greatly improved the building facade and created a gateway into the town.

Ms. Keller explained this approach is called creative placemaking, which at its best results in a more vibrant and connected community where residents are engaged and proud of where they live. Creative placemaking is a practical approach many towns use when building or redefining a downtown. These projects don't have to be large or expensive, but can be thoughtful first steps that help people feel connected to a place.

She explained that for communities like Long View, creative placemaking works well because it's flexible, projects can start small, grow over time, and reflect what makes the town special without requiring major infrastructure investment upfront. She shared that she attended the Americans for the Arts Conference in Cincinnati, where most sessions she attended focused on arts in rural communities, including the Shoals, Indiana project. The town is in Martin County, Indiana, which has a population of less than 10,000 people. They received a grant for \$3,500 from their regional economic development corporation to cover expenses for their mural project, and their high school art class brought the mural to life. She emphasized these are small investments with big impact, where young artists can create a gateway into a community, they can be proud of.

Another idea implemented by the small town was signage. They drew inspiration from the Cincinnati cosign project, adding new signage to bring more color to their main street, attract

more patrons, reflect the town's welcoming personality, and create a cohesive community feel. The signage incorporated fonts and colors from existing business signs to create consistency.

Ms. Keller explained that Arts Culture Catawba's role would be to act as a partner and guide. They can help communities think through projects, connect them with qualified local artists or others based on the town's decision, and assist with the process so the town doesn't have to start from scratch or take on added staff burden.

She clarified that the funding request in the council's packet supports their capacity to serve Long View alongside other municipalities. It is not tied to a single project, which allows them to be present, responsive, and ready as other ideas and opportunities develop. As Long View looks toward the future, arts and culture can be an early positive step, helping signal momentum and community investment while laying the groundwork for longer-term downtown development.

In closing, Ms. Keller showed whimsical examples of placemaking to inspire creative thinking about Long View's unique approach. She emphasized that arts and culture can offer practical, flexible tools to build the kind of place Long View envisions. She appreciated their consideration and welcomed continuing the conversation as the town shapes its future. The amount requested for the Town of Long View is \$5,573.75. She then opened the floor for questions.

Mayor Marlowe asked about the process once funding is approved, specifically whether they would contact Arts Culture Catawba and if they have people to help with the work or make connections. Ms. Keller confirmed they can help set up the process. She explained that for something like a mural, they might start with a call for artists to look at local artists. The town might decide they want youth involved, which could mean finding a teaching artist. They can help with the call for artists process or help find an artist to complete the work, or help set up a paint-by-numbers approach. They would get the town started on the process and guide them along the way.

Ms. Keller provided an example of their recent work with the City of Conover on a literary garden project behind the library. They helped find a signature worm bench through a call for artists, which became a feature of that space. She explained that children love sitting on the bench named Wilbur, and it gives them a sense of pride and excitement about going to the library to read.

She explained their approach depends on what the town wants. They can help with community outreach, citing an example where they created a community assessment to survey residents and get feedback on what they really wanted. In that case, it resulted in an archway at Sammy Davis Junior Park commemorating the Untouchables story, the Ridgeview High School football team that went unscored upon for an entire season. These are the kinds of stories they can help pull out of a community to find what will bring pride to residents.

No other questions were asked. Mayor Marlowe thanked Ms. Keller for her presentation.

Order to Demolish Residential Structure

Ordinance No. CO 04 25 26 - 1929 1st Ave SW

Code Enforcement Officer Kevin Wyatt presented to the council, explaining this is a continuation from a vacate and close order that ran from December 2024 to December 2025. He stated the property has not had any kind of improvement. He showed images starting from when the process began and recent photos from the snow showing not much improvement at all from the

outside. He asked the board to finalize this step by moving forward with repair if possible or demolition if there will be no further improvement.

No questions were asked.

Alderman Allen Bumgarner made a motion to adopt Ordinance No. CO 04 25 26. The motion was seconded by Mayor Pro Tempore/Alderman Gary Lingerfelt. The motion to adopt the Order to Demolish Ordinance No. CO 04 25 26 at 1929 1st Ave SW was unanimous.

Order to Vacate and Close Non-Residential Structure

Ordinance No. CO 05 25 26 - 1920 Main Ave NW

The Code Enforcement Officer presented the proposed ordinance to vacate and close the non-residential building located at 1920 Main Avenue Northwest, which has been found to meet the definition of an abandoned and/or unsafe structure under chapter 155 of town code. He showed photos from GIS and from when he was initially looking at the property, as well as interior photos.

He explained that the property was brought to his attention by Steve McVay with Catawba County Fire and Rescue Division, who was looking at it for violations of fire code. He was able to go out and meet with McVay and Chief Brinkley, and they walked through and looked at the interior of the building. They found flammable materials stored in the basement, which is a concern for a vacant building.

The Code Enforcement Officer noted that the building connected to it is actually on a separate parcel and is a separate building. There is access into the subject building that goes into the basement from that building. He was out there a few weeks ago and talked to someone who occupies one of the adjacent buildings. That person said they never go in the subject building but did have materials stored there. The officer gave him a heads up that if the ordinance goes through, he will have to get his stuff out and stay out.

He explained that the ordinance would require him to go out and put placards on the property letting everybody know it is an unsafe structure and cannot be lawfully used for any purpose while in its current condition. He does not foresee any cost to the town at this time because that is the only action required to effectuate the ordinance.

The officer noted there were major cracks with the structure. When he talked with a lady who was a representative of the ownership, she indicated they were just going to leave it vacated and closed because it would be costly to repair since they have to shore up the foundation. She was not sure if they would be able to do that, so they were looking at leaving it empty.

He explained that once the ordinance is adopted, they are basically done with the property for two years unless something happens like the building collapsing. After two years pass from when the ordinance is adopted, they can explore options to tear it down. The building is right along the railroad tracks, and he is sure the traffic from the train and erosion issues with the gully contribute to the structural problems.

Alderman Pennington asked about the gentleman storing things in the building. The Code Enforcement Officer explained that person has no ties to the building and is just using it for storage. He runs some type of business out of one of the adjacent buildings and uses that part to

store excess materials. His understanding is it was just used as a storage space in the basement. They had some materials upstairs at the top of the steps that were blocking the egress, which is not safe for a vacant building. There are concerns for fire department or EMS if they have to get in there for any emergency.

He believed the power has been or will be cut. Building inspectors were also out there looking at it. He noted that the building itself does not look terrible from the outside, but when you get inside you see the cracks and structural issues.

Alderman Lingerfelt commented that the whole right side is probably affected.

Alderman Genita Hill made a motion to adopt Ordinance No. CO 05 25 26. The motion was seconded by Alderman Tim Hertz. The motion to adopt the Order to Vacate and Close Ordinance No. CO 05 25 26 at 1920 Main Ave NW was unanimous.

Mayor Marlowe asked the Code Enforcement Officer if he had any updates on Hilltop. The officer responded that tomorrow is a big day because he has deadlines coming up for the first batch of violations that were sent out. He will be out there for a while tomorrow and expects to load more violations. He has sample ordinances prepared and anticipates not a lot has been done. He foresees a lot of items on next month's agenda preemptively, with concerns that might be able to be addressed.

He mentioned he has another inspection tomorrow evening for a unit where someone contacted him about not having heat. He has several things still ongoing out there, including an active nuisance case for sewage problems and different issues. He noticed some structural damage on another building, probably from recent snow, which he will look at tomorrow. He will be out there for a while tomorrow.

Long View Police Department Promotions

Chief Reid presented information about Long View Police Department promotions. He explained they are making some movements in the department and wanted to give council a heads up so they could congratulate the officers on their moves next time they see them.

Chief Reid announced that Jason Goudelock has been promoted to lieutenant over CID. He also promoted Brad Lowman to lieutenant from a sergeant's position and Gage Davis from sergeant to lieutenant. He explained they have done a little restructuring and haven't had the position of lieutenants in the past, so they are trying this structure to see how it works out. He sees some positive benefits coming from it.

Chief Reid also mentioned they recently completed a sergeant's process to fill Jason Goudelock's sergeant position after he moved from that shift to a lieutenant's position. As a result, Alex Chapman was promoted to sergeant.

Mayor Marlowe congratulated the officers and asked Chief Reid to tell them the council appreciates everything they do in the police department. He expressed that it is always good to see things growing and continuing and doing a great job. Chief Reid thanked the council.

Call for Public Hearing - Zoning for 3569 15th Avenue Southwest

Town Planner Susan Matheson presented the need to call a public hearing. She explained they need to call a public hearing pursuant to general statute 160D-601 and 160D-602 for consideration of a zoning map amendment affecting recently voluntarily annexed property

described as 3569 15th Avenue Southwest, Hickory Northwest, also known as parcel ID 278220825405.

Ms. Matheson explained this will be the initial zoning after the property was voluntarily annexed. The proposed zoning is R-3 to be consistent with surrounding parcels. The request involves a zoning map amendment to assign the property to R-3 zoning classification, which constitutes a zoning map amendment as defined in general statute 160D-102 and requires a legislative public hearing prior to council action.

She stated the subject property was recently annexed and it is proposed to be R-3, which will provide zoning consistency with surrounding properties in alignment with the town's adopted development regulations and comprehensive plan. She respectfully requested that the town council schedule and conduct a legislative public hearing to consider the zoning map amendment in accordance with the notice and hearing requirements of general statutes 160D-601 and 160D-602.

Alderman Tim Hertzelt made a motion to call for a public hearing at the March 9, 2026 scheduled meeting. Alderman Allen Bumgarner seconded the motion. The motion to hold the Public Hearing at the March 9, 2026 meeting was approved unanimously.

Ms. Matheson also informed the council that planning board member Terry Bush has recently resigned due to moving out of the area. She stated the planning board sincerely appreciates Mr. Bush's years of service to the Town of Long View planning board and wishes him the very best. She explained the planning board member vacancy will be advertised to seek a replacement and applications for the planning board member position are available on the town's website on the planning page.

Finance Report

Finance Director Melissa Lalonde presented the financial report. She noted it had been a while since they had a finance report. Currently they are 58 percent of the way through the fiscal year, which means budget season is around the corner.

In the general fund, they have brought in 75 percent of year-to-date revenues, totaling \$5,184,226.11. They have spent 68.5 percent of the budget. Their revenues have exceeded their expenditures by \$445,819. They have brought in 76 percent of their taxes that have been collected and 85 percent of investment earnings have also been collected.

In the utility fund, revenues are at 63 percent, totaling \$1,753,961. They have spent out a little more than that at 65 percent. Their expenditures have exceeded their revenues by \$85,944. However, they are continuing to spend money from their water sewer mapping grant, and then she has to request that money back from the state. She reminded council that they paid all their insurances upfront this year instead of quarterly, which saved \$8,000. It will just take a little longer for the utility fund to catch up, but it will balance out.

In January, they mailed out 2,739 utility bills totaling \$256,257, and they processed 27 applications for new service.

Town Manager's Report

Town Manager James Cozart wanted to show appreciation to the public works department for the amazing job they did clearing streets during the ice event and snow event the following weekend. He noted that staff worked a lot of hours in those couple weeks and did an amazing job. He also appreciated the police and fire departments for keeping the same great level of service during the weather. He stated they are fortunate to have all these folks.

Mayor Marlowe added that he was grateful for what the public works department did, noting that their streets were some of the better-looking streets compared to surrounding areas. He extended his appreciation to the fire department because they had two structure fires to deal with in near-zero temperatures, which is never fun. He appreciated the police doing what they do as well and thanked everyone for stepping up and keeping the town covered.

Public Comment

Mayor Marlowe opened the floor for public comment. No public comments were made.

Closing Remarks

Mayor Marlowe asked for closing remarks from council members. Alderman Hill, Alderman Lingerfelt, and Alderman Bumgarner had no remarks.

Adjournment

Alderman Allen Bumgarner made a motion to adjourn. The motion was seconded by Alderman Tim Hertz. The motion to adjourn was unanimous.

The meeting was adjourned at 6:09 p.m.

Staff in Attendance: Town Manager James Cozart, Town Attorney Jimmy Summerlin, Police Chief Justin Reid, Police Major Dennis Hardin, Police Captain Davey Anderson, Code Enforcement Chad Powell, Code Enforcement Kevin Wyatt, Town Planner Susan Matheson, HR Director Sidney Shirley, Finance Director Melissa Lalonde, Deputy Finance Director Denise Collins, Public Works Director Chris Eckard, Fire Captain Alex Smith, Fireman Grant Newton, Town Clerk Heather Minor

Public In Attendance: Terry Hall, Millie Drum, Kim Cozart, Carrie Herman