

**Town of Maggie Valley**  
**Board of Aldermen Workshop**  
**August 16, 2010**  
**MINUTES**

**Board of Alderman Workshop - Monday, August 16, 2010; 3:00pm**

Members Present: Mayor Roger McElroy, Aldermen: Saralyn Price, Phil Aldridge, and Colin Edwards  
Members Absence: Alderman Scott Pauley  
Staff Present: Manager Tim Barth, Festival Director Audrey Hagar, Public Works Director Mike Mehaffey, Police Chief Scott Sutton, and Town Clerk Vickie Best  
Others: Representative of the Vintage Volkswagen event: Rachael Walker Dan Massey

Mayor McElroy called the workshop together at 3:08 p.m. in the Town Hall Boardroom.

**Workshop Content:**

- A. Trout Festival 2011
- B. Red, White & Boom 2011
- C. Overnight Camping:
- D. Parks Board Consideration
- E. Business Licenses
- F. Other

**A. Trout Festival - Saturday, May 7, 2011**

**Haywood Community College Departments**

- Natural Resources Management
  - 1. Fish/Wildlife Mgmt.
  - 2. Forest Management Technology
  - 3. Geospatial Technology
  - 4. Horticulture Technology
  - 5. Low Impact Development
- Professional Arts and Crafts
  - 1. Blacksmith - Hand Wrought Metals

**Board Consideration -**

- a. Format - Do we continue with the current format or expand to include heritage programming aspects
- b. Expand Festival - Should we expand the Festival to Two Days?

Ms. Hagar reported that Ms. Karen Batick will assist her with the Trout Festival preparations. Currently the Trout Festival has one component the Catch Clinic. The goal is to have more artisans than crafts and a natural resources management component.

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Alderman Aldridge stated that one day events do not put heads in beds.

Alderman Edwards wanted to know the cost of expanding the Trout Festival to a multi-day event. The Town lost money on the two previous Trout Festivals; although Alderman Edwards like the Heritage part of the plan.

Alderman Price agreed with Alderman Edwards adding that the Maggie Valley Chamber never made money on the Trout Festival.

Mayor McElroy stated that the MVTDA 1% Committee will stop providing funds for one-day events and the Trout Festival should be more widely advertised.

Next year, the Trout Festival will be held Saturday May 7 and Sunday May 8, 2011. Director Hagar will talk with the Community College about their assistance with the artisan portion of the event.

**B. Red, White & Boom 2011 -**

- Thank you for the support on the alcohol decision. We met in the middle
- Department Head Meeting Notes - Attached
- Board Discussion - What went well? What may we improve on?

**Board Consideration -**

- a. Do we have the Fireworks on the Monday or July 3<sup>rd</sup>?
- b. Expand Festival - Should we expand the Festival to Two or Three Days?

Director Hagar thanked Council on following her recommendations regarding the Town getting a permanent ABC permit. The right decision was made by going for temporary permits when needed.

Alderman Aldridge felt the fireworks should be held the opposite day as the fireworks at Lake Junaluska.

Director Hagar interjected that she had spoken to the Patel family (that owns four of the major motels in Maggie Valley) and was informed that they had guest from Georgia, South Carolina, and Tennessee staying during 4<sup>th</sup> of July.

After a brief discussion Council decided to have the fireworks on Sunday July 3, 2011 rather than Monday July 4 due to families driving home from a long weekend on Monday morning. The Celebration will begin Saturday and end Sunday night and possibly a half day on Monday. Alderman Price asked that BINGO be included.

**C. Overnight Camping**

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- This has been approved by the Parks, Recreation & Festival Advisory Committee on a case by case basis
- Concerns - Safety and Sanitation; Sonja - privacy and location of campsites
- Opinion - The grass is great but not making us any money. These lucrative events are going to go somewhere. Why not the Festival Grounds. We need to be open to the possibility of all revenue streams to promoters so that the festival grounds are competitive.
- Zoning Ordinance - Attached
  1. Handlebar Corral -
    - i. Vendors;
    - ii. Message from Lori & Chris with Handlebar - Attached
  2. Vintage Volkswagen -
    - i. Limited Tent Camping; 30 to 50 vendors
    - ii. Promoter Larry Payne

Board Consideration -

- a. To allow overnight camping on the Festival Grounds on a case by case basis

Ms. Walker representing the Vintage Volkswagen event explained that they have multiple events in Florida, North Carolina, and Tennessee. Hotels are booked. The premier camping is mostly taken up by people with Volkswagen Vans. A band will be scheduled for Saturday night. There will be entertainment and awards throughout the event. There will be a "Cruz" or maybe a poker run. The promoter is working out details with Dale Walksler owner of Wheels Through Time museum. There will be a 1970's bus bar for people to gather for a drink and watch the fire at night. There will be BBQ but will not have open fires. Normally someone rents a room near the event and that is used for people to shower. Some people bring multiple vehicles and rent rooms to stay throughout the event.

Ms. Walker stated that they would follow all regulations but there has never been security at other venues.

Mayor McElroy asked if this request was for fifty spaces or fifty people camping. The response was fifty spaces. Mayor McElroy had several concerns about the Vintage Volkswagen event with one being people renting a motel room to use to shower. As a long time Motel owner this doesn't make motel people happy.

Alderman Aldridge felt the Town is forced to try this due to other venues allowing people to stay with their goods on the grounds.

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Director Hagar stated that it is important to make it easy to do business with Maggie Valley. Chris Anthony, promoter for Thunder in the Smokies, is losing prominent vendors due to them not being allowed to remain on the grounds with their merchandise.

Chief Sutton asked if the gates will be closed or will traffic be allowed to flow throughout the night. Who will control the gate? Who secures the gate and carries the responsibility for allowing emergency vehicles to enter in the event of a medical need?

Director Hagar stated that the perimeters would be set by the Town. Then the promoter would follow those regulations. The promoter would ultimately be responsible.

Director Mehaffey questioned what the next promoter would say when he has the facility rented after an event that allowed camping and destroyed the grounds. The area for camping must be contained to one area.

Alderman Edwards reminded Council that this is going to be done on a case-by-case basis. Council makes the final decision. Council can say no the next time.

Director Hagar interjected that these promoters want to develop a long lasting relationship with the town; they are going to be responsible.

Mayor McElroy stated that he felt it would end up being one big party and that it couldn't/wouldn't be controlled. The motels being used for showers will not be good, but Council has the right to try if they [Council] so choose.

Council will allow the Vintage Volkswagen Event to have up to fifty camping sites inside the Festival Grounds. Council would like to see the guidelines once they are drafted by staff.

As for the Chris Anthony motorcycle rally, Alderman Edwards would like to have Mr. Anthony come and speak to Council. Mr. Massey assured Council that all Mr. Anthony is requesting is to allow some vendors to remain on the grounds with their merchandise.

Chief Sutton stated that if this were to happen he would prefer that the promoter provide his own security inside the grounds. Alderman Edwards agreed adding that the Police remain on the outside of the gate during the night unless there is a situation.

Director Hagar added that there should be a barricade in front of the stage to protect the landscaping. That is a great concern for Mr. Anthony. Most stages are not landscaped.

Again, Council asked that Director Hagar draft her recommendations to include the rules for Board review when finished.

**D. Parks Recreation & Festival Advisory Committee**

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- The Board has expressed an interest in disbanding. They feel perhaps the board has become obsolete with the hiring of the Festival Director. And...final decisions is in the hands of the Board of Alderman
- Board Discussion -

Board Consideration -

- a. Do we keep the Parks, Recreation & Festival Advisory Committee Board or disband

Council felt that the PRFAC was important in providing recommendations to Council, having another set of eyes reviewing requests, and having a parks/recreation board often helps to receive grant funding.

Director Hagar suggested maintaining the board but have them more active in parks, recreation and greenways. Maggie Valley has a substantial amount invested in the Jonathan Creek Park.

Council was of the opinion that the PRFAC should remain in place but without the need to have monthly meetings if there is nothing of real importance to discuss.

**E. Business Licenses**

- Board Discussion -

On the recommendation of Manager Barth, Council felt the business/privilege license should remain on a flat fee basis. Council agreed that getting into gross receipts would be time consuming and intrusive to the business owners.

**F. Other**

- Grant Notification
- Marketing and Advertising
- DVD
- Other

Council reviewed the DVD marketing tool to get promoters to rent the festival grounds. Director Hagar continues to seek grant funding from all sources available. Director Hagar is looking into "Handmade in America". Premier Global is looking at bringing four new events to Maggie Valley.

There being no further business to discuss, the workshop ended at 4:45 p.m.

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Mayor Roger McElroy

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Vickie Best, CMC, Town Clerk

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