

**TOWN OF MAGGIE VALLEY
BOARD OF ALDERMEN WORKSHOP
NOVEMBER 1, 2010
MINUTES**

Members Present: Mayor Roger McElroy, Aldermen: Saralyn Price, Colin Edwards, Phil Aldridge, and Scott Pauley

Staff Present: Manager Tim Barth, Chief Scott Sutton, Festival Director Audrey Hagar, Planning Director Nathan Clark, and Town Clerk Vickie Best

Others Present: Shirley Pinto

Call the Workshop to Order

Mayor McElroy called the workshop to order at 4:05 p.m. in the Maggie Valley Police Department Conference Room.

Festival Grounds Application

Director Hagar, along with department heads, reviewed and discussed the revisions in detail. The initiative was to simplify/condense the rental application as much as possible. The application has been reduced from 11 pages to 7 pages.

Director Hagar reviewed line-by-line, with Council, the entire rental application, operation policies and terms of use, map of the grounds, and a Special Event Checklist.

It was the consensus of the Board that due to the hard economic times, the desire to grow existing events, and the need to solicit new events and new promoters, that the \$100 application fee should be removed. A non-refundable application fee could put many promoters off, especially when the Town is courting them to promote an event in Maggie Valley.

Alderman Pauley asked that staff/Council be loyal to the existing promoters that have taken a chance and brought events to the Maggie Valley Festival Grounds from the beginning.

Director Hagar added that after approval, the promoter will be provided with all of the regulations for selling food, selling alcohol, overnight vendor camping, etc.

The map of the grounds can be used as a tool in planning the event, or is used to provide an approximate location of vendors camping overnight with their merchandise.

Before the application goes to Council for final review, Director Hagar will have the Town Attorney review the document for errors or omissions to protect the town.

When questioned if the concession stand had been repaired, Alderman Aldridge was informed that Public Works is working on a jointly created punch list of repairs that will be completed during the winter/ early spring months. The donated ice machine located

Town of Maggie Valley
Board of Aldermen Workshop
November 1, 2010
MINUTES

inside the concession stand has completely broken down and is not worth the cost of fixing. Mayor McElroy had hopes that the MVTDA1% committee would allocate funds to help purchase a new ice maker.

Several council members had been informed of the difficulties of dumping the 96 gallon trashcans into the roll-off dumpster. The public works department works with promoters and often has the promoters line the trashcans in a certain area, and then a public works employee will dump the cans.

The promoter is charged for garbage disposal based on tonnage. Generally, part of the security deposit will be used to cover the garbage disposal cost and the remainder returned to the promoter, if the grounds are left in the same conditions as when they rented the grounds.

Mayor McElroy asked that Manager Barth check with Consolidated Waste Services about dumpster fees verses G.D.S.

The Festival Grounds is being cleaned prior to events by the cleaning girls, rather than the public works department. The girls load-out all of the paper needs for the restrooms. It is the promoter's responsibility to replenish restroom needs during the event. The restroom cabinets are stocked with extra supplies. There is a lady and her husband that will attend the restrooms for tips, which worked out wonderfully at the 4th of July celebration.

The overnight camping is allowed for vendors only, and then it is discouraged, due to the increased possibility of problems and the desire to fill accommodations. Council will approve the overnight camping on a case-by-case basis.

The Fees for renting the festival grounds:

- \$1,500 for a three day event and the day before for setup and the day after the event for cleanup.
- \$250 per event day for electric, water, and use of the buildings
- \$1,000 refundable security deposit (deposit will be refunded if the grounds and structures are left in the manner in which they were when the grounds were rented. The garbage disposal is taken out of the security deposit based on tonnage in cases where disposal was not arranged by the promoter.)

Alderman Pauley asked that a section be included pertaining to fireworks or pyrotechnics being used during the event.

Economic Development Incentives

Mr. Ernie Pearson, with the firm of Nexsen/Pruet out of Raleigh North Carolina, an expert in the field of economic development incentives addressed Council. Mr. Pearson

Town of Maggie Valley
Board of Aldermen Workshop
November 1, 2010
MINUTES

provided a short history of projects that he has worked on, as well as his past work experience.

Mr. Pearson rode through Maggie Valley observing what he saw prior to the meeting. Being competitive in the economic incentive arena is a necessity in soliciting industry or serious gaming. (Serious gaming is commonly known as a high-tech structure used to train fire fighters, EMC workers, pilots, etc.) The tax credit incentive was enacted in 1985. These types of incentives were challenged in Winston Salem and Winston Salem won, based on being a legal purpose of the spending of public funds. Normally incentives are provided to bring industry to the community in order to increase the number of jobs available in the job market.

Incentives are not normally used during the deciding factor, but are often used in the closing factor.

When economic incentives are offered, there are five points to focus on:

- Get a good return on the investment; incentives are not gifts.
- Offer the same or similar incentives to existing companies within the town
- Consider the economic value to the town and how that value will be retained.
- Have a binding detailed contract in place.
- Realize that competitive incentives are a necessity for locating industry in your community.

Mr. Pearson asked what the town leaders were wanting. This is not a smokestack community. Because Maggie Valley is a resort town, you are not looking for industry. As earlier stated, high-tech serious gaming is a clean industry, that brings people to the area, that are making money; but does little to nothing for tourism. As for bringing in large retail/commercial businesses, there does not appear to be large flat parcels available in the valley.

One example of commercial/retail increasing tourism is in Concord North Carolina when the BASS PRO SHOP moved to the area. The most common situation is if the numbers [traffic] are there, the large commercial corporation will come to you.

The Town of Maggie Valley could offer incentives for current businesses to “spiff” up their business.

The Town of Maggie Valley would need to increase their technology by adding fiberoptics/ high speed internet to draw on high tech businesses.

Mr. Pearson suggested Council look at what is unique about Maggie Valley. Think long term. Many see Maggie Valley’s nitch as mountain heritage, arts, mountain music, etc.

Town of Maggie Valley
Board of Aldermen Workshop
November 1, 2010
MINUTES

The road systems in Maggie Valley are a detriment to certain businesses locating in the valley. If incentives are established, they must remain confidential until it is time to offer the incentive to entice the company to choose locating in Maggie Valley.

Mr. Pearson stated that Maggie Valley needs to create a strategic plan (\$18,000 to \$25,000) that targets exactly what you feel Maggie Valley needs. Then fine tune the policy after a strategic plan is developed. You will need to have three or four targets with a well thought out plan of action. You also need a consensus among the community as to what direction Maggie Valley needs to be heading.

Mr. Pearson stated that “Maggie Valley needs to diversify; but you need to “weed out” the small stuff.”

Council wants to draw family oriented businesses that provide entertainment for visitors.

Mayor McElroy thanked Mr. Pearson for his knowledgeable comments and informed Council that they would set a meeting to further investigate their options for economic development.

The Mission Statement will be placed on the November 16, 2010 Board of Aldermen Agenda.

The workshop members disassembled at 6:50 p.m.

Mayor Roger McElroy

ATTEST:

Vickie Best, CMC, Town Clerk

Town of Maggie Valley
Board of Aldermen Workshop
November 1, 2010
MINUTES