



Town of Maggie Valley

3987 Soco Road, Maggie Valley N.C. 28751

Phone 828-926-0866 Ext. 102 Fax 828-926-3576

PARKS, RECREATION, FESTIVAL ADVISORY COMMITTEE

Chairman Tammy Brown, Dan Massey, Tammy Wight,
and Sonja Michels

Staff Present: Planning Director Nathan Clark, Chief Scott Sutton, and Town Clerk
Vickie Best

Others Present: Mayor Roger McElroy

MAY 11, 2009

3:30 P.M. IN THE TOWN HALL BOARDROOM MINUTES

1. Meeting Called to Order

Chairman Brown called the meeting to order at 3:33 p.m. in the Town Hall Boardroom.

2. Approval or Correction of Minutes: April 20, 2009

The correct acronym is FAM Tour rather than Fan Tour. Ms. Wight stated she did not agree with Mr. Cody as it appeared in the minutes. Ms. Wight felt that Motorcycle Rallies are currently the only activities being held at the festival grounds that fill all of the motel rooms in town.

**WITH CORRECTIONS NOTED, MS. MICHELS MADE A MOTION TO
APPROVE THE MINUTES AS CORRECTED.
MR. MASSEY SECONDED THE MOTION.
MOTION CARRIED UNANIMOUSLY.**

3. Report by Planning Director Nathan Clark: Maggie Valley Fair Grounds
Promotional Materials

Several months ago, a local surveyor was asked to draw a map of the festival grounds showing the amenities and utilities. It was then decided that the mapping needed more vibrancy to draw the potential promoters eye. Staff tried to find another vehicle to take the survey to the next level.

Martin/ McGill Associates presented the following proposal

Festival Grounds Site Map: \$1700

Festival Grounds Stand Alone Promotional Map: \$1990

Promotional brochure including previously created promotional map: \$2605

Festival Grounds Logo: \$1345

Folder for Promotional Materials: \$1925

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Beth Brown, a local photographer, has offered some of her pictures taken during festivals for use in the brochures.

The total cost for the promotional materials, include mileage estimates, and a 10% contingency is \$11,181.50. If recommended by the PRFAC, and approved by Council, Martin-McGill will begin work immediately; the entire process should take approximately three months. The cost would be included in the 2009/10 Town budget.

The cost is for the creative process, it does not include photography, printing, binding, etc.

Chairman Brown felt the town should talk with a local firm Red Eye Production owned by Michael Meisner. Mr. Meisner is Cataloochee's graphic designer. He does an excellent job at a more reasonable rate.

The committee members felt that several companies should be solicited for bids. Staff should investigate if there are similar methods/ materials that could be used for promotion.

Once completed, the template would belong to the town. One component can be a stand-alone document to target motorcycle enthusiast/ promoters. The material can be manipulated to ensure longevity and change with the seasons.

Chairman Brown questioned why the planner was using his time for this type of work, when the Town has a Festival Director on staff.

Director Clark explained that staff has been working to find a vehicle to use to solicit promoters since 2008. Martin-McGill did the PARTF grant application for Parham Park, which included similar maps. This proposal will provide promoters a visual of how utilities and amenities are located on the festival grounds.

The members asked that Michael Meisner be asked to present a proposal that would also include a CD showing photographs of different events being held on the grounds. Maggie Valley should be publicized as a whole, including the Smoky Mountains, the elk, and the convenient location to many of western North Carolina's most visited areas.

Staff will contact Mr. Meisner.

4. Report by Bill Cody, Events Director: application review and proposed fee schedule

Mr. Cody addressed the committee stating that he had placed several calls to different facilities, but had not gotten any return calls. The grounds in Sevierville cost \$800 per day, but they have several buildings to choose from, and the fee does not include utilities. Rather than the "piece mill" renting of facilities, Mr. Cody was looking to compare "apples to apples". Mr. Cody spoke with Chris Anthony and was advised to check with

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the Agricultural Center. Mr. Anthony is a motorcycle rally promoter that has put on events since the town purchased the grounds.

Chairman Brown questioned Mr. Cody on what exactly he had done in the past month since the last PRFAC meeting.

Mr. Cody has been talking with two different groups. One motorcycle group is interested in bringing something to Maggie Valley in October. When questioned about a database of vendors, sponsors, and promoters, Mr. Cody responded that he is in the process of developing a database. He gave the example of planting seeds that will be cultivated in the future.

With the committee's support, Chairman Brown continued to question Mr. Cody about his progress since being hired as the Festival/ Events Director.

Mr. Cody explained that due to the economy, sponsorship is difficult to obtain, and he has been working on getting entertainment for the Trout Festival. The MVTDA 1% Committee denied all of his requests for funding. Mr. Cody explained that it is difficult to work without a budget. He also stated that he is receiving a lot of pressure from Council to bring in additional events this year. Mr. Cody has been talking to Chris Anthony about organizing a third event for Maggie Valley. Mr. Anthony felt that if he did promote another event in Maggie Valley, he should receive a discount on the rental fee.

On a side note, Mr. Anthony had to purchase ice for his last Harley Rally because only one side of the ice machine in the concession stand works.

If ice is available, the promoter is welcomed to use it but ice is not provided as an amenity.

Mr. Cody also explained that he has not been given the authority to negotiate prices.

Ms. Michels stated that only the Town Council could grant that authority. Mr. Massey suggested that Mr. Cody sit down with Manager Barth and see what money the town has to work with and then go before Council for the authority to negotiate pricing.

Several members felt the rental fee should not be discounted for one sponsor and not for others. This was the reason the PRFAC requested Mr. Cody to get pricing from other facilities and to bring back a proposal for pricing utilities. Mr. Cody had also been directed, at the last meeting, to review the application and bring back any changes he felt were needed.

A brief discussion followed regarding a Hillbilly Festival that draws 100,000 people to a small town in Kentucky. Mr. Cody had previously suggested building an event around infamous Popcorn Sutton. Before his death, he had gained notoriety as one of the last bootleggers left. Mr. Cody stated that this idea was also "shot down".

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Mr. Cody wanted to visit other festivals, but needed an advertising packet to offer promoters to bring events to Maggie Valley.

Mr. Cody will continue to seek pricing from facilities similar to the festival grounds.

5. Other Business

Under other business, the committee considered the approval of the 2009 Moonlight Race.

Ms. Michels stated that she was not sure if her problems should be addressed with Council or the PRFAC. During the last race, the road leading to her rental cabins was closed from 3 p.m. until 11 p.m. It was very frustrating for her guests and blocked any potential business. The promoters wanted Ms. Michels to send her guests through the field.

The committee discussed several options such as the promoters hiring an officer to keep ingress/egress open, removing a portion of the fence, or using one lane of the Wade Reece Way.

**MS. WIGHT MADE A MOTION TO APPROVE THE EVENT BUT THE
RENTAL OF THE FESTIVAL GROUNDS DOES NOT INCLUDE WADE REECE
WAY.**

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

Chief Sutton will work with the promoter to see that ingress/egress is not closed to Ms. Michels' business.

Ms. Wight asked that after corrections are made to minutes that they are sent out to the committee members again.

6. Meeting Adjourned

MS. WIGHT MADE A MOTION TO ADJOURN AT 5:10 P.M.

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

Chairman Tammy Brown

Vickie Best, CMC, Town Clerk