

Town of Maggie Valley
Regularly Scheduled Parks, Recreation, Festival Advisory Committee
January 11, 2010
3:30 p.m.
MINUTES

Members Present: Chairman Tammy Brown, Carol Burrell, Tammy Wight, and Sonja Michels
Staff Present: Manager Tim Barth, Festival Director Audrey Hagar, Public Works Director Mike Mehaffey, and Town Clerk Vickie Best
Others Present: Douglas Knight of the Pigeon Gorge Longhunter's Inc. and Mike Nelson owner of Abby Inn.

1. Meeting Called to Order

Prior to the meeting being called to order Director Hagar provided a presentation informing the members of her qualifications, past work experiences and plans to begin marketing the Maggie Valley Festival Grounds.

Chairman Brown called the meeting to order at 3:45 p.m. in the Town Hall Boardroom.

2. Approval or Correction of Minutes: November 11, 2009

Ms. Wight asked that page 1 be corrected Mr. Michels changed to Ms. Michels and page 2 be corrected to reflect that over-night camping will be allowed on a case by case basis.

**MS. WIGHT MADE A MOTION TO APPROVE THE MINUTES OF
NOVEMBER 11 WITH THE CORRECTIONS NOTED.
MS. MICHELS SECONDED THE MOTION.
MOTION CARRIED UNANIMOUSLY.**

3. Pigeon Gorge Longhunter's, Inc.: Douglas Knight: Request to use the Festival Grounds for a Rendezvous: April 1, 2, 3, 2010

Mr. Knight informed the members that it was now "too late in the game to have an event in April". The Longhunter's would like to make the rendezvous an annual event in Maggie Valley beginning in April 2011.

There will be a rendezvous the third weekend in September at a fort the members have constructed in Iron Duff.

Ms. Hagar discussed her concerns about having open flames on the festival grounds and the event not bringing motel nights to Maggie Valley. Ms. Hagar felt the event should be more directed at education.

Mr. Knight explained that the rendezvous are educational and the event could certainly be geared more toward education. The Longhunter's will be selling booth space to weavers, blacksmiths, blade smiths, etc. to sell and demonstrate their crafts.

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Chairman Brown felt the event could be tweaked to be more in line with a Heritage Festival. Do more of a community outreach. Contact local schools. Have the participants dress in character. Advertise and draw as many people/school kids as possible.

Ms. Hagar interjected that her main focus is on marketing the festival grounds. Ms. Hagar is developing a comprehensive program and will be working with different groups to bring different venues to town.

Going back to the overnight camping and having open flames on the grounds; Mr. Knight informed the committee that the Longhunter's have discussed purchasing fire pits that would keep the fires up off the grounds. As for overnight camping, many of the participants travel a long way to take part in the rendezvous. Overnight camping is more cost-friendly to the participants. The rendezvous will be advertised in trade magazines, several websites and by word of mouth. The Longhunter's are the only reenactment organization in Haywood County.

After further discussion, it was determined that it would be beneficial to all parties for the Longhunter's to participate, free of charge, in the educational portion of the 2010 Trout Festival. This would allow staff to become more familiar with the Longhunter's as well as to provide the Longhunter participants the chance to advertise their event in 2011.

Mr. Knight felt it would be a great opportunity for all involved. Mr. Knight stated that the Longhunter's would participate in the 2010 Trout Festival and would submit an application for a Rendezvous in April 2011.

Both Mr. Knight and the committee members felt this could be the start of something good.

**4. Request from Lewis & Clark Circus to have a circus at the Festival Grounds
April 16, 2010**

Ms. Hagar explained that she was well aware that this event is not what should be targeted for the festival grounds; but it is in April during a slow time in tourism. This event could bring some business to town, and it will provide the festival grounds exposure.

The animals such as ponies and camels that will be providing rides to children will be kept in the gravel areas to maintain the condition of the grass. The Lewis & Clark Circus will perform their acts in a 200' by 200' tent.

The committee members felt that it would give local people something to do and would be good for the area, especially in April. Lewis and Clark Circus will also advertise Maggie Valley.

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Lewis and Clark can pay \$500 per day. They have insurance that will cover the circus and the Town. The performers will remain on the grounds overnight to take care of the animals.

Director Hagar will make sure a security deposit is paid.

BASED ON MS. HAGAR'S RECOMMENDATION, MS. MICHELS MADE A MOTION TO APPROVE THE LEWIS AND CLARK CIRCUS. MS. BURRELL SECONDED THE MOTION. MOTION CARRIED UNANIMOUSLY.

The PRFAC briefly discussed recycling and the new state laws pertaining to plastics.

As far as staff knows, the Maggie Valley Methodist Church will continue to pick up the recyclables.

**5. Providing a Discount for first time Events or Events that fill the Valley:
Agenda item carried over from the November meeting.**

Now that Maggie Valley has a Festival Director/Events Coordinator on staff Ms. Hagar will draft a proposal on how to tie events receiving a discount and the number of guaranteed room nights.

Chairman Brown felt the PRFAC should have a workshop in April after Ms. Hagar gets settled. The goal is to get people to stay in Maggie Valley.

As for the fee schedule, it is not that high for larger events with large promoters, but it could be a little steep for the smaller promoters. Again this is an issue that should be discussed in a workshop setting. The Town cannot arbitrarily give discounts; it must be tied to something.

6. Review of PRFAC By-Laws: Ordinance 544. Any amendments will go before Council for approval on January 19, 2009

The PRFAC would like to go back to having a five member board with one alternate member. Getting a quorum would be much easier. The ordinance (544) will be amended to reflect five members and one alternate to go before Council for adoption on January 19, 2010.

7. John Dunn: Mini Truck Show: Request to make payments on rental and deposit fees for the Festival Grounds

Due to the economic downturn, sponsorship is hard to get. Ms. Hagar spoke with Mr. Dunn and was informed that he would pay \$500 now and the balance in March 2010.

MS. BURRELL MADE A MOTION TO ALLOW MR. DUNN TO PAY \$500 NOW AND THE REMAINING PORTION IN MARCH.

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**MS. MICHELS SECONDED THE MOTION.
MOTION CARRIED UNANIMOUSLY.**

8. Update on locating a covered structure on the festival grounds

The members had a brief discussion on locating a structure on the festival grounds. Ms. Wight did not feel another structure was needed because of the limited amount of space. It was suggested that the town purchase a large tent rather than construct a building. The Committee felt that the town should wait and see what 2010 holds before considering taking on a building project.

9. Other Business

Ms. Hagar questioned Chairman Brown and the Winterfest and if she was needed to assist in anyway. Chairman Brown will contact Ms. Hagar with the details.

Ms. Hagar informed the committee members that she and the manager had gone to Helen Georgia to talk with Cathead Biscuit Inc. about reformatting the video promoting the festival grounds. The revised DVD should be ready within the month. Ms. Hagar is in hopes of beginning to distribute the DVD by mid-February. Ms. Hagar will be meeting with Michael Meissner to discuss the promotional packet. There will be a blending of materials. Ms. Hagar wants a cohesive product to use as a tool to bring promoters to Maggie Valley.

The promotional packet will be shown to the PRFAC at their February meeting.

10. Meeting Adjourned

**ON MOTION OF MS WIGHT, SECONDED BY MS. BURRELL, WITH ALL IN
FAVOR, THE MEETING ADJOURNED AT 5:00 P.M.**

Chairman Tammy Brown

Vickie Best, CMC, Town Clerk

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