TOWN OF LONG VIEW
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Town of Long View Board of Aldermen Regular Meeting

Meeting Minutes

August 10, 2026, 5:30 PM

1. Call Meeting to Order

Mayor Eddie Marlowe called the meeting to order at 5:31 p.m.

2. Roll Call

Mayor Marlowe conducted the roll call.

Present: Alderman Gary Lingerfelt, Alderman Allen Bumgarner, Alderman Tim Hertzel, Mayor Eddie Marlowe

Absent: Alderman Genita Hill, Alderman Phyllis Pennington

3. Invocation

The invocation was delivered by Alderman Gary Lingerfelt.

4. Approval of Minutes

a. July 13, 2026, Regular Meeting Minutes

Mayor Douglas E. Marlowe Jr. called for approval of the July 13, 2026, Regular Meeting Minutes.

Motion to approve the July 13, 2026, Regular Meeting Minutes was made by Alderman Tim Hertzel and seconded by Alderman Allen Bumgarner. The motion carried unanimously.

Minutes prepared by the Office of the Town Clerk., Heather Minor, CMC, NCCMC, Town of Long View, North Carolina Regularly scheduled Board of Aldermen Meeting- Open Session: August 10, 2026.

b. July 21, 2026, Special Meeting Minutes

Mayor Douglas E. Marlowe Jr. called for approval of the July 21, 2026, Special Meeting Minutes.

Motion to approve the July 21, 2026, Special Meeting Minutes was made by Alderman Allen Bumgarner and seconded by Alderman Tim Hertzel. The motion carried unanimously.

5. Items for Discussion

a. Public Hearing

Rezoning: Parcels 2783909856, 2793000702, 2783908863, 2783908794, 27839096234

Mayor Douglas E. Marlowe Jr. invited Town Planner Susan Matheson to come forward.

A motion to open the public hearing was made by Alderman Gary Lingerfelt and seconded by Alderman Allen Bumgarner and approved unanimously.

Town Planner Susan Matheson presented the rezoning application pertaining to a cluster of five parcels located along 3rd Street Northwest and 2nd Avenue Northwest, situated behind the Long View Recreation Center. She explained that these parcels carry designated addresses of "0," meaning they are unaddressed stop parcels — specifically, three addressed as 0 on 3rd Street Northwest and two addressed as 0 on 2nd Avenue Northwest.

Town Planner Matheson noted that the parcels are currently zoned industrial and that the rezoning application was submitted by the property owner, Ms. Julie Parsons, who owns all five parcels as well as additional parcels across from them. She explained that Ms. Parsons intends the cluster to become a future small residential subdivision, but that the existing industrial zoning designation presents a zoning conformance issue. The parcels are presently vacant.

Town Planner Matheson reported that the Long View Planning Board met on July 16, 2026, to review the rezoning application. The Planning Board found that the proposed rezoning from industrial to R-3 Residential is appropriate, consistent with and supportive of the Long View Land Use Plan priorities, and in line with the property's designation as residential parcels on the future land use map. She explained that the R-3 zoning district designation would align with the closest surrounding parcels and that, while the parcels are currently landlocked, they would have road access to the nearest road through the adjacent residential R-3 area if the rezoning is permitted. She further stated that the Planning Board found the rezoning to be of interest to the public, consistent with the zoning designation of the surrounding R-3 properties, and that the use of the property for single-family residential development would place no additional burden on the town's utilities and services.

Town Planner Matheson concluded by stating that the Planning Board voted to recommend that the Board of Aldermen amend the town's zoning map for these five parcels from industrial to R-

3 zoning, and that the Planning Board agrees with the consistency and reasonability statement supporting this request.

Mayor Douglas E. Marlowe Jr. opened the floor to public comment. No members of the public came forward to be heard.

A motion to close the public hearing was made by Alderman Tim Hertzel and seconded by Alderman Gary Lingerfelt and carried unanimously.

Mayor Douglas E. Marlowe Jr. then called for a motion to approve the zoning map amendment for the five parcels.

Motion to approve the zoning map amendment rezoning Parcels 2783909856, 2793000702, 2783908863, 2783908794, and 27839096234 from industrial zoning to R-3 Residential zoning was made by Alderman Gary Lingerfelt and seconded by Alderman Tim Hertzel. The motion carried unanimously.

b. Call for Public Hearing September 14, 2026

Voluntary Annexation — 1964 Old Shelby Rd | Voluntary Annexation — 1970 Old Shelby Rd | Zoning — 1964 Old Shelby Rd | Zoning — 1970 Old Shelby Rd

Town Planner Susan Matheson addressed the Board regarding the previously scheduled public hearing for voluntary annexation applications for the properties located at 1964 and 1970 Old Shelby Road. She advised the Board that the property owner has requested that the public hearing be moved from August 10, 2026, to September 14, 2026, regular meeting. Accordingly, Town Planner Matheson requested that the Board approve calling for a public hearing at the September 14, 2026, meeting for both the voluntary annexation and the associated zoning matters for those two properties.

Motion to call for a public hearing at the September 14, 2026, meeting for the voluntary annexation of 1964 Old Shelby Road and 1970 Old Shelby Road was made by Alderman Tim Hertzel and seconded by Alderman Allen Bumgarner. The motion carried unanimously.

Motion to call for a public hearing at the September 14, 2026, meeting for the zoning of 1964 Old Shelby Road and 1970 Old Shelby Road was made by Alderman Gary Lingerfelt and seconded by Alderman Tim Hertzel. The motion carried unanimously.

c. Adoption of Vacate and Close Ordinances

Ordinance No. CO-04-26-27: 168 19th St NW Unit 168C

Code Enforcement Officer Chad Powell presented the matter of Ordinance No. CO-04-26-27 pertaining to 168 19th Street NW, Unit 168C. Code Enforcement Officer Powell reported that while the general conditions of the property have improved — with the grass being kept cut and trash picked up — meaningful progress on the individual units has been limited. He noted that the responsible parties have not been prompt in communicating with his office regarding remediation efforts, and that this property remains on his active radar alongside other incoming code enforcement matters.

Mayor Douglas E. Marlowe Jr. invited questions from the Board. None were raised.

Motion to adopt Ordinance No. CO-04-26-27 pertaining to 168 19th Street NW, Unit 168C was made by Alderman Tim Hertzel and seconded by Alderman Allen Bumgarner. The motion carried unanimously.

d. Civil Air Patrol Motion

Town Attorney Jimmy Summerlin addressed the Board, noting that at the special meeting held in late July, the Board had directed him to prepare a motion governing the use of the Long View Recreation Center by the Civil Air Patrol and other emergency response agencies. He indicated that the prepared motion had been provided to the Board in advance of the meeting.

Mayor Douglas E. Marlowe Jr. read the motion into the official record in its entirety, as follows:

"I move that, notwithstanding the town's general restriction on leasing the Town of Long View Recreation Center, the Town Manager be authorized to permit the use of the Town of Long View Recreation Center by emergency response management agencies, subject to the following: As used in this motion, 'emergency response management agencies' shall mean agencies operating under the authority of the Town of Long View, Burke, Catawba, and surrounding counties and the various municipalities thereof, including but without limitation, police, sheriff, fire, public works, and emergency response agencies; agencies operating under the authority of the State of North Carolina, including but without limitation, the Highway Patrol, Bureau of Investigation, Emergency Management, Forest Service, and National Guard; and Civil Air Patrol; and agencies operating under the authority of the United States Government, including but without limitation, the FBI, FEMA, Forest Service, and all branches of the United States Military. Where appropriate, the Town Manager shall require any agency desiring use of the Town of Long View Recreation Center to provide evidence of liability insurance of not less than $1,000,000, with the Town of Long View named as an additional insured. Where appropriate, the Town Manager, in consultation with the Town Attorney, shall prepare a memorandum of understanding to be executed by the agency requesting use of the Town of Long View Recreation Center, detailing the extent of the permitted use, the duration thereof, and other provisions as appropriate based on the intended usage."

Motion to approve the Civil Air Patrol motion authorizing the Town Manager to permit the use of the Town of Long View Recreation Center by emergency response management agencies, subject to the terms and conditions as read into the record, was made by Alderman Tim Hertzel and seconded by Alderman Allen Bumgarner. The motion carried unanimously.

e. Crisis Communication Plan Adoption

Public Relations Director Heather Minor presented the Town's Crisis Communication Plan for Board adoption. Director Minor acknowledged the contributions of Captain Anderson of the Police Department and Deputy Fire Chief Tyler Keener, who assisted in composing the plan. She described the Crisis Communication Plan as a supplement to the Standard Operating Guidelines previously adopted by the Board the prior year.

Director Minor explained the foundational rationale for the plan, emphasizing that communication during an emergency is just as important as the response itself. She cited examples of the types of emergencies the plan would address, including severe weather, major utility outages — referencing a recent outage experienced the prior weekend — and public safety incidents. She stated that residents expect timely, accurate, and consistent information during such events, and that the plan provides a standardized framework to ensure that information is verified, coordinated, and shared through official channels.

Director Minor drew a clear distinction between the existing PIO Standard Operating Guidelines and the Crisis Communication Plan: the PIO SOG defines who is responsible and what the PIO's duties are, while the Crisis Communication Plan defines how the entire organization communicates during a crisis. She described the two documents as forming a complete communication framework together.

Rather than reading the plan in full, Director Minor provided the Board with the following highlights of the plan's content: communication objectives focused on protecting life safety and public trust; defined roles and responsibilities for the crisis communication team; three activation levels based on the severity of an incident; notification and approval procedures; official communication channels including the My Long View app, the town website, social media, and press releases; guidance on media relations and rumor control; recovery communications; annual training requirements; and practical tools including a sample voting statement and an incident information checklist.

Director Minor closed by stating that the best time to prepare a communication plan is before one is needed, not in the middle of a crisis. She confirmed that the Crisis Communication Plan, along with the revisions to the Standard Operating Guidelines presented next on the agenda, had been reviewed by all department heads. She respectfully recommended that the Board adopt the plan.

No questions were raised by the Board.

Motion to adopt the Town of Long View Crisis Communication Plan was made by Alderman Allen Bumgarner and seconded by Alderman Tim Hertzel. The motion carried unanimously.

f. Public Information Officer SOG Revision

Public Relations Director Heather Minor then presented the annual revisions to the Public Information Officer Standard Operating Guidelines, which were originally adopted the prior year. She reiterated that the two documents — the Crisis Communication Plan and the PIO SOG — are designed to complement one another.

Director Minor explained that during this year's annual review, the PIO Standard Operating Guidelines were updated to ensure continued alignment with the newly adopted Crisis Communication Plan and to reflect the town's evolving communication needs. She outlined the specific revisions, which included clarification of responsibilities, updated procedures, and the addition of practical resources such as a quick reference guide, communication templates, and revised notification and approval processes. These additions are intended to improve consistency and efficiency during both emergency and non-emergency incidents.

Director Minor was careful noting that the revisions do not change the overall purpose of the guideline but rather strengthen it by improving clarity, incorporating lessons learned, and ensuring they remain a practical and actionable resource for staff. She respectfully recommended that the Board approve the revised PIO Standard Operating Guidelines.

No questions were raised.

Motion to approve the revisions to the Public Information Officer Standard Operating Guidelines was made by Alderman Tim Hertzel and seconded by Alderman Gary Lingerfelt. The motion carried unanimously.

g. Finance Report

Interim Finance Director and Interim Town Manager Melissa Lalonde presented the Finance Report as of July 31, 2026, representing 8.3 percent completion of the fiscal year.

Interim Town Manager Lalonde reported that in the General Fund, revenues year-to-date totaled $641,054.77, while expenditures totaled $1,146,300.00. She acknowledged that expenditures currently exceed revenues but explained that this is expected early in the fiscal year, primarily due to the upfront payment of property, liability, and workers' compensation insurance premiums — noting that paying these obligations upfront results in approximately $9,000 in annual savings.

In the Utility Fund, Interim Town Manager Lalonde reported revenues of $246,150.00 against expenditures of $378,862.00, reflecting a deficit of approximately $132,700.00. She reassured the Board that this imbalance is similarly attributable to the upfront insurance payments, with

insurance costs split equally between the General Fund and the Utility Fund, and that revenue would catch up over the course of the year.

Additional utility billing statistics were provided: 2,725 bills were issued, 46 accounts were disconnected for non-payment, 243 late bills were generated, and 20 applications for new service were received.

No questions were raised by the Board. No action was needed.

h. Manager Report

Interim Town Manager Melissa Lalonde provided the Manager's Report. She noted that Catawba County has issued its tax bills and that most residents have likely received them, with the town beginning to see revenue from that source.

Interim Town Manager Lalonde also provided an update on the medical center building's HVAC systems. She reported that Century Services came out and replaced Unit 3, which appears to be functioning well. She noted that Unit 2 had also been experiencing issues, but that Century Services was on site the prior week and she had not received any further complaints since that visit, indicating the situation appears stable.

No questions were raised. No action was needed.

i. Public Comment

Mayor Marlowe opened the floor for public comment. No members of the public came forward to be heard.

j. Closed Session

Pursuant to NC General Statute 143-318.11(6) Personnel

Mayor Marlowe announced that the Board would be entering into closed session to discuss a personnel matter pursuant to North Carolina General Statute 143-318.11(6). The public and all guests were asked to clear the Council Chambers. Mayor Marlowe thanked those in attendance for their interest in the town's business and wished them a good evening.

> *A motion was made by Alderman Tim Hertzel and seconded by Alderman Gary Lingerfelt to enter closed session at 5:55 p.m. The motion to enter closed session was unanimous.*
>
> *A motion to return to open session was made by Alderman Allen Bumgarner and seconded by Alderman Tim Hertzel at 6:05 p.m. The motion to return to open session was unanimous.*

k. Closing Remarks

None

l. Adjournment

A motion to adjourn was made by Alderman Gary Lingerfelt and seconded by Alderman Allen Bumgarner. The motion to adjourn was unanimous.

The meeting adjourned at 6:06 p.m.

Minutes prepared by the Office of the Town Clerk., Heather Minor, CMC, NCCMC, Town of Long View, North Carolina Regularly scheduled Board of Aldermen Meeting- Open Session: August 10, 2026.