



TOWN OF MAGGIE VALLEY ANNUAL NEWSLETTER

# Town of Maggie Valley



## 2022-2023

### A Message From Your Mayor

Looking down from Waterrock Knob on the Blue Ridge Parkway, you can see one of several watersheds that produces some of the most pristine drinking water in Western North Carolina. The area known as Campbell Creek watershed is an area described as very rough land with a little farmland mixed in. Campbell Creek is a tributary to Jonathan Creek, and both give Maggie Valley some cool creekside views. Those of us who live here get to enjoy the daily sound of the creek. Did you know Maggie Valley is a NC Mountain Heritage Trout City? Your Board of Aldermen and Town Staff continue to look for new greenways while protecting & maintaining those Greenways and Parks we already have. Please get out and enjoy what Maggie Valley has to offer!

*Fun fact: Haywood County is one of only two Headwater counties in the entire United States. Headwaters means that all the water originates in the county and flows out, no water flows into the county from elsewhere!*

As we turn the page on another year, we take note of a few things the Town of Maggie Valley has accomplished. In 2015, the Board of Aldermen voted to begin the process to update and write a new Unified Development Ordinance (UDO). In June of this year, the Board adopted the new UDO. In September we begin a year-long process to create a new Comprehensive Plan. This plan is used as a

guide for future growth. We need YOUR help! Meeting dates and times will be posted on our website. And for informative emails, sign up for our Sunshine List by visiting our website or contacting Vickie Best at 828-926-0866 x102 or [vbest@maggievallevnc.gov](mailto:vbest@maggievallevnc.gov).

In July, we said goodbye to Town Manager, Nathan Clark. Nathan did an excellent job working with the Town Staff and Board. We wish him the best. Vickie Best has stepped up as Acting Town Manager while continuing her role as Town Clerk. Autumn Lyvers has been hired as our new Finance Director; Shayne Wheeler is retiring this fall. We wish Shayne the best in retirement. We have also hired an Assistant Town Planner, Sam Cullen. With the uptick in development here in town, this position will help expedite projects while we work on the Town's future path. After many years of serving Maggie Valley, the Maggie Valley Civic Association is disbanding. As Mayor, I would like to thank the Civic Association members for their long-standing service to the Town and residents. You will be missed.

Our Public Works staff has been diligently working on the new Veteran's Memorial Park in front of Town Hall. The Board of Aldermen and Town Staff have been working on this idea for over twelve years. This park will transform the front of Town Hall. This project is a clear message that the Town of Maggie Valley respects our veterans, both past and present. The plan includes a new

large-scale Town Hall sign. Another project we are still working on is the Crosswalk upgrades for Soco Road. This spring, North Carolina Department of Transportation (NCDOT) received no bids for the project. NCDOT's plan is to reopen this project for bids later this fall. If the NCDOT receives a bid, we could complete Crosswalk upgrades before next summer.



**New Veteran's Park**  
Under construction front of Town Hall

In the past year, the Town purchased the property across from the Festival Grounds. At the first of September, the Town purchased the property in front of the Festival Grounds. Our Board has worked hard to make the Festival Grounds a successful part of Maggie Valley and has continued to invest around \$150,000 annually to maintain the grounds. The events at the Festival Grounds have grown over the past several years.



The purchase of these two new properties is a continued commitment to that long-term success. The Maggie Valley Festival Grounds has become a large draw for tourists and residents in Haywood County and gives the commercial owners the opportunity to pick up new and different customers.

*Fun fact: Haywood Tourism Development Authority (TDA) says gross room night sales for 2021-2022 was up 100.9% from last year. Maggie Valley's TDA tax money collected for the same period was up 112% from last year. Maggie Valley still collects 47% of total TDA tax dollars here in Haywood County. These numbers show tourism continues to grow in Maggie Valley, giving our commercial folks more opportunity for sales to grow.*

So much to talk about, so much more to do! The Board of Aldermen thanks the citizens of Maggie Valley for your continued support and for getting involved! We would also like to offer special thanks to the Town Staff. Like always, they stay on the path and continue to help move this community forward. Together we Rock!

As your Mayor, I also want to thank the citizens of Maggie Valley and the surrounding community for your continued support over the past year. Over this next year, the Town is going to continue to see growth. Stay informed, stay engaged, and together we can continue to define our future path! It is my pleasure to serve as your Mayor.

You can reach me at 828-242-3012 or [meveland@maggievalleync.gov](mailto:meveland@maggievalleync.gov).

Life is better in the Valley!

**Respectfully,**

**Mike Eveland, Mayor**



**Haywood County Library:  
Maggie Valley Branch  
Tuesday/Thursday 9am to 5pm**



### From the Police Chief

I would like to bring our community up to date on some changes that have occurred at the Police Department. We have added an additional K-9 officer and now have two K-9 units. K-9 Officer Shanna Bellows and K9 Charlie are the newest addition along with K-9 Officer Logan Wood and K9 Goose. Our K-9 units focus on narcotics detection, article searches and tracking lost or wanted individuals. We are excited to have an additional K-9 unit in service to our community! We have promoted two Officers within our organization. Matthew Boger has been promoted to Captain and Haley Crocker has been promoted to Detective. We wish them well in their new positions! Officers Matthew Boger, Jeff Mackey, Logan Wood and Shanna Bellows have received our "Life Saving Award" and have been instrumental in saving someone's life.

Our agency hosted intern Breanna Jaquish from Appalachian State University for three months. She became involved with day-to-day activities, the N.C. Courts system, and supported our administrative staff. We wish her well in acquiring her master's degree at Appalachian State! The Maggie Valley Police Association has awarded a scholarship for the last four years to Sydney Justice who is scheduled to graduate from Western Carolina University with a Bachelor of Science Degree in Criminal Justice. We wish her well! Officer training and education is always principal in providing a high level of service to our community. We encourage our Officers to seek higher education by obtaining an Associates of Applied Science degree and/or Bachelor of Science degree in Criminal Justice or a related field.

Keep in mind we maintain a Prescription Drop-Off box at the front entrance of our Department. We encourage and appreciate our citizens depositing unused prescription drugs for destruction. This is a great way we can partner up together to help combat the opioid crisis that our country is experiencing.

Our Police Officers are ready and willing to provide the community with dedicated, professional, high-quality police service, and our staff will reflect the character of our Maggie Valley community. I want to thank our community members for their ongoing support! Your support makes our service even more rewarding.

Feel free to reach out to me if you have any questions about our services.

**Chief Russell N. Gilliland**

61 Summit Drive  
Maggie Valley NC 28751  
828-926-0867

[rgilliland@maggievalleync.gov](mailto:rgilliland@maggievalleync.gov)

### From the Assistant Town Planner



Hello, I am Sam Cullen the newest addition to the Planning Department. I have filled the new Assistant Town Planner position and I'm looking forward to serving the Maggie Valley community. I'm a native of Haywood County, living in the old Hazelwood community of Waynesville. I worked six years with the Town of Waynesville, serving as their Code Enforcement Official and Assistant Stormwater Administrator. I am excited to see what the future holds for Maggie Valley and look forward to meeting you all as we work together for the good of the Town.

Sincerely,

**Sam Cullen, CZO**

[scullen@maggievalleync.gov](mailto:scullen@maggievalleync.gov)

828-926-0866 x103



**Town of Maggie Valley**  
**Town Hall**  
 Open Monday – Friday  
 8:00 AM – 5:00 PM  
 3987 Soco Rd  
 Maggie Valley, NC 28751



## From the Town Planner

### Maggie Valley continues to be a great place to live, work, and play!

Nearly 150 zoning permits have been issued for new construction and development projects within the Town's zoning jurisdiction over the last twelve months. More than thirty of these permits were issued for the construction of new residences. We have also welcomed new businesses and plans continue to take shape for new and newly remodeled restaurants, shops, and commercial establishments.

The **Façade Grant Improvement Program** budgeted \$25,000 to encourage existing property and businesses owners to improve the appearance of existing commercial properties as well as provide an incentive for new businesses to locate in Maggie Valley. To date, less than \$6,000 has been awarded which leaves more than **\$19,000 in funding opportunities still available!**

As part of our ongoing effort to help keep the valley attractive, the Planning Department continues to issue Notice of Violation letters to address nuisances and other Code violations. **A new complaint form can be found under Code Enforcement on the Planning and Development page of the website.** We truly appreciate everyone's assistance in continually working to improve the appearance of Maggie Valley!

The Town successfully adopted a new Unified Development Ordinance which brings together existing land development regulations and implements recommendations suggested in the 2007 Land Use Plan. The 2022 Land Use Plan update was completed to ensure compliance with newly enacted NC General Statute requirements. The Town is now beginning a more holistic Comprehensive Plan: Mountains to Valleys, which will include a heavy emphasis on community engagement and stakeholder analysis. **Keep an eye out for outreach opportunities over the course of the next several months** as the draft is developed!



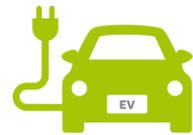
**TAKE THE SURVEY** to give us valuable input on the future!

<https://www.surveymonkey.com/r/MaggieValleyCompPlan>



### Maggie Valley Town Hall 'Lunch Bunch' M – F 9am to 1pm

The Congregate Nutrition Program, provided by Mountain Projects, offers a nutritionally balanced meal, crafts, health promotion, seminars, field trips, bingo, and time to socialize. Other activities include live music, puzzles, and card games. The program is available free of charge to anyone age 60 or over. Anyone 55 or older is welcome to have lunch for a nominal fee.



Charging your electric vehicle at Maggie Valley Town Hall is a complimentary service of the Town!



## Can the grease!

Pouring cooking grease down the kitchen drain is a recipe for disaster! Substances build up in your home's plumbing and in the Town of Maggie Valley's sewer system. That's bad news for your pipes and ours! Why? Clogged pipes cause sewage to back-up into your home, yard, streets, or waterways. How can you help? **Never pour grease down the drain!**



Instead pour cooled grease into an empty can and place it in the trash. Put strainers in sinks to catch scraps and empty them into the trash. Use rubber scrapers and paper towels to remove oil and grease from cookware. Scrape food scraps into the trash and avoid using a garbage disposal for food waste.

## For Curbside & As Needed Services

828-926-0866 x117

[sclement@maggievalleync.gov](mailto:sclement@maggievalleync.gov)

'Request a Service' online!

### CURBSIDE SERVICES

#### Garbage & Recycling Pick-up

One of the Town's most popular residential services is weekly curbside garbage and recycling pick-up. Garbage is on Monday and recycling is on Tuesday. **Curbside pickups may be affected by holidays!** For changes in the service schedule, check online at <https://maggievalleync.gov/>

**Place bins at the curb before 7 am!**



The Town provides residential customers with a 95-gallon brown bin to manage bagged household garbage and a 64-gallon blue bin for clean loose mixed recyclables. Containers are available for pick-up or delivery to new customers. **Lost or stolen containers may be replaced for a charge.**



Please recycle glass jars, plastic bottles, metal cans, paper, and cardboard. These items should be rinsed and may be mixed together in the blue toter. **NO BAGS** please! For more information and a complete list of recyclable items, stop by Town Hall for a Solid Waste brochure or download more information at <https://maggievalleync.gov/>



### AS NEEDED SERVICES

#### Yard Debris Pick-up

Pick-up is provided for **bagged trimmings & leaves, limbs, brush, branches**, etc. Please use the **paper yard bags or black plastic bags**. Brush, branches, and limbs (no longer than 12' in length and no larger than 4" in diameter) should be piled with cut ends facing the street.

#### White Goods Pick-up

Provided for **stoves, refrigerators, gas grills, washers, dryers, microwaves, freezers**, and other discarded appliances.

#### E-Waste Pick-up

Provided for discarded **printers, TVs, copiers, computers**, etc.

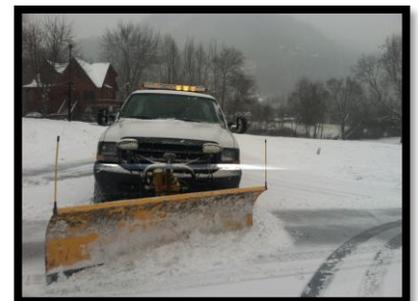


#### County Solid Waste

Please call Haywood County Solid Waste at 828-627-8042 for disposal information, as carpet, fluorescent light bulbs, tires, building materials, mattresses, paint, and old furniture **will not be picked up by the Town.**

### SNOW & ICE REMOVAL

The Town of Maggie Valley provides snow and ice removal on all Town Maintained Streets and several privately maintained roads during winter storm events. Learn which roads are included in this listing and how to request that your private street be added by visiting the <https://maggievalleync.gov/community/our-services/street-maintenance-our-services/>.





### Voting in Maggie Valley

Town Hall will be a Polling Place on November 8<sup>th</sup>, 2022. Contact Haywood County Board of Elections at 828-452-6633 for voter eligibility and voting precinct information.

### Subscribe to the Sunshine List



The Town of Maggie Valley's "Sunshine List" is a great way to stay informed on issues that are being discussed by the Town. Subscribing to the Town's Sunshine List allows you to receive email notices. To subscribe, reach out to our Interim Town Manager/Town Clerk, Vickie Best at [vb@magpievalleync.gov](mailto:vb@magpievalleync.gov) or 828-926-0866 x102.



## Calling Maggie Valley Home

### Before You Dig Call 811!

North Carolina One Call Center  
[www.ncocc.org](http://www.ncocc.org)



### Contact Us

Call us at 828-926-0866

Email us at

[info@magpievalleync.gov](mailto:info@magpievalleync.gov)

Look for us on your computer, phone, or tablet!

**Check us out online!**

### Website

<https://magpievalleync.gov/>

### Instagram

[@townofmagpie](https://www.instagram.com/townofmagpie)

### Facebook

[@magpievalleytownofficial](https://www.facebook.com/magpievalleytownofficial)

### Town Hall Pavilion Rental

Are you planning an event? The Town Hall Pavilion is available for rent. For more information and to check available dates, call us at 828-926-0866.



### Wildlife in Town!

Be on the lookout for bear and elk in and around Maggie Valley! When elk and bear are present stay in your vehicle or, if outside, stay back at least 50 yards. DO NOT APPROACH! To deter bears from frequenting your yard, remove bird feeders at night and don't leave any trash or animal food outside. For more information visit: <https://bearwise.org/>

<https://www.ncwildlife.org/Learning/Species/Mammals/Elk#7515448-overview>



## 2022 Tax Payment Options

### Pay Online

The payment system allows you to pay by Visa, Mastercard, American Express, or Discover. **Please note there is a transaction fee of \$1.25, plus a 3% convenience surcharge.** To pay online, please visit <https://maggievalleync.gov/> and click Pay Taxes Online.



### Pay by Mail

Make a check payable to the Town of Maggie Valley and pay by mail. Please include the bottom portion of your tax bill and write your parcel identification number in the memo field of your check. We accept postmark as date received for tax payments. If you would like to receive a receipt, include your email address or a stamped self-addressed envelope.

### Pay in Person

Feel free to come into Town Hall to pay at the Front Office window. **For those of you who are in a hurry, or after hours, the Drop Box will be your best option (checks only),** located in the metal door under the overhang, on the east side of the building. Please include the bottom portion of your tax bill and write your parcel identification number in the memo field of the check. If you include your email address, we will email your receipt.



**Finance Director, Autumn Lyvers**

828-926-0866 x101

[alyvers@maggievalleync.gov](mailto:alyvers@maggievalleync.gov)

## Maggie Valley Community Garden

Founded in 2012 by June Johnson, Rev. Erma Bond, Ernestine Upchurch and with additional support of Larry Hepler, The Maggie Valley Community Garden has continued to flourish. Generous support has come from the Town of Maggie Valley, The Maggie Valley United Methodist Church, The First Baptist Church of Maggie Valley, and the family of Ernestine Upchurch. We are a recognized non-profit organization and are eligible to receive donations and apply for grants to supplement our annual fundraiser to pay for plants, supplies, and garden equipment.

Last year we harvested 1,851 pounds of fruits, vegetables, and potatoes! These were distributed to the Maggie Valley United Methodist Church Food Pantry and Shepherd's Table, Meals on Wheels, McCracken Rest Home, Broyhill Children's Home, and The Cruso Community Center (for flood relief). Additionally, the Garden has served as a resource for home organic gardeners and Master Gardener students. We are constantly trying out new techniques to eliminate weeds, to protect the Garden from invasive critters who like to eat our produce, and to improve our harvest each year.

All this would not be possible without the many volunteers in the community who dedicate their time and energy each year to provide food for our neighbors in need. We are always looking for more volunteers as our harvest needs increase to meet the needs of the people we serve. As you read this, we are still harvesting this year's produce. If you want to find out about what's happening in the Garden, come join us! Follow us at <https://www.facebook.com/givinggardensmv/>.

