

**TOWN OF MAGGIE VALLEY
MAGGIE VALLEY TDA SUBCOMMITTEE
AUGUST 26, 2008
2:00 P.M.
TOWN HALL BOARDROOM
MINUTES**

Members Present: Chairman Roger McElroy, Lydia Freyeisen, Tammy Wight, Beth Reece, and Tom Knapko
Staff Present: Manager Tim Barth, Finance Director Shayne Wheeler, and Town Clerk Vickie Best
Others Present: HCTDA Director Scotty Ellis, Marian Hamel, David King representing Ghost Town and Lynn Collins

1. Meeting Called to Order

Chairman McElroy called the meeting to order at 2:05 p.m. in the Town Hall Boardroom.

2. Discussion Regarding Approved Funding for Media Day at Ghost Town

Julia, the marketing agent for Ghost Town, stated that Ms. Ellis, and Ms. Reece assured her that if Ghost Town hosted media day they would not be required to provide a match for the \$4,000 funding request (\$3000 maximum match).

Neither Director Ellis nor Ms. Reece had given that notion to Julia. Ms. Ellis provided the subcommittee several options from which to decide how this problem could be resolved. The HCTDA is developing a new process for the subcommittees awarding 1% funding. The rules will be simplified and approval of funding letters will detail the rules/regulations, what the ads must include, and what will be accepted as matching funds.

Mr. King explained that Ghost Town was not going to host media day this year, but due to circumstances agreed to host it again. The misunderstanding was that Ghost Town had to provide matching dollars to receive TDA funding.

The total amount of invoices submitted were \$3,743.06 for backpacks, postage, invitation printing, take home gifts, etc.

The 1% funding is to advertise Maggie Valley and to increase overnight lodging. Mr. Knapko was opposed to paying for the admission ticket. "Everyone should share in the cost of doing business". Mr. Knapko also cautioned the committee about setting precedence.

Ms. Wight suggested paying one-half of the invoices, but not to pay more than the required match (\$3,000).

Ms. Hamel suggested that the subcommittee not pay for the admission tickets or the entertainment cost.

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Chairman McElroy felt Ghost Town should be awarded the \$4,000 because a dollar value cannot be placed on what is taken from media day. The total event was slightly over \$10,000 including admission tickets and entertainment.

MS. REECE MADE A MOTION TO PAY \$3743.06 FOR THE OUTSTANDING INVOICES AND TO ALLOW THE REMAINDER AS GHOST TOWN'S MATCH.

**MS. FREYEISEN SECONDED THE MOTION.
MOTION CARRIED.**

3. Discussion Regarding Marketing Plan for the Maggie Valley Festival Grounds

\$20,000 has been allotted from the 1% funding for marketing the festival grounds. The marketing firm of Clearpoint presented a proposal at a recent Aldermen Meeting. When the members were questioned about their opinion of the proposal (included in the agenda packet) the following responses were noted.

- The firm was not focused on bringing in new events, but rather increasing attendance at existing events.
- People from Asheville will not spend the night in Maggie Valley, thus a waste of advertising dollars.
- The festival ground's website should be revamped and brochures developed advertising the festival grounds.
- Event promoters are needed. There are companies that target promoters.
- Some people resort to stealing events.
- It was suggested that someone contact Sam Smith with the Haywood County Fair Grounds to see how they are doing. The County Fair Grounds Board is working with a professor at WCU about doing a marketing plan. Also look at Asheville's Fair Grounds for examples of how to bring events into Maggie Valley.
- Hire a person to work with the Chamber to bring in new events.

The Town solicited application in January for an events coordinator. Most of those applicants are no longer interested or only interested in a full-time position. Maggie Valley needs a sales person to sell Maggie Valley.

ON MOTION OF MR. KNAPKO, SECONDED BY MS. WIGHT, WITH ALL IN FAVOR, MR. MIKE MEISSNER WILL BE ASKED TO UPDATE THE WEBSITE AND CREATE A BROCHURE FOR THE FESTIVAL GROUNDS.

Manager Barth can then determine how much money would be left from the \$20,000 approved 1% TDA funding.

4. Other Business

Ms. Reece asked that the Board conduct a workshop before allocating any additional funds. Ms. Collins and Ms. Ellis should attend to help brain storm on what can be done to

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better meet the needs of the applicants, have each member clear on what the requirements are, and to see if the process can be revised for better communication. Anyone that will be applying for funds should attend as well.

5. Meeting Adjourned

MR. KNAPKO MADE A MOTION TO ADJOURN AT 3:00 P.M.

MS. FREYEISEN SECONDED THE MOTION.

MOTION CARRIED

Chairman Roger McElroy

Vickie Best, CMC, Town Clerk