

Town of Maggie Valley  
February 1, 2022 Second Day of Goal Setting Workshop  
MINUTES

**Members Present:** Mayor Mike Eveland, Aldermen: Jim Owens, Tammy Wight, John Hinton, and Phillip Wight

**Staff Present:** Manager Nathan Clark, Public Works Director Mike Mehaffey, Finance Director Shayne Wheeler, Planner Kaitland Finkle, Chief Russ Gilliland, and Town Clerk Vickie Best

**Others Present:** Reporters Hannah Mcleod and Becky Johnson

**Retreat Called to Order**

Mayor Eveland called the second day of the retreat to order at 9:31 am on Tuesday February 1, 2022, in the Town Hall Boardroom. Mayor Eveland thanked staff and fellow elected officials for yesterday's information and open discussion.

**Agenda Items**

The Forest

The Trees

Legislative Agenda

Goal Setting

**Review of Proposed Agenda for February 8, 2022**

The February 8, 2022, Regularly Scheduled Board of Aldermen Meeting will be the first meeting where the agenda is adopted, and a declaration of Conflict of Interest is made. This practice will become a regular agenda item at the beginning of meetings.

- 1) **Meeting Called to Order**
- 2) **Pledge of Allegiance**
- 3) **Resolution 22-1: Resolution Honoring the Life & Service of Fire Chief Christopher Carver**

Tim Carver, Chief Christopher Carver's brother will be accepting the resolution on his family's behalf.

- 4) **Resolution 22-2: Rules of Procedure**
- 5) **Consent Agenda**

- a. Minutes to be Approved: January 5, January 11 & January 14, 2022
- b. Budget to Actual
- c. A/R Report
- d. Tax Releases
- e. Call for Public Hearing PIN 7686-17-4633 (R-2 to R-3)

Town of Maggie Valley  
February 1, 2022 Second Day of Goal Setting Workshop  
MINUTES

- f. Call for Public Hearing PIN 7686-18-3030 (R-1 to R-3)
- g. Call for Public Hearing PIN 7696-77-7475 & 7696-88-0432 (R-1/C-1 to R-3)

All three of the above hearings are for requests for rezoning: L shaped Pioneer Village parcel, Flea Market property and the Hotchkiss property (was Ferguson property). The agent/owner of all three parcels desires R3 high density zoning. The proposed UDO map calls for R3 zoning because of topography.

Council was encouraged to remember that a parcel cannot be downzoned.

- h. Call For Public Hearing: C-1/C-2 Office & Institutional Land Uses

**6) Public Comment**

**7) Consideration of Land Use Plan/Comprehensive Plan Contract Approval**

- a. Budget Amendment for LUP/Comp Plan Ordinance No. 977

Council has decided to contract the Land Use Plan/Comprehensive Plan out to WithersRavenel because Planner Finkle will be finishing the Unified Development Plan. Both the UDO and the LUP need to be adopted by July 1, 2022.

**8) Consideration of Approval: FY21-22 Audit Contract; Martin Starnes & Associates**

The Audit Contract is for \$31,725.

**9) Consideration of Approval: Wi-Fi Project Maggie Valley Festival Grounds**

The Wi-Fi at the Festival Grounds is antiquated and only handles one network. If upgraded, the Wi-Fi will be able to manage multiple networks. This is a significantly needed service that is provided to promoters and their vendors.

**10) Consideration of Approval: NCGS 105-369**

- a. Acceptance of Delinquent Taxes List
- b. Order to Advertise Delinquent Taxes

General Statutes require Council to accept the delinquent tax list and direct the Tax Collector to advertise the delinquent taxes.

**12) Consideration of Façade & Site Improvement Matching Grant**

Money has been budgeted for this matching grant funding in the 2021-2022 budget. The document will be sent to Attorney Justus for his final review.

**13) Consideration of Donation: Haywood Waterways Association**

Haywood Waterways Association has always been exceptionally good about helping Maggie Valley with streambank stabilization projects i.e., Elevated Park. Andrew Bowen, a previous planner would jump in

Town of Maggie Valley  
February 1, 2022 Second Day of Goal Setting Workshop  
MINUTES

"The Plunge" fund raising event. Now, our new Town Planner, Kaitland Finkle has taken on the challenge.

In years past, the annual donation has been \$750 to \$1,000. This is the 10<sup>th</sup> Annual Plunge that benefits the Kids in the Creek Program that tutors kids about the environment.

Manager Clark informed Council that Haywood Waterways will be assisting with the Campbell Creek Project.

**14]Consideration of Approval: Vairs in the Valley; Town Hall Pavilion October 14-15, 2022**

This event has been held at the pavilion for several years now. The event is not large enough to use the Festival Grounds but is comfortable in the pavilion, especially on Saturday when Town Hall is closed. Overall, Vairs in the Valley is a good event.

Mayor Eveland reminded Council that Hillbilly Jam started in a parking lot and now it is the biggest event at the Festival Grounds.

**15] Other Business**

**16]Department Head Reports**

- c. Mike Mehaffey, Public Works Director
- d. Russ Gilliland, Police Chief
- e. Kaitland Finkle, Town Planner
- f. Nathan Clark, Town Manager

**17]Closed Session: NCGS 143-318.11 (3) Attorney-Client Consultation**

Council, along with Attorney Justus will discuss property that the Town currently owns.

■ Manager Clark explained that staff has received approximately ten applications for the Planning Board vacancy. It has been quite sometime since the Town has received such a wide range of candidates with such good qualifications.

► Council discussed appointing Jim Owens to the HCTDA Board and as the liaison to Council on the 1% Subcommittee. Council felt Twinkle Patel would also be a great candidate for the 1% Board.

Some members thought Joseph McElroy would be a excellent candidate for the 1% Subcommittee. Mr. McElroy has not applied.

Alderman T. Wight stated that she would like to see someone from Cataloochee Ski Area or Cataloochee Ranch have representation on the TDA Board. The clerk was directed to send out another round of advertising on the Sunshine List.

Council concurred that with all the new people applying for the Planning Board position it would be advantageous to conduct interviews and meet these citizens.

Town of Maggie Valley  
February 1, 2022 Second Day of Goal Setting Workshop  
MINUTES

Council directed Clerk Best to set up interviews for the candidates beginning at 4pm on Tuesday February 8, 2022, prior to the Regularly Scheduled Board of Aldermen Meeting.

■ ARP Funds:

American Rescue Plan: \$1.3 Trillion

State of North Carolina Share: \$1.3 Billion

Town of Maggie Valley Share: \$394,228 (Received 1st Tranche of \$197,114)

Cities have until December 31, 2024, to obligate funds and until December 31, 2026, to spend funds.

**ARP: Eligible Uses**

A) To respond to the public health emergency or its negative economic impacts, including assistance to households, small businesses, and nonprofits, or aid to impacted industries such as tourism, travel, and hospitality.

B) To respond to workers performing essential work during the COVID-19 public health emergency by providing premium pay to eligible workers.

C) For the provision of government services to the extent of the reduction in revenue due to the COVID-19 public health emergency relative to revenues collected in the most recent full fiscal year prior to the emergency; and

D) To make necessary investments in water, sewer, or broadband infrastructure.

► Although the lists of potential projects are broad, there are some significant limitations.

ARP monies MAY NOT be used to cover general operating expenses of these utility systems or to provide reimbursements for lost revenues.

ARP monies also generally MAY NOT be used for system expansions to accommodate potential new growth or solely for economic development purposes.

And, as stated above, ARP monies MAY NOT be used to issue debt or make debt service payments on these infrastructure projects.

They also MAY NOT be used to satisfy any local match requirement on a federal grant if prohibited by that grant.

ARP monies MAY NOT be used to fund financial reserves and should not be appropriated to a capital reserve fund.

Finally, a local government MUST have state law authority to expend the ARP monies for any specific infrastructure projects. There are some CWSRF/DWSRF projects that may not be authorized for NC local governments.

► Manager Clark made the following recommendations:

The Town of Maggie Valley should not be in any rush to obligate ARP Funding

Town of Maggie Valley  
February 1, 2022 Second Day of Goal Setting Workshop  
MINUTES

\$400,000 unfortunately is not generational or game changing wealth, but in a single year is worth eight cents on tax rate

Minimum of three qualified sewer projects – seeking different funding

Creativity verses Gaming the System

Anything in grey enlist assistance from an Administrator

Leverage Community Partnerships

ARP Funds may only be used with approval of the Board of Aldermen.

As stated, numerous times over the past two years; Maggie Valley did well through the pandemic. The only real loss was events at the Festival Grounds. Maggie Valley certainly did not see the lost that other resort towns and especially convention cities such as Winston Salam and Las Vegas saw.

Manager Clark gave a quick example how receiving federal funding is restricted to certain areas and you may not “color over the line.”

When Maggie Valley received grant funding to assist with the creation of the 1.8 miles of sidewalk along Moody Farm Road all parts had to be manufactured in the USA. Manager Clark (then the Planner) had to walk and gather the serial numbers from all the drop inlets. Surprisingly enough, the iron/metal drop inlets were made in Miami, Florida.

Unfortunately, the Maggie Valley Sanitary District did not receive ARP Funds. The MVSD was going to work on the sedimentation problems near the water intake in Campbell Creek.

**Soco Road Pedestrian Improvement Project**

The long-awaited Town of Maggie Valley Soco Road Pedestrian Project is nearing completion

Town received \$1.6M from FBRMPO in an 80:20 Partnership with NCDOT

Town Has Fully Funded Match \$360,000 in Capital Reserve Fund

100% Draft Plans are complete: awaiting the Town’s feedback

JMT Teague Engineering and NCDOT are finalizing details on new Festival Grounds Sweet Briar Parking Lot Improvements

1st/2nd Quarter of 2022: Let and Construction

The island at Parham Park has been shrunk and moved back approximately 10-feet as not to affect traffic trying to turn onto Soco Road off Moody Farm Road.

NCDOT liked their plans better than JMT Engineering plans. JMT had one large singular entrance to the Festival Grounds so that large trucks could easily enter. The entrance will not detract from the waterfall.

Unfortunately, the next project on NCDOT’s list is the Bridge Project near the Lowe’s exit onto Highway 209. This will cause traffic delays and detours, thus affecting tourism during the busiest part of the season.

Town of Maggie Valley  
February 1, 2022 Second Day of Goal Setting Workshop  
MINUTES

Mayor Eveland, for the benefit of the two new council members, stated that Maggie Valley needs to be a more walkable community. A plan was created with on-street parking, bike lanes, making crosswalks safer, and traffic slower. Council shifted away from those plans after receiving feedback from the business owners. So now Maggie Valley is left to install additional islands and have flashing light at the crosswalks, and additional stamping across the Soco Road. There will be a total of seven flashing lights: especially near the Festival Grounds.

Again, Maggie Valley has their portion of the grant match in the bank.

Alderman T. Wight had great concerns about the crosswalk near Parham Park and felt the entire island should be removed from the project. Manager Clark will check on the plan. Alderman T. Wight stated that she still receives complaints about the island coming out of Rich Cove Road.

To meet NCDOT standards, the street benches will have to moved back onto private property. The Town has not set aside funds for the purchase of Rights-of-Way. The grade and elevation will be changed at the bench landing platforms to become ADA complaint. The benches will be temporarily removed.

**Public Works Seasonal Building**

Previously identified as a goal/priority for FY21-22

Building purpose is to provide storage for seasonal public works items/equipment

Winter Lighting in Summer / Lawn Mowing Equipment in Winter

Temporary solution is being constructed behind current PW Building = Building Cost + Site Cost

Site to meet single need verses site that can meet multiple needs

The Public Works Employees are currently building a temporary structure behind the maintenance shed. In March, the winter lights are removed, and spring banners are installed.

It is estimated the building alone will cost between \$120,000 and \$140,000, not including the building site. Council would not want to take a key vacant lot along Soco Road for a maintenance building when those lots could be used for attractions.

A parcel could be used for both a maintenance building and additional Festival Ground parking.

When questioned about the Wastewater Treatment Plant property, Manager Clark responded that there was not enough property, and the maintenance building needs to be in Maggie Valley to save on time and costs.

The money for the property and maintenance building will be taken from Fund Balance.

**Senate Bill 300**

Became Session Law 2021-138 September 2, 2021 Effective December 1, 2021: affecting Police Departments across the State.

Town of Maggie Valley  
February 1, 2022 Second Day of Goal Setting Workshop  
MINUTES

Promotes recruitment of officers with diverse backgrounds and experiences and improves training so that officers are better equipped to be successful.

Requires early intervention mechanisms to identify and correct officers who use excessive force or other misconduct.

Further independent investigations of police-involved shootings.

Limits local laws that criminalize poverty.

Requires a first appearance in court within 72 hours of a person being arrested.

As touched on during yesterday's retreat, Senate Bill 300 creates change and additional processes for critical law enforcement. The SBI investigates incidents within departments that uses force and determine if the officer acted lawfully in their use of force. A warning system has been created so officers can log in and provide information related to officers' activity. Any use of force, discharge of firearms, vehicle collisions, and citizen's complaints are documented. All officers' actions are monitored. It is up to the departments to separate themselves from officers showing excessive use of force. Training also enables an officer to intervene when another officer gets upset. Intervention to prevent an officer from having clouded judgement during a stressful situation is mandated. An atmosphere is created where it is acceptable to calm a fellow officer.

State laws are incorporated into the department's rules and regulations. It forces all departments to question how we, as a department, can lessen the need for use of force i.e., transport detainees in a caged vehicle. Techniques are being changed to help offset the need for force. The new policy went into effect today and the rules and regulations are updated automatically.

As previously stated, more schooling/training and time is needed, as new mandates are put into place.

**Veteran's Park**

First appeared in FY 17-18 Budget

Project delayed until cross walk determination could be made

2 Phases

\$25K for this version (funded in FY22)

\$25K for statute (unfunded)

How would we like to proceed?

Town of Maggie Valley  
February 1, 2022 Second Day of Goal Setting Workshop  
MINUTES



Manager Clark reminded Council that flags discolor extremely fast due to weather and other elements of nature. The flags would need to always appear crisp. There is the notion that the flags could be swapped for a bronze statue. Alderman P. Wight is especially fond of the following statue:



Town of Maggie Valley  
February 1, 2022 Second Day of Goal Setting Workshop  
MINUTES



Town of Maggie Valley  
February 1, 2022 Second Day of Goal Setting Workshop  
MINUTES

The proposed benches would be upgraded, and nice landscaping would be inside the park. Veterans from WW1 and WW2 have since passed. The Korean and Vietnam War Veterans are still alive. It will not be long until the Gulf War Veterans will need to be remembered.

As for putting names of the Veterans on a plaque, there are fears that someone will be missed. Maggie Valley was a community then, not a Town.

**Unbalanced Growth**

Residential Growth Continues to Thrive

Commercial Growth Continues to Remain Stagnant

Zero Sum Game

Combating the False Narrative

Under-utilized buildings

What policies or programs could generate desired growth?

As for policies and programs, Council previously set aside funding for the commercial businesses to assist with their façade, landscaping, etc.

The proposed policy will be like the Non-Powell Bill Road Funding Grant when neighborhoods are helped to repair/rebuild their private streets.

**Town of Maggie Valley:**

**Façade, Sign, Landscaping Grant Improvement Program**

The Town of Maggie Valley is now offering a Façade, Sign, Landscaping Grant Improvement Program to encourage property owners and existing businesses to improve the appearance of existing properties and provide an incentive for new businesses to locate in Maggie Valley.

**Award Amounts**

Applicants are eligible to receive up to 50% of eligible improvements up to \$25,000, depending on the scope of the project. The award is limited to 50% of the total eligible improvement of a project up to a maximum of \$25,000, whichever is lesser. Applicants are responsible for the other 50% of the project cost. This is a reimbursement program; applicants must complete and pay for the total project cost or total private match prior to receiving a reimbursement from this grant.

**Eligible applicants**

- Structures used for commercial purposes located in Commercial or Mixed-Use Zoning Districts within Maggie Valley Town limits.
- Applicants may be the property owner(s) or business owner(s). Town of Maggie Valley elected officials, staff, or their spouse or family members are ineligible for the grant.
- No home-based businesses or new construction projects are eligible.

Town of Maggie Valley  
February 1, 2022 Second Day of Goal Setting Workshop  
MINUTES

- All real property taxes must be paid in full, and the property must be current on water & sewer accounts and any other Town fees.
- Properties with code violations must be brought into compliance prior to payment of grant funds.
- Properties that have been previously awarded grant funds from the Town are not eligible to apply for additional funding unless the improvements are for another project not previously reimbursed by the Town, or the new project is deemed to make significant improvements to the property, or more than three years have passed since the last grant award was received for a similar project.

#### Eligible Improvements

Eligible Improvements include but are not limited to:

- Replacement or repairing of brickwork, plaster, or wood siding, including painting, cleaning, and repainting.
- Replacing, repairing, or relocating storefronts, doors, or windows, including the removal of inappropriate or incompatible exterior finishes or materials.
- Replacing exterior lighting or adding exterior lighting.
- Repairs, additions, or installation of awnings.
- Installation or improvement of permanently installed signage. (Signage must be a permanent installed feature of the façade and may not be portable or removable.)
- Landscape improvements.

All eligible improvements shall meet the requirements set forth in the Town's Appearance Standards and Design Review Document.

#### Ineligible Improvements

- New construction
- Interior improvements
- Equipment or inventory
- Deferred maintenance
- Functional improvements that do not improve the aesthetics of the property
- Architectural or engineering fees associated with project planning and design
- Improvements completed prior to the approval of the application
- Any improvements not meeting building codes, local ordinances, or other applicable regulations
- Any improvements not visible from the primary street

12  
Town of Maggie Valley  
February 1, 2022 Second Day of Goal Setting Workshop  
MINUTES

Application Process

Applicants should submit the Preliminary Application along with:

- Two color photographs that show existing building conditions
- Detailed sketches or drawings of the proposed improvements (including placement, color, dimensions, and materials)
- Two bids on contractor letterhead

Submit the completed Preliminary Application to:

Maggie Valley Planning Department

Email: [kfinkle@maggievalleynyc.gov](mailto:kfinkle@maggievalleynyc.gov)

Address (Mailing & Physical): 3987 Soco Road, Maggie Valley, NC 28751

Applications will be accepted on a rolling/quarterly basis. Application review periods will be March 31, June 30, September 30, December 31.

Qualified applicants will be contacted by staff and required to complete a full application, including the following information:

- Final design plans, outline and description of proposed improvements, materials list
- Professional design sketch or rendering of the proposed improvements, if needed for certain types of improvements
- Finalized line-item budget or cost estimates from licensed construction professionals
- Proof that Federal, State, and local taxes are paid and current
- Proof of current property and casualty insurance
- Evidence that contractors are licensed and bonded or insured
- Accurate color samples (required for painting approvals)
- Material samples that indicate quality of finishes
- Sign and notarized applicant affirmation, including confirmation that you are not a Town elected official, staff, or their spouse or family member

An inter-departmental team of town staff will review the preliminary applications to determine which projects merit further consideration. The review team reserves the right to suggest modifications to plans and will contact the applicant to review the scope of work.

The staff review team makes a recommendation to Board of Alderman for approval. Grant award decisions will be based on, among other things, the following criteria:

- Impact to the front-facing façade of the proposed building (quality design is valued)

Town of Maggie Valley  
February 1, 2022 Second Day of Goal Setting Workshop  
MINUTES

- Degree of which project meets design standards
- Benefit to small business owners
- Benefit to neighboring properties

#### Approval Process

To receive funding, an applicant must receive approval from the Town of Maggie Valley Board of Aldermen within forty-five days (45) of receiving the recommendation from staff review team.

- The applicant will be contacted after final recommendation and review.
- Upon approval, the Town enters a grant contract with the applicant setting forth the scope of work as approved by the review team, payment terms and other requirements.
- Proof of payment and project completion are required for reimbursement. Costs incurred prior to the signed contract date are not eligible.
- Applicants must notify the Town if the scope of work, budget, or contractor chosen has changed from what was approved by the Board of Aldermen.
- Applicant must obtain all necessary permits for the project. All contractors working on the project must be licensed and registered with the State of North Carolina.
- Approved projects should be completed within 180 days or funds may not be guaranteed.
- Staff will be permitted to inspect the project to ensure conformance with the grant contract.
- This grant program is subject to funding availability and may be updated, as necessary.
- Town reserves the right to determine the actual costs to be reimbursed based on a review of costs qualifying as eligible improvements.

► The recent improvements to Eagle Plaza have really made a substantial difference esthetically and new signage for the plaza is planned.

Chamber Director Teresa Smith will be asked to assist in getting the word out to the business community. Several members felt Council should begin attending the Rise and Shine Meeting sponsored by the Chamber. Information about the grant will be put on the website, Facebook, and sent out on the Sunshine List.

► The Town's website will be updated in March. The website will be single streamed to make it less clunky and easier to find information.

► When the new software was purchased in June 2020, an application was purchased to enable citizens to download an app to their phone to send in yard waste, white goods, electronic pickups and complaints. A handful of citizens have downloaded the app therefore, staff is not going to renew the My Civic portion of the software, thereby saving the Town a little over \$15,000.

Town of Maggie Valley  
February 1, 2022 Second Day of Goal Setting Workshop  
MINUTES

Communication is of the upmost importance in good governing. On that note, Clerk Best provided the following data regarding the **Sunshine List**.

As of January 22, 2022 we have 560 contacts on our Sunshine List. (As of February 2, 2022 we have 651 contacts)

We have received thirty-two new contacts in the last 30-days.

We have five people that open the Sunshine List emails as soon as they go out.

On Mondays at 8:00pm is when most emails are opened.

Most emails are opened on mobile devices and desktops.

Top Performers:           Job Openings-January 28, 2021

MV State of Emergency- August 21, 2021

Public Notice Re: Moratorium- December 22, 2021

The Sunshine List has grown by 1080%

Total emails sent in 2021 is 73,230

#### **Newsletter**

Staff will begin sending out a quarterly Newsletter electronically.

#### **Citizens Academy**

Clerk Best once again will conduct a Citizens Academy to allow ten to twelve citizens the opportunity to see how their Local Government works. Citizens Academies equip citizens with basic information about their Local Government. The academies also help citizens who participate become better informed. The academies also help staff learn more about citizens perspectives on local government services. Citizens learn about key issues facing the community. Citizens learn how to get more involved in their local government.

The second stated purpose of citizens academies is to increase citizen involvement in local governments. Maggie Valley's Elected Officials and Staff strive to have citizens involvement.

#### **Boardroom Improvements**

Due to difficulties hearing in the back of the boardroom (especially if heat or AC is on) Council has made the declaration to make boardroom improvements to the audio and possibly provide video of the Council meetings. Manager Clark will provide Council different options with different price points. Council talked about using YouTube for live or recorded video of the meetings, utilizing Bluetooth technology, buy a system for both audio and video, and possibly using clip on microphones.

Council took lunch from 12:30 pm until 1:01 pm.

#### **Façade & Site Improvement Matching Grant**

Town of Maggie Valley  
February 1, 2022 Second Day of Goal Setting Workshop  
MINUTES

Soco Road continues to be a cause of concern to the Town's perceived vibrancy and vitality

\$25K funded in FY22 Budget – no program for distribution

Draft Policy – See above

Like Non Powell Bill Reimbursement Policy

**Communication**

Website

My Civic App

Sunshine List

Newsletter

Citizens Academy

Board Room

What else do we need, what else do we do to improve our communication and transparency?

**Community Amenities**

Town Park System

Town Hall Park

Parham Park

Mary Rathbone Rich Park

Elevated Park

McCracken Corner Park

Mountain View Greenway

What other public amenities should we be considering if any?

The slide at the Town Hall Playground broke and needs to be replaced. The slide has been removed for safety purposes.

The walk around Moody Farm Road and back up to Parham Park is about 3.2 miles.

It would be nice to have a greenway along Campbell Creek because a lot of people already walk along that road. The problem is there is no additional right-of-way. It is a very narrow strip of land that is too close to the road and the creekbank to be used for a walking trail. Campbell Creek is a State Road and there are no plans to upgrade the area.

Alderman T. Wight stated that the owner across the road from McCracken Corner Park wants to donate land to the Town to create a walkway along that portion of Jonathan Creek.

Town of Maggie Valley  
February 1, 2022 Second Day of Goal Setting Workshop  
MINUTES

Manager Clark responded that there was no effective way to manage and maintain the trail. This is a tough site anyway.

**Facility Improvements**

Town Hall

Lobby and Hallway

Flossie White Room

Pavilion

Festival Grounds

As for the History Museum, if a cabin were reconstructed and erected at the Mary Rathbone Rich Park it would need to be staffed. The Flossie White Room can be used as a test to secure historical artifacts in a way as not to be disturbed by visitors. Story Telling would be a terrific addition to the museum.

The pavilion needs a wi-fi upgrade, and restroom improvements. Please keep in mind that the restrooms are open 24/7 during the summer months to provide walkers and playground visitors a restroom. The countertops need to be updated. Maybe add some Waynes Coating to the walls. The LED lighting has already been installed with Duke Energy helping with the costs.

The stage at the Festival Grounds needs better acoustics. There is a certain amount of reverberation from the floor joist underneath the stage. Spray foam insulation should remedy a great deal of this. The Town will apply for HCTDA Funding to off-set the cost.

The Town will also be requesting funding for the new widen entrance to the Festival Grounds along with the Soco Road Pedestrian Road Project. The drainage will need to be relocated at a cost of about \$30,000.

**Old Still Road Waterfall**

Total Assessed Value

Total Appraisal Value

Projected Costs

Cost Benefit

Develop verses Sell

Opportunity Cost

Does the Town want to continue to pursue developing additional outdoor recreation opportunities?

The appraised value of the property is \$275,000. There has been a great deal of friction because the residents in the Country Club Estates do not want this property to be used for recreation. Although hiking, mountain biking, or a park with more features could be incorporated into the parcels.



Town of Maggie Valley  
February 1, 2022 Second Day of Goal Setting Workshop  
MINUTES

The property could be sold and the Town purchase other properties.

Alderman T. Wight reminded Council that the previous neighborhood wanted the waterfall upgraded and a trail installed.

There was a brief discussion regarding the drafting of a recreational master plan. Maggie Valley needs to acquire opportunities for additional recreation. The 22-acres Haywood County owns on Jonathan Creek Road could provide some recreational opportunities with all the Jonathan Creek frontage.

### **Human Capital**

Each Department has a demonstrated need for a new position

*" Newton's Third Law" Newton's third law states that when two bodies interact, they apply forces to one another that are equal in magnitude and opposite in direction. The third law is also known as the law of action and reaction.*

Five New Positions = \$306,429.87

Average Position Value Salary + Benefits: \$61,285

Tax Base Growth at Current Tax Rate (\$.40) to Fund 1 Position = \$15,321,000

Growth is equal to 31 new construction homes with average value of \$500,000

Shared Positions / Part Time Positions

Everchanging Workforce

Last Five-Year Changes: 42%

Next Five-Years Likely Changes: 29% (minimum due to retirements)

Something Council may consider is contracting with a landscaping service to maintain the landscaped island (more islands after the Soco Road Project is complete). The service could work on the town owned properties' curb appeal.

Manager Clark will not be recommending five new positions. Because we do not want to sacrifice our key services, Maggie Valley needs to grow from within.

Again, there is always an opportunity for two departments to share one employee.

### **Solid Waste Fee**

Solid Waste Fee is Currently \$6 – last increase was in FY20-21 (\$1 increase)

At Budget, this fee covered 49.84% of cost of CWS Contract for curbside trash and recycling

Current Fee has lost position value to rising fuel cost surcharges

Current Fee has lost position value in increased brush loads / labor

Haywood County Municipalities Solid Waste Fees

18  
Town of Maggie Valley  
February 1, 2022 Second Day of Goal Setting Workshop  
MINUTES

Canton = \$13.50

Clyde = \$10

Waynesville = \$9

Each \$1 increase from Town of Maggie Valley generates \$17,369 in revenue.

With the increased cost of fuel, not only has the town taken a hit by the town owned vehicles in circulation performing daily duties i.e., Public Works and Police, but also getting hit with surcharges by contracted services such as CWS collecting garbage and recycling. Fuel prices are not coming down anytime soon. Thus, making this another budget discussion.

**Comprehensive Plan Update**

By July 1, 2022, local governments must have a maintained comprehensive plan or land-use plan to retain authority to adopt and enforce zoning regulations. A couple of years ago the General Assembly passed legislation that reorganized North Carolina's planning statutes into a new chapter of the N.C. General Statutes, Chapter 160D. The legislation made a number of revisions to state planning statutes. Most were minor, technical matters, but Article 5 outlines the requirement to have a plan to have zoning—one of the notable substantive changes in Chapter 160D.

**2 Phase Approach**

Compliance (Part A— July 1)

Complete Plan (Part B)

Recommended Contract Approval with WithersRavenel.

Planner Finkle is working to complete the Unified Development Ordinance (UDO) that was due to be completed July 1, 2021. Therefore, the need is great to get the UDO completed as well as the Comprehensive Plan (Land Use Plan) by July 1, 2022.

The firm of WithersRavenel came in with the lowest quote at \$77,000. If approved, the funds will be taken from the Fund Balance. Without a Comprehensive Plan in place, Maggie Valley would lose the ability to zone. The Comprehensive Plan will be visionary, but regulatory.

If part A is completed the cost would be cheaper i.e., \$15,000 to \$30,000. Although it is advised to complete the plan in its entirety.

The current Land Use Plan (adopted in 2007) has "ran its course". The first plan was completed in 1977 and then the last plan was adopted in 2007. All zoning decisions must be based on the adopted Land Use Plan.

The available acreage within town is different now than in 2007 and areas need to be zoned to what they are built out to.

WithersRavenel would be an unbiased presence in creating the plan. In the future, Planner Finkle can do the updates as needed.

Town of Maggie Valley  
February 1, 2022 Second Day of Goal Setting Workshop  
MINUTES

**Department Head Reports**

●Planner Finkle is working on code enforcement and is sending out Notice of Violation letters. Planner Finkle will reach out to the violators one more time and then action will be taken. Planner Finkle asked if Council wanted to be notified when the Town begins abatement. There will be a cost to the Town abating the violation. Alderman P. Wight responded that he would like to know.

●As earlier stated, Chief Gilliland will need two police vehicles to remain in rotation with other Police vehicles. Chief Gilliland would like to buy a larger more effective traffic sign that runs on solar power. Place one traffic sign on Moody Farm Road and the other on Soco Road to deter speeding.

Promotion within the department is needed. Ondrea Murphy has taken over evidence and tracking training for all the officers. "Ondrea is a true multiuse person."

Now that DARE has been eliminated at elementary schools, the Catholic School now wants the DARE Training.

●Administration had nothing to report.

●Public Works Director Mike Mehaffey stated that his truck needs to be replaced. A sewer extension needs to be completed to eliminate one sewer creek crossing. The Levee Project at the Treatment Plant will need to be worked on soon through the Capital Improvement Plan. The engineering for the Levee is \$69,000. Staff has tried to get grant funding in the past but was unsuccessful. A mower needs to be replaced. The salt spreader needs to be replaced at a cost of about \$8,000. More workforce is needed especially with all the added duties the Public Works Department is getting as of late.

**Legislative Agenda**

When meeting with Representative Pless in January, he stressed that he was here to help.

He encouraged the Town to develop a list of financial needs that we may have and forward them to him

Representative Mark Pless is interested in getting underground electricity along Soco Road. As discussed, many times in the past, moving to underground electric is expensive. Along Soco Road there is a primary line on one side of the road and a secondary line on the other. The overbuilt three phase lines must stay.

Representative Pless also said that plans were not needed because Ghost Town would benefit from having sewer regardless of the use. Above ground sewer, coming down the mountain, will not pass inspection. Rural Center and Golden Leaf grants are based on job numbers. When last awarded a grant for sewer, the town was going to administer the funds, but the other party, at that time, could not produce their match in funding.

Speaking of sewer, staff is going to ask for money for the levee project and the aerial crossings. Sewer could be extended to Hemphill watershed. HEMC installed the pump station at the corner of the Ross cornfield on Grindstone Road, but once others connect to the pump station the Town will begin maintenance.

**Goal Setting**

20  
Town of Maggie Valley  
February 1, 2022 Second Day of Goal Setting Workshop  
MINUTES

What should our Goals for FY22-23 be?

**S**pecific

**M**easurable

**A**ttainable

**R**elevant

**T**ime Bound equals SMART goals

Council was asked to submit one goal to Manager Clark, and he would share those goals at the March/April budget workshop.

Council stated that the past two days have been rewarding. "We got a board that can work together, and we are excited about the future."

**ON MOTION OF ALDERMAN T. WIGHT, WITH ALL IN FAVOR, THE WORKSHOP ENDED AT 3:19 PM.**



Mayor Mike Eveland



Vickie Best, Town Clerk, CMC

