

Town of Maggie Valley
Regularly Scheduled Board of Aldermen Meeting
August 19, 2008
5:30 p.m.

MINUTES

Members Present: Mayor Roger McElroy, Aldermen: Saralyn Price
Mark DeMeola
Phil Aldridge

Member Absent: Alderman Colin Edwards

Staff Present: Manager Tim Barth, Public Works Director Mike Mehaffey,
Planning Director Nathan Clark, Chief Scott Sutton, Detective
Archie Shuler, Alcohol Officer Doyce Stevens, and Town Clerk
Vickie Best

Others Present: Six people

1. **Meeting Called to Order.**

Mayor McElroy called the meeting to order at 5:35 p.m. in the Town Hall Boardroom.

2. **Consent Agenda**

a. Tax Refund.

b. Correction and Approval of Minutes for the July 28, 2008 and August 5, 2008 meetings.

Clerk Best asked that item 8 in the minutes of August 5, 2008 be clarified to state the insulation will cost \$0.90 per square foot to winterize the pavilion ceiling.

Council agreed.

**ALDERMAN PRICE MADE A MOTION TO APPROVE THE CONSENT
AGENDA MAKING THE CHANGES THE CLERK REQUESTED.
MOTION CARRIED UNANIMOUSLY.**

3. **Appearance of Bobby Rogers, Pastor at Dellwood Baptist Church.**

Reverend Rogers read the attached letter of appreciation to the Board of Aldermen and Mr. Mehaffey, Public Works Director for their assistance throughout their sewer extension process.

SEE ATTACHMENT 1

4. **Consideration of a proposed Marketing Plan from Clearpoint Marketing.**

Mr. Randy Robinson addressed Council explaining his plan for increasing attendance at current festivals and increasing interest with promoters to gain additional events. Mr. Robinson explained that Clearpoint Marketing had been in operation for five years. Prior to working with Clearpoint Marketing, Mr. Robinson worked 27-years in the hospitality

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market. The allotted \$20,000 from TDA Funding will help build the foundation (concrete material ie brochures) for marketing the Festival Grounds.

The objectives are: Get more exposure, Increase festival attendance, Put heads in beds, Increase booking of the Grounds, Make people more aware of the opportunities at the Festival Grounds outside and inside Haywood County.

Mr. Robinson continued to review the strategies, tactics, and budget for the first year.
SEE ATTACHMENT 2

Mr. Robinson made several suggestions as to how the Town could do things to increase awareness of the Festival Grounds. Use the NC Festivals website to advertise, incorporate links on other similar websites such as Ghost Town, Haywood County TDA, etc, and advertise in the free calendar listings in the local newspapers.

Mr. Robinson stated that it would take two-years to begin seeing results. Also, do not get focused on the same kind of events such as motorcycle rallies.

The high cost of gas has had a great impact on tourism. During the period around 911, regional advertisements were pulled and people began to advertise locally because people were not traveling great distances. Mr. Robinson suggested advertising statewide, east Tennessee, South Carolina, and Georgia. Look at the target audience and do not waste advertising.

Alderman DeMeola felt it would be beneficial if Mr. Robinson looked at past endeavors and advise on where the town has fallen short.

Alderman Aldridge felt that the festival grounds is just not “coming of age” with the addition of new lighting, electric and the stage. Some of the current festivals are already maxed out in attendance. New festivals are what the Town is looking for.

Mr. Robinson agreed, adding that the first step is creating a brand that everyone will become to recognize. Get as much mileage out of advertising as possible.

Alderman Price felt the Town should be more direct in what is wanted at the festival grounds.

**ALDERMAN PRICE MADE A MOTION TO TABLE THE ISSUE UNTIL THE
MVTDA SUBCOMMITTEE, PARKS BOARD AND THE ALDERMEN CAN
MEET TO DISCUSS THEIR DESIRES.
MOTION CARRIED UNANIMOUSLY.**

Council thanked Mr. Robinson for his presentation.

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5. Consideration of changing the Personnel Policy regarding benefits for part time employees.

The current policy requires the Town to provide insurance to part-time employees. If the proposed revisions were made the Town could hire part-time help with more flexibility and less cost.

The proposed revision (delete the strike through text):

Part-time employees (see definitions) who are scheduled to work 20 hours or more per week on a continuous year-round basis may, if they so desire, purchase available group health through the Town for themselves or for themselves and qualified dependents. ~~A pro-rated amount of the cost of coverage paid for a full-time employee shall be paid by the Town with the remainder of the cost being paid by the employee. This pro-rated amount shall be based on regularly scheduled hours.~~

~~If the insurance policy does not allow for part-time employee coverage, employees may be reimbursed an amount equivalent to the pro-rated amount the Town would have paid under this policy provided that the employee shows proof of health insurance purchase.~~

State law requires anyone working more than 20-hours per week to become part of the NC Retirement system.

**ALDERMEN ALDRIDGE MADE A MOTION TO APPROVE THE REVISION
 AS PRESENTED.
 MOTION CARRIED UNANIMOUSLY.**

6. Continued discussion regarding the two bedroom minimum sewer tap fee.

After Council members did on-site visits to the different park model parks in the community, it was determined that Maggie Valley should stay with the same rules and regulations as Haywood County and the State. All park models should pay a two-bedroom tap.

**ALDERMAN DEMEOLA MADE A MOTION TO LEAVE THE POLICY AS
 WRITTEN.
 MOTION CARRIED UNANIMOUSLY.**

7. Declaring certain property surplus.

**ALDERMAN ALDRIDGE MADE A MOTION TO DECLARE THE ITEMS
 SURPLUS AND OF NO USE TO THE TOWN.
 MOTION CARRIED UNANIMOUSLY.**

3 complete work stations
 2 bookshelves
 18 stacking chairs

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3 desks
7 two-drawer filing cabinets
3 miscellaneous shelves
1 stool
1 small round table top
1 fake tree
2 four-drawer file cabinets
1 small end table
1 laptop computer
3 typewriters
1 Lexmark X73 printer
1 Scanjet 5100C Scanner
1 Hewlett Packard Deskjet 550C Printer

These four items are from the Police Department:

1 Radius P-100 Walkie
2 Radius P-200 Walkies
1 Motorola GP350 Walkie
2 Kenwood Mobile Radios

The Town will ask the Water Department if they are interested in any of the items.

8. **Manager's Report.**

- Manager Barth will meet with the Civic Association on August 29, 2008 to discuss funding the winterizing of the pavilion.
- Manager Barth distributed the Chamber's Calendar of Events.
- The PRFAC Board would like to schedule a joint meeting with Council to discuss ways of increasing revenue from the festival grounds.

Council decided that it would be best to meet one hour before their next regularly scheduled meeting. The meeting will be held September 8, 2008 at 2:30 p.m.

- Manager Barth reported that the following received approval for funding from the Maggie Valley TDA Subcommittee.

GHOST TOWN GOSPEL SUNDAY: \$2050

MAGGIE VALLEY CHAMBER OF COMMERCE/ VISITORS BUREAU

Visitors Information Channel: \$9,280

Consumer Shows- Blue Ridge Parkway Association: \$1,135

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FALL DAYS PUMPKIN TRAIL COMMITTEE \$4500

TOWN OF MAGGIE VALLEY: The cost to completely light the festival grounds and put electric outlets in strategic places throughout the grounds will cost close to \$90,000. The Town will finance the project through BB&T for five-years at an interest rate of 3.61%. The annual payments will be made through the 1% TDA funding. (\$20,000 per year). The project will begin in December 2008 and will be complete for the 2009 tourist season.

9. **Other Business.**

There was no other business.

10. **Public Comment.**

There were no public comments.

**ALDERMEN DEMEOLA MADE A MOTION TO ENTER CLOSED SESSION AT
6:33 P.M. FOR THE PURPOSE OF DISCUSSING AN ON GOING
INVESTIGATION WITH THE POLICE DEPARTMENT.
MOTION CARRIED UNANIMOUSLY.**

**ALDERMAN ALDRIDGE MADE A MOTION TO COME OUT OF CLOSED
SESSION AT 7:04 P.M.
MOTION CARRIED UNANIMOUSLY.**

11. **Meeting Adjourned.**

**ALDERMAN PRICE MADE A MOTION TO ADJOURN AT 7:04 P.M.
MOTION CARRIED UNANIMOUSLY.**

Mayor Roger McElroy

Vickie Best, CMC, Town Clerk

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