

Town of Maggie Valley
Board of Aldermen Workshop
May 3, 2010
MINUTES

Members Present: Mayor Roger McElroy, Aldermen: Colin Edwards, Saralyn Price, and Scott Pauley
Staff Present: Manager Tim Barth, Chief Scott Sutton, ABC Officer Doyce Stevens, Public Works Director Mike Mehaffey and Town Clerk Vickie Best
Others Present: Carol Burrell and Dan Massey

The workshop began at 3:07 p.m. in the Town Hall Boardroom.

ABC Permit

Director Hagar felt that the Town should pull the alcohol permit for the 4th of July Festival as a trial run for the Town holding the ABC Permit for the Festival Grounds. The Town would like to have more control over the serving of alcohol on the Festival Grounds. A permanent ABC permit could take up to 6-weeks to obtain.

The gates must be secured so that no alcohol is carried in or out of the Festival Grounds.

The additional insurance would cost approximately \$1,000 per year. The Town carries the liability now; if someone were to get hurt by being over served, the injured party would go after the town because “you sue the entity with the deepest pockets”.

If the Town decides to obtain the ABC permit, Chief Sutton stated that it is important to hire experienced people to serve and someone must be in charge of overseeing the servers.

If obtaining a permanent ABC permit, the Town would need to purchase coolers and begin serving out of the concession stand. Only temporary ABC permits allow the use of beer trailers.

Mr. Massey spoke from the floor stating that the motorcycle rallies will not want to give up the alcohol sales.

If the Town holds a permanent ABC Permit, the permit cannot be leased out to another entity.

Most promoters prefer that someone else sell the alcohol and provide them with a percentage of the sales.

**ALDERMAN EDWARDS MADE A MOTION FOR THE TOWN TO APPLY FOR
A TEMPORARY ABC PERMIT TO BE USED AT THE JULY 4TH
CELEBRATION AS A TRIAL RUN.**

Town of Maggie Valley
Board of Aldermen Workshop with the Festival Director
May 3, 2010
MINUTES

**ALDERMAN PAULEY VOTED IN THE AFFIRMATIVE.
MAYOR MCELROY VOTED IN THE AFFIRMATIVE.
ALDERMAN PRICE OPPOSED.
MOTION CARRIED BY MAJORITY**

Town of Maggie Valley Logo/Brand Discussion

Ms. Hagar explained that Maggie Valley needs a brand to use to solicit concert promoters and to use in Pollstar and Celebrity Access (trade magazines). Ms. Hagar felt that Miss Maggie was Maggie Valley's trademark. An advertising program had been created using the image for example holding a guitar. The Chamber of Commerce owns Miss Maggie's image, and unanimously voted not to allow Miss Maggie's image to be used other than in her original stance.

Festival Grounds Logo/Brand Discussion

Council felt that it would be advantageous for Council to meet with the Chamber Board to bring them up to date on what Ms. Hagar has planned for soliciting promoters to use the Festival Grounds. The logo with the elk does not reach all promoters. By using the elk, the venues would be limited. It will cost approximately \$2,500 for an artist to design a brand and bring in the mountain elements of the sign.

Rogers Bayfest 2010

Ms. Hagar provided a map of an event area where Rogers Bayfest is held. The grounds are similar to the Maggie Valley Festival Grounds. The event lasts two weeks with a rock concert the first weekend and a country concert the second weekend. The event brings approximately 20,000 visitors. The Town would need to partner with campgrounds for their use and other businesses for additional parking. Ms. Hagar will pursue the venue.

Marketing/Advertising- Goal

The Maggie Valley Festival Grounds is for small venues. A public works person should be on site for all events. Overnight camping needs to be allowed because vendors want to stay with their goods. As for the rental fee, some of the current promoters have difficulty coming up with the money before their event. The promoter will be required to sign a contract. Ms. Hagar should have more flexibility in some of these issues. Alderman Pauley felt any delay in payment should be done on a case-by-case basis.

Alderman Price stated that Ms. Marion Hamel, that does two events a year, felt the fees were too high.

Council felt Ms. Hagar should have the ability to negotiate terms. Ms. Hagar stated that she did not necessarily feel the fees were that high, but she has some concerns about the fees being on the website.

Ms. Carol Burrell spoke from the floor stating that some promoters take a percentage of the gate. Ms. Burrell suggested having the town attorney review any revised documents.

Town of Maggie Valley
Board of Aldermen Workshop with the Festival Director
May 3, 2010
MINUTES

Suggested Contract Changes

Ms. Hagar suggested extending the noise cut-off to midnight. The events now have until 11:00 p.m. to cut-off all activity. Alderman Pauley agreed that he would hate to lose an event over one-hour but Council needed more time to decide if going to midnight would be the best idea.

Also solicitation should not be allowed at events. It is unfair for a promoter to expend funds and then someone come in and start soliciting people to come to their place of business/event.

Ms. Burrell brought up an issue that happened over the Thunder in the Smokies Motorcycle Rally. It appears, after Ms. Hagar's investigation, talking with both distressed business owners and Mr. Anthony that he encouraged people, in attendance, to go to certain businesses that sponsored his rally, but then added that because some businesses have a sign welcoming bikers, that does not necessarily mean they were sponsors.

Ms. Hagar explained the problems that arose from his statement and felt that Mr. Anthony is now clear on what those kinds of mistakes cost.

Ms. Burrell felt that if Mr. Anthony receives TDA1% funding, then he is getting support from all lodging businesses.

Mayor McElroy stated that this is an issue that can be addressed through the MVTDA1% Subcommittee.

Alderman Edwards left the meeting at 5:00 p.m.

The discussing pertaining to the Thunder in the Smokies Rally continued. The Town does not want to lose any events, but everyone should be treated fairly and businesses should not be criticized. All business owners are having a difficult time due to the economy, heavy snows, and the closing of I-40 virtually cutting Maggie Valley off from Tennessee.

**THERE BEING NO FURTHER BUSINESS TO DISCUSS, THE MEETING
ADJOURNED AT 5:10 P.M. BY MOTION OF ALDERMEN PRICE, WITH ALL
IN FAVOR.**

Mayor Roger McElroy

Vickie Best, CMC, Town Clerk

Town of Maggie Valley
Board of Aldermen Workshop with the Festival Director
May 3, 2010
MINUTES