

**TOWN OF MAGGIE VALLEY  
JOINT BOARD OF ALDERMEN AND PLANNING BOARD MEETING  
JUNE 2, 2011  
Minutes**

Members Present: Mayor Roger McElroy, Aldermen: Danya Vanhook, Scott Pauley, Phil Aldridge, and Saralyn Price  
Planning Board Members Present: Chairman Billy Brede, Bob Knoedler, Michael Matthews, Doreen Pauley, and June Johnson  
Staff Present: Manager Tim Barth, Planning Director Nathan Clark and Town Clerk Vickie Best  
Others Present: Maggie Valley County Club Resort General Manager Jay Manner, Terry Shuler, and Rob Noland

**Meeting Called to Order**

Chairman Brede called the meeting to order at 5:45 p.m. in the Town Hall Boardroom.

**Final Plat Approval: Master's Landing Phase II**

The Maggie Valley Club would like to complete the 4 lots behind the club house. A check was presented to the Town for the bond until the work is complete. If approved, work will begin Monday June 6, 2011. There is a sale pending plat approval. The villas will be built as they sell. The sewer work will be outside the paving on the road. Two manholes will need to be installed. The water is installed. The Final Plat had the correct notations and signature lines.

**MS. JOHNSON MADE A MOTION TO APPROVE THE PLAT FOR THE FOUR LOTS AS PRESENTED.  
MR. MATTHEWS SECONDED THE MOTION.  
MOTION CARRIED UNANIMOUSLY.**

**Joint Workshop**

An information packet and a CD were created by Ms. Johnson to share with Council and the Planning Board members. The packet of information tells ways that towns have turned their economy around. Mt. Airy has turned their economy around since 2006 after industries relocated leaving large abandoned buildings. Council had not received the packets. Director Clark will provide Council with the information.

With concerted efforts between the surrounding municipalities, Surry County, and the business community, Mt. Airy has been able to generate \$85-million in tourism dollars. These people had to reimagine their entire locale. They are so proud of their accomplishments and would be more than happy to spend time with the planning board members and the elected officials to discuss their success and the avenues they took to get to where they are today.

Most of the people Ms. Johnson talked with knew about Maggie Valley. The government leaders in Mt. Airy work with such vigor and enthusiasm. They felt Maggie Valley has so much more than Mt. Airy because of our natural beauty.

Ms. Johnson stated that Maggie Valley can no longer function as an island. "Maggie Valley should view the surrounding towns, Asheville and Cherokee as assets. Maggie Valley has the raw ingredients to be successful. Mt. Airy never envisioned themselves in tourism. "

“One of the most important aspects of making any transition is having support from the community. The public has got to be engaged and provide input and ideas. Maggie Valley must have a sense of community and work together. We have got to decide who we are as a people.”

Director Clark concurred, adding that Mt. Airy lost their industry, similar to Maggie Valley losing the theme park.

Alderman Aldridge stated that Maggie Valley is a mix of people with a mix of attitudes.

Ms. Johnson responded that diversity is a strong point. “We must view these things as opportunities, not obstacles. Let’s go with a mountain theme. Our weather is better, our mountains are beautiful, and our streams are clean. Our theme could be Easy Days- Lazy Ways or something like that.”

Mt. Airy has 10.5 miles of greenway that runs along a river.

Alderman Aldridge agreed adding that everyone from the top down will need to step up and do their part.

Ms. Pauley stated that small things can make a difference. Some of her guests went to the Stompin Grounds and loved it. It would be a good idea for Mr. Edwards to softly amplify the music on the inside out onto the sidewalk area where people will be intrigued and come in to listen to music. “Make the valley feel alive.”

Ms. Johnson agreed, going on to say that the plight of the motels does not look good. Studies show that families are now taking vacations every other year or every three years and they are going to all-inclusive resorts.

Mayor McElroy reminded Council that the town owns land near the Maggie Valley Country Club with a beautiful waterfall. Alderman Vanhook suggested a trolley, so that people do not have to get in their cars and drive.

Ms. Johnson stated that the Mt. Airy officials felt that Maggie Valley’s biggest problem is population. The population is not enough for Maggie Valley to get a grocery store.

Director Clark interjected that another problem is the high cost of property and the condition of the buildings.

The discussion again leads to keeping out negative press. People don’t want to visit or move to an area that is always in turmoil. When reading the local newspapers, it appears that no one in town gets along with each other. Ms. Pauley stated that it is embarrassing to read negative press about Maggie Valley.

Alderman Pauley agreed, adding that the biggest obstacle is the lack of a cooperative spirit about the board members and the business community.

Some ideas discussed to bring people together as a community is to have “dinner on the grounds” where everyone brings a picnic lunch, blankets and chairs to listen to music and socialize. There could be a movie night for folks to come together and see a good movie.

Mr. Knoedler felt that for a community meeting, ground rules must be laid out and followed. The goal is for people to be open and honest, yet respectful to others in creating the "community vision".

Ms. Johnson suggested bonding and advertising a packet that would bring tourists to Maggie Valley to stay and then have excursions during the day i.e. day at the Biltmore House, Cherokee, Waynesville, etc.

The Autumn Leaves Festival brings a quarter of a million people to Mt. Airy in three days.

Ms. Johnson felt Maggie Valley should be more bicycle friendly, with bike lanes.

Director Clark explained that Maggie Valley is working with Haywood County on a County-wide biking plan.

Staff will rent a 15-passenger van for Council and the Planning Board members to take a road trip to Mt. Airy and talk with those folks and see their town.

**ON MOTION OF MR. KNOEDLER, SECONDED BY MS. JOHNSON, WITH ALL IN FAVOR, THE MEETING  
ADJOURNED AT 6:57 P.M.**

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**Mayor Roger McElroy**

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**Planning Board Chairman Billy Brede**

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**Vickie Best, CMC, Town Clerk**