

**TOWN OF MAGGIE VALLEY**  
**JOINT WORKSHOP BETWEEN THE BOARD OF ALDERMEN AND THE**  
**PLANNING BOARD**  
**MARCH 12, 2010**  
**MINUTES**

Council Present: Mayor Roger McElroy, Aldermen: Scott Pauley, Colin Edwards, and Saralyn Price

Planning Board Members Present: Chairman Billy Brede, June Johnson, Bob Knoedler, Tom Benoit, and John Schreiber

Staff Present: Manager Tim Barth, Planning Director Nathan Clark, and Town Clerk Vickie Best

The Workshop began at 8:00 a.m. in the Town Hall Boardroom.

Chairman Brede explained that the Planning Board is planning two meetings a month until the summer season begins.

The Planning Board is planning to have the third and final public information meeting on the Appearance and Design Standards. The two previous meetings were held in the spring of 2009 and in the fall of 2009. The third meeting will be held in late April or early May. Chairman Brede encouraged Council to attend. The Planning Board's goal is to have as many people as possible attend the final public information meeting. Director Clark will attempt to reach all business owners along Soco Road to invite them to attend.

The first meeting was well attended and the feedback was positive. The second meeting was attended by few, but those in attendance felt the Appearance and Design Standards would restrict business and the process was too complicated. There was some confusion with attendees feeling that "this was a done deal".

Director Clark highlighted the changes made to the Appearance and Design Standards. The language has been relaxed, especially regarding color. Building heights in the flood plain areas have been increased to 55-feet.

Director Clark then proceeded to explain how the final workshop would be set up. This, as with the other two meetings, will be an interactive meeting. Part of the attendees will be assigned to make sample applications, part will be assigned to be the oversight committee, and the remaining attendees will be involved in negotiations. This will provide everyone the opportunity to go through the process. Posters will be displayed

throughout the town inviting residents and business owners to the Public Informational Meeting.

Council appeared to be in-agreement with the changes to the standards. Alderman Pauley stated that he would provide his feedback to Director Clark by Monday.

Council asked that the Planning Board move forward with the third meeting after business owners return for the season. It should be made clear to the public that the Appearance and Design Standards have nothing to do with non-conforming uses. The goal is to create a sense of community/continuity; a mountain theme. Down Town Waynesville has completely turned around. Small changes will be more of an attraction than a distraction. The Appearance and Design Standards are to be used as a guide. This is a living document to enhance Maggie Valley.

Alderman Pauley felt the town really does not have a vision, this is a beginning. Alderman Pauley also suggested doing something in the spring as the town does during Fall Days.

Director Clark informed Council that the Town is seeking two grants, N.C. Main Street Program and a Façade grant that will provide assistance to three businesses. Historical properties are a priority in the façade grant.

The Planning Board members are in favor of allowing Haywood County to enforce a slope ordinance and erosion control. This move would help enhance environmental oversight. The Town of Clyde is considering going in with the county for enforcement.

Alderman Edwards encouraged everyone to attend the Jonathan Creek Park meeting on March 25 at the MARC Center. Each meeting is different and builds on the last. Baseball and softball fields are needed to have tournaments. Tournaments would bring a boost to Maggie Valley's economy. The Town of Maggie Valley invested \$5,000 in the development of a plan for the park. There will also be fishing and walking trails. Baseball fields cover a larger age group than softball.

Another goal of the town and the planning board is to bring family value to Maggie Valley. We have got to have something for young people and kids to do. The Town needs to offer incentives to bring family value businesses to town. It is the desire of both boards that Ghost Town survives. Maggie Valley is losing the vacation destination name. It was suggested that incentives should be put on the Town's website to get the word out. "Be

broad and general in marketing.” Council asked that the Planning Board conduct a joint meeting with the Maggie Valley EDC board to discuss the issue.

Council directed Manager Barth to provide what options are available for incentives to the Planning Board and the EDC.

There has been a 79% decrease in blue collar tourist over the last 10 years. Maggie Valley has the raw material to bring tourist to the valley. There should be more areas allotted for public parking so that people will get out of their cars and walk the valley.

There being no more discussion, the workshop ended at 10:10 a.m.

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Mayor Roger McElroy

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Vickie Best, CMC, Town Clerk