

Town of Maggie Valley
Special Called Board of Aldermen Meeting
September 8, 2010
MINUTES

Members Present: Mayor Roger McElroy, Aldermen: Saralyn Price, Colin Edwards, Scott Pauley and Phil Aldridge
Staff Present: Manager Tim Barth, Planning Director Nathan Clark, Public Works Director Mike Mehaffey, and Town Clerk Vickie Best
Others Present: Two people and Mr. and Mrs. Clayton Davis

Meeting Called to Order

Mayor McElroy opened the meeting at 2:00 p.m. in the Town Hall Boardroom explaining that Mr. Davis has a beautification plan that he would like to discuss with Council to help increase tourism.

Mr. Clayton Davis introduced himself and provided some history about his experience in horticulture since 1957. In April, he and his wife visited a town in South Carolina known for their Azaleas. Every home had 20 to 30 Azaleas in bloom. Mr. Davis felt that Maggie Valley could become the prettiest little town in North Carolina within three years and the prettiest little town in the U.S. within five years. The plan is to plant flowers, shrubs, annuals, and trees that will have something flowering or foliage year-round. The theme will be Roses, Rocks, and Rhododendron. The Knock-Out Rose blooms continuously from spring to fall and is easy to maintain. Rhododendrons are native to the area and can be placed in sun or shade. The only requirement is that they live in acid soil. Native gray granite rock is attractive and requires no maintenance. One would not want to use rocks that have iron in them because of the discoloration. Maggie Valley already has a couple of waterfalls and a number of people have rocks in their landscape.

Mr. Davis suggested having a large display in front of Town Hall. The Town could purchase large volumes of plants at a discount rate and then sell them to business owners and residents at cost.

Many people travel to Washington DC to see the cherry blossoms and to the Biltmore House to see the tulips; why not to Maggie Valley to see the five miles of a town in bloom.

Mr. Davis went over several perennial flowers that could be added for additional boost in color i.e. Black Eyed Susan, Cone Flowers, Day Lilies, and Hostas for shady areas. "People will come to see the flowering valley".

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Maggie Valley Beautification Project
RECOMMENDED STEPS

1. After project presentation, approval by vote of town leaders to proceed with the first five steps of this project.
2. Alderman determine the amount of discretionary funds they are willing to allocate.
3. Clayton will make contacts to raise funds and works with DOT to obtain all their support. Once they agree to be involved, landscape businesses will be notified of the opportunity to bid on a designated portion of the project.
4. Each alderman contact assigned number of business owners and residents along the main road to—
 - a. Get them involved.
 - b. Inquire as to whether they have discretionary funds to contribute to the project
 - c. Obtain permission to plant on designated site(s) of their property. May be more than 1 site if large open area.
 - d. Inquire if they will agree to take care of the islands on their property if they are given maintenance training. Observe what their property, as is, needs to make it more attractive

*Clayton will be willing to hold a couple of training classes to teach business owners and residents how to care for what is planted on their property. Clayton or another designated person will periodically check the plants to see if they are properly cared for and will talk with the owners and residents to get their feedback and advise them where needed. Report will be given to the Aldermen.

5. Ask The Mountaineer to do an article about the beautification project. Give the business owners and residents of Maggie Valley an opportunity to buy a rock or a specified tree in memory of a loved one. If they wish to have a memorial plaque placed on the rock or in the ground at the tree that would be their responsibility and expense.

The preceding steps need to be completed by November 1 so we have adequate time to proceed with the following steps.

6. Plan and map out the project over a period of three years. Determine who is responsible for definite aspects of the project. Outline the process in detail and in writing so there is no confusion or misunderstanding about the procedures and timing.

<ol style="list-style-type: none"> 1st Year - Plant mostly showy plants and some annuals. 2nd Year - Add more expensive trees and shrubs. As support grows, shift from annuals to more perennials. 3rd Year - Fine tune project and enjoy the long-term results. 	}	See Other information
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7. Make a list of designated islands at specific points (addresses). Determine how many rocks will be placed and what will be planted in each designated island over the next three years.
8. Order rocks and schedule delivery. Stress to supplier that careful placement of rocks in designated places, when delivered, is essential. (Once they are placed, they are too heavy to move without machinery.) Rocks will be placed in odd numbers. Some smaller rocks may be stacked or arranged in different patterns to give effect.
9. Order and buy plants to be planted in November.
10. Organize crew that will do the planting in November. Hire people to work under Clayton or the County Extension Horticultural Agent's supervision. Plant crews will be needed in the fall and in the spring and this may be taken care of by the business that receives the contract from the DOT.
11. Layout future plans for project completion with projected deadlines.
12. If the project has been developed to its fullest potential so there is truth to our advertisement, create an advertising campaign presenting "Maggie Valley—the town with 'A Splash of Color For Every Season'." Once the project is complete, we can add this next sentence to our advertising. "It's worth the drive to see the beauty and the color." The drive will mean additional business for restaurants/cafeterias and motels because people will come off the parkway and others will drive some distances to enjoy the view and have lunch or dinner.
13. Decide on a master plan regarding follow-up for upkeep and to sell the beauty of the area. Delegate responsibilities in writing. Have contracts with workers.

Clayton Davis - Presenter
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Aldermen Working Meeting

Alderman Aldridge stated that he would like to see the traffic islands built down to Maggie Mountaineer Crafts.

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Mr. Davis suggested partnering with NCDOT, the Rural Center and possibly the Haywood County TDA to get funding to help with the project. He had talked with Richard Queen about the proposed project and felt NCDOT would help. Mr. Clayton sits on the Board of Home Trust Bank and was able to secure a \$3,000 donation to purchase rocks for the project.

Ms. Brenda O'Keefe, owner of Joey's Pancake House, spoke from the floor stating that the Town could get grant funding and that business owners would participate in the plan and give donations.

Property owners will participate as the enthusiasm grows and traffic counts increase.

Mayor McElroy stated that areas along Soco Road need to be secured for the plantings and both Parham and McCracken Parks should be included. Presentations need to be provided to introduce citizens/business owners to the plan. This fall rocks need to be obtained and the daffodils and tulips need to be planted. In March the Town needs to get NCDOT and the County agency involved and get the project well underway so that in the spring people will begin to see the plan coming to fruition.

ALDERMAN ALDRIDGE MADE A MOTION TO CONTRIBUTE \$3,000 TO MATCH THE HOME TRUST DONATION TO GET BULBS AND TO GET THE PROJECT STARTED.

MOTION CARRIED UNANIMOUSLY.

As the project begins, people will be notified through the sunshine list, news papers, and signage.

ON MOTION OF ALDERMAN PRICE, WITH ALL IN FAVOR THE MEETING ADJOURNED AT 3:28 P.M.

Mayor Roger McElroy

Vickie Best, CMC, Town Clerk