

Town of Maggie Valley  
Parks, Recreation Festival Advisory Committee  
June 16, 2009  
MINUTES

Members Present: Chairman Tammy Brown, Sonja Michels, Rick Mahoney, Tammy Wight, Dan Massey, and Carol Burrell  
Staff Present: Planning Director Nathan Clark, Police Chief Scott Sutton, Detective Doyce Stevens, and Town Clerk Vickie Best  
Others Present: Two people

**Meeting Called to Order**

Chairman Brown called the meeting to order at 3:35 p.m. in the Town Hall Boardroom.

**Correction or Approval of Minutes: May 11, 2009**

**MS WIGHT MADE A MOTION TO APPROVE THE MINTUES AS PRESENTED.**

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

**Festival Grounds Promotional Packet Update: Planning Director Nathan Clark**

As previously directed by the PRFAC, Director Clark met with Red-I Production and was able to obtain the same promotional package at a lesser cost and Red-I-Production is a local company.

Red-I-Production will provide detailed site specific maps showing the utilities, road, stage, concession stand, electric panels, lighting, water, and telephone lines. The map alone will save a lot of staff time.

The calendar of events will be included. A DVD is included. The promotional packet can be stand-alone components or the full packet, which ever suits the need.

The Town is paying for the promotional materials anticipating getting refunded from the TDA1% funds.

**MS BURRELL MADE A MOTION TO RECOMMEND APPROVAL OF THE PROMOTIONAL MATERIALS PROPOSED BY RED-I-PRODUCTIONS**

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

**Community Sales at the Festival Grounds: Carol Burrell**

On Memorial Day weekend there was six yard sales along Soco Road. Ms. Burrell felt that there should be regulations pertaining to businesses conducting yard sales. "We are a tourist town; when the business owners do not appear to care about the appearance of their business; why

should visitors stay?" Ms. Burrell suggested setting a day per month, at the festival for community sales.

Ms. Burrell felt the Town of Maggie Valley could sponsor the one-day community yard sale. If there is to be a fee, those considerations could be made as the project is pulled together. Ms. Burrell suggested getting a non-profit organization to provide food. There would be ample parking at the festival grounds and the yard sales would be confined to one area.

Director Clark stated that the Planning Board members were 90% in favor of the proposal. The only issue was several real estate offices have annual yard sales to help the needy in Haywood County.

**MR. MASSEY MADE A MOTION TO MOVE FORWARD WITH PUTTING A MONTHLY COMMUNITY YARD SALE TOGETHER. MS. BURRELL SECONDED THE MOTION ADDING THAT ON BEHALF OF THE PRFAC SHE WOULD HELP. MOTION CARRIED UNANIMOUSLY.**

A brief discussion followed regarding the difference between outdoor sales and yard sales. Businesses are allowed to display items outside their business that are sold inside the business.

The committee asked that staff bring back information pertaining to community yard sales to the July meeting.

### **Marketing the Festival Grounds and Maggie Valley: Steve Shiver**

Mr. Shiver commended the committee members for approving the promotional package. Mr. Shiver also praised the Board of Aldermen for their efforts to bring tourist to Maggie Valley by purchasing the festival grounds during the time that Ghost Town was closed. Maggie Valley needs many different venues for visitors to enjoy. Mr. Shiver discussed the importance of co-branding. Several of the local associations are beginning to think about co-branding and co-advertising.

Mr. Shiver discussed leveraging. Ghost Town has the experienced staff to do the branding, the marketing, and the group sales. Ghost Town's relationship with Stella Parton fits well with the family attraction theme.

According to statistics, many of Ghost Town's visitors come from Tennessee for the day. Instead of hiring a festival director, use those funds for a marketing group. Ghost Town can bring the resources with all of the staff that is needed. Mr. Shiver asked the members to consider how effective the co-branding would be with everyone working together. Mr. Shiver felt confident that anyone visiting Maggie Valley will visit Ghost Town. The funds for a festival director (\$20,000 TDA1% & \$20,000 General Fund) could be used to augment the marketing experts at Ghost Town. Everyone can put forth a concerted effort that will give Maggie Valley the "biggest bang for the buck".

Mr. Massey had always contended that the festival director's position should be on commission rather than salary.

Ms. Burrell was interested in hearing more about the proposal. The PRFAC could oversee the process.

Manager Barth confirmed that Council was aware of the importance of marketing the festival grounds and the MCTDA1% is concerned with the funds being use effectively.

Mr. Shiver has someone on staff that would actually facilitate the events on the festival grounds.

Committee members discussed several options if Council accepted the proposal. Ghost Town has full time staff in place to market the festival grounds. The town could be invoiced on a monthly basis as a consultant. The employee burden would not be on the Town. A group of people would be working on marketing Maggie Valley rather than just one person.

Mr. Shiver stated that Ghost Town spent \$629,000 on advertising in 2008. "The Town could not afford to do what Ghost Town is offering. By working together it can make a big difference. "

Mr. Shiver will put together a conceptual plan to bring before the PRFAC and then with the PRFAC recommendation, go before Council July 21. The PRFAC will conduct a special called meeting on July 7 at 1:30 p.m. to review the plan.

### **Other Business**

Ms. Michels questioned who was doing the 4<sup>th</sup> of July festival.

Manager Barth explained that the town has paid approximately \$8600 for fireworks and \$3400. for entertainment.

The Chamber members felt that the children's inflatables were needed as part of the Red White and Boom celebration. Ms. Michels' will see about getting enough donations to pay for the inflatables. Ms. Michels also volunteered to coordinate getting posters prepared.

The Red, White, and Boom celebration brings more people [for the evening] to Maggie Valley than any other event.

**ON MOTION OF MS. MICHELS, SECONDED BY MS. WIGHT, WITH ALL IN FAVOR, THE MEETING ADJOURNED AT 5:03 P.M.**

---

Chairman Tammy Brown

---

Vickie Best, CMC, Town Clerk

