



Town of Maggie Valley

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PARKS, RECREATION, FESTIVAL ADVISORY COMMITTEE

Chairman Tammy Brown, Dan Massey, Tammy Wight, Rick Mahoney, Carol Burrell, and Sonja Michels

APRIL 20, 2009

3:30 P.M.

TOWN HALL BOARDROOM

MINUTES

Members Present: Full Board
Staff Present: Manager Tim Barth, Chief Scott Sutton, Planning Director Nathan Clark, Festival Director Bill Cody and Town Clerk Vickie Best
Others Present: Jamie Shackelford

1. Meeting Called to Order

Chairman Brown called the meeting to order at 3:40 p.m. in the Town Hall Boardroom.

2. Approval or Correction of Minutes: January 12, 2009

**MS. BURRELL MADE A MOTION TO APPROVE THE MINUTES OF
JANUARY 12, 2009 AS PRESENTED.**

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

3. Group Discussion: Festival Director/ Events Coordinator Bill Cody

Jeff Cody, sponsor for Rocky Mountain Events, had a mini-truck show scheduled for May 2009. Mr. Cody canceled the show and moved the event to Newport, Tennessee. When Mr. Bill Cody contacted Mr. Jeff Cody he stated that he loved Maggie Valley and his vendors and visitors loved coming to Maggie Valley but due to the increase in fees, he could no longer afford Maggie Valley's Festival Grounds. He felt the \$750 additional fee for the use of electric, the stage, and water was ridiculous. He felt he could leave the lights on 24-hours a day and not use that much electricity. According to Mr. Cody, insurance cost more in North Carolina than in Tennessee. Jeff Cody had lost some of his sponsorships as well as vendors.

Mr. Bill Cody felt that if he had the authority, he could have negotiated with Jeff Cody and would have been able to keep the Mini-Truck Show in Maggie Valley.

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The newly installed electric panels are going to be locked to prevent theft. The electricity is provided in 200 amp increments.

Ms. Burrell was adamant that all promoters be treated equally and that each promoter be charged the same fees for the same services.

Chairman Brown provided a brief history of how the charges/ rental fees have come about during the course of purchasing, developing, and providing all of the new amenities. At one time, the rental fee was lower but the promoter was to submit \$4,000 worth of advertising. This method of thinking was to ensure that Maggie Valley was advertised.

Mr. Massey has suggested several times that research be done to see what other areas are charging with similar grounds.

**MR. MASSEY MADE A MOTION TO DIRECT MR. CODY TO RESEARCH RATES SIMILAR IN NATURE AND WHAT IS BEING CHARGED, REVIEW THE RENTAL APPLICATION, AND COME BACK WITH ANY NEEDED CHANGES AT THE NEXT MEETING (May 11, 2009).
MS. BURRELL SECONDED THE MOTION.
MOTION CARRIED UNANIMOUSLY.**

When questioned about his progress since being hired, Mr. Cody explained that he was attempting to find events that fit with the area. Mr. Cody gave the example of plowing new grounds and cultivating what will grow in our area. Mr. Cody is not in favor of one-day events because they do not put heads in beds. As for the big bluegrass festival that is coming May 16 and 17, it is his hope that this event becomes an annual event. If so, the event will grow each year. Mr. Cody also has access to the Sevier County Tourism Department that has no problems helping Mr. Cody any way possible because Maggie Valley is not competing with Pigeon Forge, etc.

Mr. Cody wants to develop a DVD and a promotional packet to distribute to promoters. Stellar Media has some footage of past festivals held on the festival grounds.

Mr. Nathan Clark is working to develop a blue print of the festival grounds that will enhance the festival grounds website and will be distributed to promoters.

Ms. Burrell was pleased that a media kit was being developed but felt that any footage in existence should be used to lessen the start up cost. The grounds need to be shown during festivals as well as empty to provide promoters with a true feeling of the space. Show the stage and concession stand and keep the website up to date. The County is going to "Face book". Get the information out wherever possible.

There is no cost for "Face Book", therefore there is no reason not to have one up and going.

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It is Mr. Cody's goal to add two maybe three events for 2010. Front money is needed. Mr. Cody will also attempt to get smaller events to partner with another small events to have one large event.

Chairman Brown suggested having a "fan tour" to show all of Haywood County that we have a nice facility that is ideal for festivals. Many people within Haywood County do not know about the Maggie Valley Festival Grounds.

Ms. Michels suggested getting the Mountaineer to do an article about the festival grounds to help bring tourism dollars to Haywood County.

Mr. Cody admitted that he has a slight problem telling promoters that the rental fee is \$1500 and then continue to add charges.

Ms. Michaels agreed that different events use different avenues and have different needs. Events cannot be lumped in to one set price.

While brainstorming Mr. Massey questioned if smaller events could use Town Hall property including the pavilion rather than the festival grounds.

There became too much confusion conducting Town business with all of the traffic. There is not enough parking at Town Hall.

Ms. Wight agreed with the media packets and agreed that Mr. Cody should "tap" into the promoters already having events to collaborate or have a second event. Motorcycle rallies are the only activities that really fill all motel rooms.

Chairman Brown added that the position is for an event booker not just a facility manager.

Ms. Michels asked that Mr. Cody be provided a local cell phone so that not anyone wanting to contact him would not be calling long distance.

Mr. Cody reported that he had been turned down on his request to the MVTDA 1% committee. The MVTDA members felt that Mr. Cody's request were redundant, when the Chamber already had video.

The Board of Aldermen are ultimately the decision making board, but recommendations will be accepted from the PRFAC.

4. Other Business

Mr. Shackelford had several questions including where to get tents and what sizes are available. The bluegrass festival is being advertised in five states; therefore, he felt there would be some overnight stays.

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Mr. Shackelford asked if he could use Maggie Valley's logo. The board was more than happy to allow the use of Maggie Valley's logo. The Town has sanctioned the event and rented the grounds at the non-profit rate of \$750. There will be a phone line in the ticket office to allow people to use credit cards.

5. Meeting Adjourned

ON MOTION OF MS. WIGHT, SECONDED BY MS. MICHELS, WITH ALL IN FAVOR, THE MEETING ADJOURNED AT 4:20 P.M.

Chairman Tammy Brown

Vickie Best, CMC, Town Clerk