

Town of Maggie Valley
Regularly Scheduled Parks, Recreation, Festival Advisory Committee Meeting
February 8, 2010
3:30 p.m.

MINUTES

Members Present: Chairman Tammy Brown arrived at 4:02 p.m. Tammy Wight, Sonja Michels, and Carol Burrell
Staff Present: Manager Tim Barth, Festival Director Audrey Hagar and Town Clerk Vickie Best
Others Present: Kathleen Klawitter and June Johnson

1. Meeting Called to Order

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

2. Approval or Correction of Minutes: January 11, 2010

**MS. BURRELL MADE A MOTION TO APPROVE THE MINUTES OF
JANUARY 11, 2010 AS PRESENTED.
MS. MICHELS SECONDED THE MOTION.
MOTION CARRIED UNANIMOUSLY.**

3. Update from Karen Batick: 2010 Trout Festival

Ms. Karen Batick, the Administrative Assistant for the Town of Maggie Valley reported the following information on the 2010 Trout Festival.

- ☞ There will be two bands playing throughout the festival.
- ☞ Wolf Tales will be returning with the live wolfs.
- ☞ The Maggie Valley Civic Association will conduct two sessions of Beach Bingo.
- ☞ There will be bean bag tournaments throughout the day.
- ☞ Ms. Batick is struggling to get educational exhibits this year due to cutbacks in budgets across the state.
- ☞ There is still a need for more vendors/crafters. Crafters pay \$35 to set up their exhibit and food vendors pay \$50 to attend the Trout Festival.
- ☞ Town staff has not talked with the Pigeon Gorge Longhunters regarding their exhibit area.
- ☞ Haywood Community College is over the Kids in the Creek program.
- ☞ The Maggie Valley Police Department will be running two courses for golf carts and beer goggles.
- ☞ Jonathan Valley Elementary School's PTO will be helping with the kids games throughout the day.

4. Update from Audrey Hagar:

Lewis & Clark Circus

Town of Maggie Valley
Regularly Scheduled Parks, Recreation, Festival Advisory Committee
February 8, 2010

MINUTES

The circus travels with 30 family/friend members that wanted to stay on the grounds overnight in travel trailers. The trailers are used to hold up the circus tent and are used as dressing rooms and to sell concessions. The Lewis & Clark Circus was reluctant to stay in motels or campgrounds. The circus will not be coming to Maggie Valley.

Pigeon Gorge Long hunter's Participation in the Trout Festival.

The Pigeon Gorge Longhunters will not be participating in the 2010 Trout Festival due to a death in the group.

Marathon from Jonathan Valley Elementary

Jonathan Valley Elementary would like to have a five-mile marathon to raise money for Haiti. The race will take place outside the fence at the festival grounds if closing the road can be worked out with the Police Department.

Several members have had experience with closing Soco Road for the Moonlight Race. The members suggested Ms. Hagar work with the Police Department and if the road cannot be closed go to plan B and see if the marathon can be held inside the fence at the festival grounds.

North Carolina Rural Water Association

The Rural Water Association has not submitted an application but would like to hold a "trade show" on the festival grounds in September or October for big machines. Ms. Hagar will keep the members informed.

Mountain Corvair Club

The Club will be bringing 60-plus vehicles to Town. This event will be the same time as the Maggie Valley Chamber Arts and Craft Show. The majority of participants will be staying at Smoky Falls Lodge. They will also be checking on using the Eagle Nest Entertainment parking lot to display their cars. Ms. Hagar will keep the members informed.

Other Updates

Ms. Hagar did a presentation for the Haywood County Rotary Club which was productive. Ms. Hagar joined the NC/SC Festivals and Events Association.

Ms. Hagar just returned from a trade show in Charlotte where she was able to do some great networking.

Ms. Hagar is still working on the DVD made for the Festival Grounds promotional packet and continues to work with Mike Meisner creating a map of the grounds with all utilities and amenities included.

Town of Maggie Valley
 Regularly Scheduled Parks, Recreation, Festival Advisory Committee
 February 8, 2010
 MINUTES

5. Presentations by Audrey Hagar and Kathleen Klawitter

Maggie Valley is the gateway to the Smoky Mountains already, so why not expand on that market. As stated in a town meeting last summer (2009) “We cannot wait for a better economy, we must create one.” Ms. Klawitter brought the idea of “birding” to Ms. Hagar after doing in-depth research on the subject.

- ☞ Birding is a multi-billion dollar business in North America.
- ☞ Maggie Valley is located in the migratory path for over 400 species of birds each year.
- ☞ The economic opportunity is there for one to two birding festivals per year.
- ☞ The Town needs to become the mountain station for the Audubon Society. There are no current state centers in the Great Smoky Mountain National Park on the Tennessee or North Carolina side.
- ☞ 47.8 million US residents observe birds. 19.8 million US residents travel to view birds. Over 71 million Americans spend nearly \$45 billion per year in retail sales on observing, feeding, and watching birds.
- ☞ \$916 million was spent in North Carolina on birding activities.
- ☞ Approximately 35.4% of Americans participate in birding

The marketing tools are already in place through the NC Birding Trail and the Audubon Society. The N.C. Birding Trail’s mission statement is: “To conserve and enhance NC’s bird watching activities, economic opportunities, and conservation education.”

There is training available for businesses on how to market to visiting birders and nature-based tourists. All economic opportunities should be researched due to the ever-changing face of tourism.

Maggie Valley will be able to join the NC Birding Trail in 2011. Ms. Hagar would promote the festival grounds in the beginning until a strong local base is created. Ms. Klawitter has agreed to continue working with Ms. Hagar to bring a festival to Town.

Ms. Klawitter also stated that the NC State Parks has declared 2010 “The year of the birds” and time is of the essence to plug into the Birding industry.

Ms. Klawitter encouraged the members to go to an internet site and participate by counting the different kinds of birds in their backyards from February 12 until the 15th. After getting involved in bird watching and the birding industry you will quickly understand how this is an economic opportunity for the valley.

**MS. BURRELL MADE A MOTION TO MOVE FORWARD WITH THE BIRD
 FESTIVAL; ALTERNATE BIRD FESTIVALS AROUND CURRENT
 BOOKINGS, AND JOIN THE NC BIRDING TRAIL.
 MS. MICHELS SECONDED THE MOTION.
 MOTION CARRIED UNANIMOUSLY.**

Town of Maggie Valley
Regularly Scheduled Parks, Recreation, Festival Advisory Committee
February 8, 2010
MINUTES

The members would like to see bird houses put up on the festival grounds and Parham Park. The members felt that this activity would lead to other outdoor activities.

6. Other Business

Chairman Brown asked that anytime anyone has the opportunity to talk with any of the government agencies, etc. we should be sure to tell them that Maggie Valley is assessable and open for business.

7. Meeting Adjourn

MS. MICHELS MADE A MOTION TO ADJOURN AT 4:55 P.M.

MS. BURRELL SECONDED THE MOTION.

MOTION CARRIED UNANIMOUSLY.

Chairman Tammy Brown

Vickie Best, CMC, Town Clerk