

**TOWN OF MAGGIE VALLEY
REGULARLY SCHEDULED PARKS, RECREATION, FESTIVAL, ADVISORY
COMMITTEE
APRIL 14, 2008
3:30 PM
MINUTES**

Members Present: Vice-Chairman Tammy With, Sonja Michels, Dan Massey, Carol Burrell, and Rick Mahoney.

Staff Present: Planning Director Nathan Clark, Public Works Director Mike Mehaffey, ABC Office Doyce Stevens, and Police Captain Jason Moody.

Vice-Chairman Wight called the meeting to order at 3:35 p.m.

1. APPROVAL OR CORRECTION OF MINUTES: FEBRUARY 11, 2008 AND MARCH 17, 2008

**MS. BURRELL MADE A MOTION TO ACCEPT THE MINUTES OF
FEBRUARY 11, 2008 AND MARCH 17, 2008 AS PRESENTED.**

MS. MICHELS SECONDED THE MOTION.

MOTION CARRIED UNANIMOUSLY.

2. FURTHER DISCUSSION ON FOLKMOOT UNDER THE STARS: JULY 21, 2008

Mr. Cobble will be off the grounds early Sunday afternoon. Public Works will provide a quick cleaning to prepare for Folkmoot the next morning.

Folkmoot representatives are aware of the situation, and will work with the Town anyway that is needed. Folkmoot volunteers will arrive on the grounds at 4:00 p.m. This event may become an annual event.

3. FURTHER DISCUSSION ON WADESTOCK: OCTOBER 11, 2008

Other than submitting an application and the \$100 application fee, Town staff has not heard from anyone pertaining to Wadestock.

4. DISCUSSION ON A REQUEST TO USE THE FESTIVAL GROUNDS FOR ONE DAY FOR A WEDDING RECEPTION. ONLY USE THE LAND AND THE RESTROOMS, NOT THE STAGE OR CONCESSION STAND.

The committee members felt the festival grounds should be used for commercial activities to bring visitors to Maggie Valley.

5. DISCUSSION REGARDING ALCOHOL SALES AND CONSUMPTION AT THE FESTIVAL GROUNDS

Captain Moody addressed the committee explaining that the Town takes on a lot of expense during events, especially when alcohol is sold. The police and public works

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department normally expend overtime pay to cover the events. To help offset the Town's expenses, the police department is requesting 5% of the net profit from alcohol sales.

Chairman Brown responded that if there were any changes in paying from net-profits of alcohol sales, it would not take affect until next year. Budgets have been set for 2008.

Ms. Michels stated that the request for 5% of the alcohol sales might not apply to the Chamber due to a vote recently taken to begin paying the Town for the use of the grounds (non-profit fees).

Staff and the remaining committee members were unaware of any action taken by the Chamber to begin paying the Town.

**MS. WIGHT MADE A MOTION TO TABLE THE ISSUE UNTIL CHIEF SUTTON IS PRESENT.
MS. MICHELS SECONDED THE MOTION.
MOTION CARRIED UNANIMOUSLY.**

► Alcohol Enforcement Officer Doyce Stevens addressed the committee stating that the Town is now going to implement an alcohol program for servers and supervisors. The person in charge will be responsible for attending the BARS (**Be A Responsible Server**) program which will be held annually by ALE officials. The Maggie Valley Police Department personnel will provide training for all servers (including volunteers) for each event. These classes will help with insurance, controlling people becoming intoxicated and the venue obtaining permits to sell alcohol. Notification will be sent to all event promoters and the Maggie Valley Chamber representatives. Each year there will be a briefing to update people that have previously attended the BARS program.

Another issue the Police Department would like to address and have implemented is limiting the hours that alcohol is sold. The longer beer sales take place, the longer a person has to get intoxicated. Cutting off beer sales prior to the event closing helps to alleviate some of the intoxication. The suggestion was not allowing alcohol sales before 1:00 p.m. or after 9:30 p.m.

**MS. BURRELL MADE A MOTION TO IMPLEMENT THE PROGRAMS IMMEDIATELY, TO SEND ALL PROMOTERS RENTING THE FESTIVAL GROUNDS NOTIFICATION OF THE CHANGES TAKING AFFECT IMMEDIATELY.
MS. WIGHT SECONDED THE MOTION.
MOTION CARRIED UNANIMOUSLY.**

A "Cheat Sheet" will be developed with all the rules and regulations on North Carolina Alcoholic Beverage Control Laws to be posted where beer sales are taking place.

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OTHER BUSINESS

► Robert Triqueros and Regional Director Carolyn Harrison with Make-A-Wish Foundation addressed the committee explaining that they would like to have a Motorcycle ride, as a fundraiser, ending at the Maggie Valley Festival Grounds. All monies raised will remain in the area with the local chapter. There is actually a child that lives in Maggie Valley that has a life threatening disease that will be given a wish.

The committee members viewed a video detailing the Make-A-Wish Foundation's goals and accomplishments. Each wish costs between \$6,000 and \$8,000.

Chairman Brown arrived at 3:50 p.m.

The members were in full support of allowing the Make-A-Wish Foundation to have the festival grounds for the one-day event free of charge, if they have volunteers to clean the grounds after the event and if the Town will be noted as a sponsor of the event, if approved by the Town Council.

**MS. BURRELL MADE A MOTION TO CONSIDER THE RENTAL FEE AN IN-KIND DONATION TO THE MAKE A WISH FOUNDATION AND REQUEST THAT COUNCIL DECLARE THIS A TOWN SANCTIONED EVENT.
MS. MICHELS SECONDED THE MOTION.
MOTION CARRIED UNANIMOUSLY.**

The Foundation will clean up after their event.

► The Hope Chest for Women sponsored by Mr. David Clement in memory of his wife gives money to help find a cure for cancer. The classic car and motorcycle ride will begin in Asheville and will end at Wheels Through Time museum in Maggie Valley. Mr. Clement needs additional parking to show case the cars.

Due to the event being held at the Wheels Through Time and the festival grounds being used for parking only, the following motion was made after several suggestions were made to suit Mr. Clement's need.

**MS. WIGHT MADE A MOTION TO DENY THE REQUEST TO PARK CARS AT THE FESTIVAL GROUNDS.
MS. MICHELS SECONDED THE MOTION.
MOTION CARRIED UNANIMOUSLY.**

► Chairman Brown inquired again about putting into practice a recycling program at the festival grounds for each event. Planning Director Clark will investigate options for recycling at the festival grounds.

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6. **MEETING ADJOURNED**

MS. WIGHT MADE A MOTION TO ADJOURN AT 5:15 P.M.

MS. MICHELS SECONDED THE MOTION.

THE MEETING ADJOURNED AT 5:15 P.M.

Chairman Tammy Brown

SEAL

Vickie Best, CMC, Town Clerk