

**TOWN OF MAGGIE VALLEY
PARKS, RECREATION, FESTIVAL ADVISORY COMMITTEE
MAY 12, 2008
3:30 P.M.
MINUTES**

Members Present: Chairman Tammy Brown, Tammy Wight, Dan Massey, and Sonja Michels
Staff Present: Manager Tim Barth, Planning Director Nathan Clark, Public Works Director Mike Mehaffey, and Town Clerk Vickie Best
Others Present: Lynn Collins

1. MEETING CALLED TO ORDER

Chairman Brown called the meeting to order at 3:43 p.m. in the Flossy White Room of Town Hall.

- 2. APPROVAL OR CORRECTION OF MINUTES: APRIL 14, 2008**
MS. WIGHT MADE A MOTION TO APPROVE THE MINUTES OF APRIL 14, 2008 AS PRESENTED.
MS. MICHELS SECONDED THE MOTION.
MOTION CARRIED UNANIMOUSLY.

3. UPDATE ON FIRST BARS PROGRAM CONDUCTED BY ALE

The BARS program was a success with good attendance. The servers found it very informative.

4. OPEN DISCUSSION ON THUNDER IN THE SMOKIES MOTORCYCLE RALLY AND THE GMC/CHEVY NAT TRUCK RALLY

There were no problems during either event and both promoters seemed to be satisfied with their event.

5. TOWN OF MAGGIE VALLEY RECEIVING 5% OF NET PROFIT FROM ALCOHOL SALES

The Town is subsidizing the events held at the Festival Grounds. Staff is seeking ways to help offset the debt payment. The requested 5% should be from gross sales prior to the beer company being paid. If beer sold for \$2 each the town would receive 10-cents.

Questions to be addressed:

- Does the person holding the beer permit or the promoter pay?
- Why not raise the rental fee for the additional income.
- If the town is going to receive part of the profit will the town be part of the liability?
- How will the town determine how much money comes from beer sales?

This issue was previously discussed and tabled until Ms. Collins; the Chamber Director could investigate different options.

Town of Maggie Valley
Regularly Scheduled Parks, Recreation, Festival Advisory Committee
May 12, 2008
MINUTES

The Chamber Board of Directors previously discussed paying the town for events. i.e. the Chamber pays for their events and the Town sponsors the Trout Festival and July 4th celebration, the Chamber could donate a percentage of those events back to the town.

6. OTHER BUSINESS

▪ Several times the committee has discussed recycling at the festival grounds. Mr. Clark investigated how the City of Asheville does recycling at special events and found that there is a charge of \$300 and the recycling area is manned.

Several methods were discussed such as putting up a fenced area where people can throw in recyclable products during the event.

Mr. Mehaffey felt that if unmanned, more than just recyclables would be thrown into the bin. He suggested that the Chamber and volunteers set up a bin near the beer sales to recycle aluminum cans. This would give the Town and Chamber an idea if the program would work. The beer company should be asked about furnishing recycling bins.

Ms. Collins informed the committee that only four events sell beer from cans, the remaining events sell draft beer.

▪ Ms. Michels reported that the bathroom lights have been left on during the night and that the lights behind the stage have been left on in the past. Public Works and the Police will begin monitoring the area to be assured that the lights are off during the night.

7. MEETING ADJOURNED

MS. MICHELS MADE A MOTION TO ADJOURN AT 4:15 P.M.

MS. WIGHT SECONDED THE MOTION.

MOTION CARRIED.

Chairman Tammy Brown

Vickie Best, CMC, Town Clerk