



MAGGIE VALLEY TOURIST DEVELOPMENT
AUTHORITY SUBCOMMITTEE

Chairman Roger McElroy, Lydia Freyeisen, Tammy Wight,
Beth Reece, Tom Knapko

Others Present: Manager Tim Barth, Finance Director Shayne Wheeler, Marian Hamel,
Lynn Collins, and Town Clerk Vickie Best

Flossy White Room of Town Hall

April 9, 2008

1:00 pm

MINUTES

1. Meeting Called to Order

Chairman McElroy called the meeting to order at 1:05 p.m.

2. Review of 1% Funding Requests:

Maggie Valley Chamber and Area Visitors Bureau: Tear off maps
Promotional materials do not require the 50% match.

MS. REECE MADE A MOTION TO APPROVE THE REQUEST.

MS. FREYEISEN SECONDED THE MOTION.

MOTION CARRIED.

Maggie Valley Chamber and Area Visitors Bureau: Part Time Staff

Ms. Collins called the Haywood County TDA to confirm that this request would come
from 1/3 of the funding rather than the 2/3rds that the County distributes.

The Chamber/ Area Visitors Center would like to remain open seven days a week.
Additional staff is needed to assist with visitors and the Heritage Trout Program.

**MS. REECE MADE A MOTION TO APPROVE THE REQUEST AND TO USE
THE 1/3% FUNDING.**

MR. KNAPKO SECONDED THE MOTION.

MOTION CARRIED.

Maggie Valley Chamber and Area Visitors Bureau: Blue Ridge Outdoors
Festival Guide

The guide has already gone to print therefore, all events taking place at the Maggie
Valley Festival Grounds could be advertised; only Chamber events will be included.

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**MS. WIGHT MADE A MOTION TO APPROVE THE REQUEST.
MR. KNAPKO SECONDED THE MOTION.
MOTION CARRIED UNANIMOUSLY.**

Maggie Valley Chamber and Area Visitors Bureau: WNC Travel Guide

**MR. KNAPKO MADE A MOTION TO APPROVE THE REQUEST.
MS. WIGHT SECONDED THE MOTION.
MOTION CARRIED UNANIMOUSLY.**

Maggie Valley Chamber and Area Visitors Bureau: Elk Brochures

**MS. FREYEISEN MADE A MOTION TO APPROVE THE REQUEST.
MR. KNAPKO SECONDED THE MOTION.
MOTION CARRIED UNANIMOUSLY.**

Maggie Valley Chamber and Area Visitors Bureau: Calendar of Events

The Chamber members will hand out the calendar of events. The calendar is designed and ready to go to print.

**MS. FREYEISEN MADE A MOTION TO APPROVE THE REQUEST.
MS. REECE SECONDED THE MOTION.
MOTION CARRIED UNANIMOUSLY.**

Maggie Valley Moonlight Race: 30th Annual Moonlight Race

This request requires matching funds. Additional ads will be printed.

**MS. WIGHT MADE A MOTION TO APPROVE THE REQUEST.
MS. FREYEISEN SECONDED THE MOTION.
MOTION CARRIED UNANIMOUSLY.**

Eaglenest Entertainment: Maggie Valley Free Family Fun Nights

This request does not meet the guidelines for promoting outside tourism (heads in beds).

Ms. Selena Keller, General Manager for Eaglenest Entertainment, spoke on behalf of her request.

The committee members felt the only request that meets the criteria is the advertising, but Eaglenest Entertainment is not matching the funding, although it could be in-kind service.

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MS. FREYEISEN MADE A MOTION TO TABLE THE ISSUE UNTIL THE COMMITTEE COULD GET CLARIFICATION FROM THE COUNTY TDA. MS. KELLER WILL REPORT BACK TO THE COMMITTEE. MS. REECE SECONDED THE MOTION. MOTION CARRIED UNANIMOUSLY.

Eaglenest Entertainment: Portable information & Ticket Sales Trailer
Eaglenest Entertainment would need to allow all Maggie Valley businesses to put brochures in the racks. This could not be done on a first-come-first-served basis. All advertisement must include wording stating Funded by the Haywood County TDA.

MS. WIGHT MADE A MOTION TO TABLE THE ISSUE FOR CLARIFICATION AND ASK ABOUT USING THE CHAMBER GUIDE TO COVER ALL OF MAGGIE VALLEY. AN ADDITIONAL TDA TRAINING SESSION WOULD BE HELPFUL. MS. REECE SECONDED THE MOTION. MOTION CARRIED.

3. Other Business

MS. REECE MADE A MOTION TO CONDUCT A WORK SESSION PRIOR TO THE NEXT MEETING TO REVIEW REQUESTED FUNDING. MS. FREYEISEN SECONDED THE MOTION. MOTION CARRIED UNANIMOUSLY.

The Committee asked that Ms. Marian Hamel, the Haywood County TDA liaison, and Ms. Lynn Collins, the Chamber Director, receive an agenda and a copy of all applications.

Ms. Hamel clarified that this is a subcommittee of the Haywood County TDA. All items are subject to approval by the County TDA, not the Board of Aldermen.

The Haywood County TDA meeting will be held April 23, 2008.

Ms. Keller with Eaglenest Entertainment, and Ms. Freyeisen will be meeting with Ms. Ellis, the County's TDA Director, to get clarification on Ms. Keller's request. If need be, the committee agreed to have a special called meeting to approve the funding before April 16, 2008, when the subcommittee applications are due to the County.

Ms. Freyeisen invited anyone available to come to the meeting with Ms. Keller and herself.

A work session will be conducted on May 5, 2008 at 9:30 a.m.

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The official Maggie Valley TDA Subcommittee meeting will be held May 12, 2008 at 9:30 a.m.

All applicants are to submit ten copies of their request to the subcommittee, and then those will be forwarded to the County TDA.

4. Meeting Adjourned

**MS. REECE MADE A MOTION TO ADJOURN AT 2:17 P.M.
MS. WIGHT SECONDED THE MOTION.
MOTION CARRIED.**

Chairman Roger McElroy

SEAL

Vickie Best, CMC, Town Clerk