

**TOWN OF MAGGIE VALLEY  
REGULARLY SCHEDULED PARKS, RECREATION,  
FESTIVAL ADVISORY COMMITTEE MEETING  
AUGUST 27, 2007**

**MINUTES**

A quorum was not present for the regularly scheduled August 13, 2007 meeting. The meeting was then rescheduled for August 22, 2007 in which a quorum was not present.

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

Staff Present: Manager Tim Barth, Public Works Director Mike Mehaffey, and Town Clerk Vickie Best

**1. Meeting Called to Order**

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

**2. Approval or Correction of Minutes: July 9, 2007**

The minutes should be corrected to reflect that Ms. Wight was present. Ms. Burrell clarified her statements regarding the emergency gate proposed for the rear of the property. Mr. Mehaffey informed the board that a gate has been installed and that Ms. Michels' road has been widened.

**WITH CORRECTIONS NOTED, MS WIGHT MADE A MOTION TO APPROVE  
THE MINUTES.**

**MS. MICHELS SECONDED THE MOTION.**

**MOTION CARRIED UNANIMOUSLY.**

**3. The Corvette Show Coming Under the Chamber of Commerce**

Ms. Hammel addressed the Board explaining that she would like to obtain permission for the Chamber to take the Vettes in the Valley car show. Although Smokey Mountain Events is a for-profit organization, the event has lost money for the first three years and now in 2007 the event "broke even". The show is already under the Chamber's insurance. The show brought in 300+ Corvettes this year. Ms. Hammel explained that she could pay \$1,000, but not the \$2,600 that is now required. Another point of consideration is that over \$9,000 is spent in advertising.

Ms. Collins, the Chamber Director explained that the original intent of the Town purchasing the festival grounds was to bring people into Maggie Valley. It is cheaper to do a blanket policy for all the events scheduled for the year by the Chamber. The show will remain the same, and the Chamber will not receive any of the profits. Any remaining profits will be put into the next event.

## Town of Maggie Valley

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## MINUTES

Chairman Brown felt that if the show were to go under the Chamber's umbrella of events, then the event should be a Chamber event. The Chamber members and volunteers are stewards of the grounds. The Advisory Board may want to consider providing some leeway for promoters that have annual events and leave the grounds in first-rate condition.

Several members discussed lowering the cost or not charging a deposit for annual events.

Mr. Massey asked that the Board be careful of lowering the cost, if exceptions are made for one promoter, then the Board must do the same for all promoters. Mr. Massey also questioned if the Board had the authority to lower prices.

Ms. Collins stated that the promoters she has spoken with have not indicated that the cost is extreme.

The committee has criteria in place since the Mustang Car Show came to Maggie Valley due to water problems in Cherokee. At that time, the committee agreed to look at events on a case-by-case basis. Ms. Wight stressed that the Town does not want to loose events.

Both Manager Barth and Mr. Mehaffey felt that a deposit needed to be in place for fear that once the event is over the Town would end up cleaning the grounds and having to pay GDS to empty the large trash container that remain on the field for the promoter's convenience.

**CHAIRMAN BROWN MADE A MOTION TO LEAVE THE DEPOSIT IN PLACE EXCEPT FOR ANNUAL EVENTS THAT HAVE TAKEN PLACE THREE YEARS OR MORE THEN REDUCE THE RENT TO \$1,000 FOR 2008.**

Ms. Wight had concerns about annual events growing and the promoter being for-profit. There would not be a reason to lower the rent when the promoter is making more money each year, as the event grows.

**CHAIRMAN BROWN'S MOTION DIED FOR A LACK OF A SECOND.**

**MS. BURRELL MADE A MOTION TO GRANT A VARIANCE DUE TO A FINANCIAL HARDSHIP BASED ON THE PROFIT AND LOSS STATEMENT FOR THE 2008 VETTES IN THE VALLEY EVENT RECOMMENDING THAT THE TOWN BOARD ALLOW A \$1,000 RENTAL FEE.**

**MS. WIGHT SECONDED THE MOTION.**

**MR. MASSEY OPPOSED THE MOTION.**

**MOTION CARRIED BY MAJORITY.**

Mr. Massey stated that he could not see the Committee making recommendations on a case-by-case basis.

**4. Discussion on Locating a Gate to the Back of the Stage**

The gate has already been installed.

**5. Other Business**

The committee members discussed remarks made during Mr. Massey's absence at a PRFAC meeting, as well as remarks made at a Board of Aldermen meeting.

The committee is in place to work for the betterment of the community both residential and commercial.

**6. Meeting Adjourned**

**MS. MICHELS MOVED TO ADJOURN THE MEETING AT 4:20 PM. MS. WIGHT SECONDED THE MOTION. MOTION CARRIED.**

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Chairman Tammy Brown

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Vickie Best, CMC, Town Clerk