

Town of Maggie Valley
Parks, Recreation, Festival Advisory Committee Meeting
Monday October 12, 2009
MINUTES

Members Present: Vice-Chairman Tammy Wight, Sonja Michels, Carol Burrell, and Dan Massey
Staff Present: Planning Director Nathan Clark, Town Manager Tim Barth, and Town Clerk Vickie Best
Others Present: Keith Beck with Relay for Life

1. Open Meeting

Vice-Chairman Wight opened the meeting at 3:38 p.m. in the Town Hall Conference Room.

2. Approval of Minutes

**MS. BURRELL MADE A MOTION TO APPROVE THE MINUTES OF
SEPTEMBER 14, 2009 AS PRESENTED.
MS. MICHELS SECONDED THE MOTION
MOTION CARRIED UNANIMOUSLY.**

3. Keith Beck with Relay for Life is requesting to use the Festival Grounds. Relay for Life donates all funds to the research of cancer, to help cancer patients, and to celebrate survival. A lot of the money stays in Haywood County. Last year the chapter raised \$70,120. The committee would like to hold the relay on May 21 and 22. The annual event has been held at the Waynesville Recreation Park for 26-years. Now the committee would like to move the event to the Maggie Valley Festival Grounds. There would be more parking available and the area is fenced and well lit. If approved, the Relay for Life Committee is going to change the name of their chapter to better reflect the move to Maggie Valley.

The event will last from 7 p.m. until 7 a.m. There are several booths that will be set up near the stage area. The walking track is not very long and is outlined with luminaries. The theme is give a night to support the fight against cancer. The event will be held at the west end of the grounds. The low-amplified music will end according to the noise ordinance (10:00 p.m.). There are normally close to 1,000 people that attend the event some time during the early evening hours. Normally 200 to 300 people stay overnight.

The concession stand will not be used. They will use the stage and lighting in that area. Tuscola High School students clean the facility after Relay for Life leaves. Relay for Life is insured.

Vice-Chairman Wight felt the organization was outstanding and the Town should sanction the event.

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**MS. BURRELL MADE A MOTION TO RECOMMEND THE EVENT BE TOWN
 SANCTIONED BASED ON THE PRESENTATION GIVEN BY KEITH BECK,
 AND THE POLICE WOULD PROVIDE TRAFFIC CONTROL AS NEEDED.**

MS. MICHELS SECONDED THE MOTION.

MOTION CARRIED UNANIMOUSLY.

4. Other Business

The Clerk distributed copies of applications received for 2010 events.

Maggie Valley Summer Arts & Crafts Festival: July 10 & 11

Labor Day Crafts: September 4 & 5

October Craft Show: October 9 & 10

Maggie Valley Arts & Craft Festival: October 16 & 17

6th Annual "Vetts in the Valley": May 29 & 30

2nd Annual "Valley Classic Auto & Truck Show": August 27 thru 29

MS. BURRELL MADE A MOTION TO APPROVE THE SIX EVENTS.

MR. MASSEY SECONDED THE MOTION.

MOTION CARRIED UNANIMOUSLY.

► Ms. Wight reported that she had made some calls to investigate the cost of renting similar facilities to the festival grounds. Newport Tennessee has a 35 acre area that is divided into sections for rent. The lower section rents for \$500 per day that includes electric and water. The mid section holds approximately 4,000 people and the theater holds approximately 6,000 people. The parking area holds approximately 5,000 cars. The rate varies with the area.

The Macon County Fair grounds have three buildings. One building is not for rent. The remaining buildings are rented for \$125 per day or \$500 for all available structures. The pavilion rents for \$650 per day plus the cost of electricity.

It appears that the Maggie Valley Festival Ground's rental fees are in line with similar facilities. The committee went on to discuss providing a discount for first time events. Mr. Massey felt that if an event filled the valley they should be given a discount.

Ms. Burrell concurred. Everyone needs to consider the economic impact to the entire town i.e. store sales, food, gas, etc.

The committee asked that the discount issue be placed on the next agenda.

The committee discussed doing a fund raiser to money put back into the festival grounds.

Ms. Wight stated that she felt a trolley would be beneficial to Maggie Valley especially during events.

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- ▶ It has been suggested that a way to get more picnic tables on the festival grounds is to let businesses purchase a picnic table and put there business name on it for advertisement.
- ▶ Mr. Massey felt that the town should contract someone to bring in events. There are only five weekends open and it is ridiculous to pay \$40,000 for someone to bring five events to town.
- ▶ Ms. Michels reported that the town was given a break on the cost of fireworks due to the purchase of two shows.

5. Meeting Adjourned

**ON MOTION OF MS. MICHELS, SECONDED BY MS. BURRELL, WITH ALL
IN FAVOR THE MEETING ADJOURNED AT 4:45 P.M.**

Vice-Chairman Tammy Wight

Vickie Best, Town Clerk CMC