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Town of Maggie Valley
Regularly Scheduled Board of Aldermen Meeting
March 9, 2021
MINUTES

Members Present: Mayor Mike Eveland, Aldermen: Twinkle Patel, Tammy Wight, and Phillip Wight

Members Absent: Alderman Clayton Davis

Staff Present: Manager Nathan Clark, Planning Director Ron Hancock, Public Works Director Mike Mehaffey, Public Works Employee Seth Boyd, Chief Russ Gilliland, and Town Clerk Vickie Best

Others Present: Reporters Hannah McLeod and Kyle Perrotti and 10 others

1) **Meeting Called to Order**

Mayor Eveland called the meeting to order at 6:32 on Tuesday March 9, 2021 in the Town Hall Boardroom.

2) **Pledge of Allegiance**

3) **Consent Agenda**

- a. Minutes to be Approved: February 2 & February 9, February 15, 2021
- b. A/R Report
- c. Budget to Actual
- d. Tax Releases
- e. Call for Public Hearing April 13, 2021 6:30PM: Voluntary Annexations
 - i. PIN 8608-58-9174 (22 Lester Lane formerly 3817 Jonathan Creek Road)
 - 1. Certificate of Sufficiency: Resolution 21-3
 - ii. PIN 8607-05-4724 (300 Jaynes Cove Road)
 - 1. Certificate of Sufficiency: Resolution 21-2

**ON MOTION OF ALDERMAN T. WIGHT, WITH ALL IN FAVOR, THE
CONSENT AGENDA WAS APPROVED AS PRESENTED.**

4) **Public Comment**

No public comments were presented.

5) **Consideration of Initial Parcel Zoning: The Swag Un-zoned to C-1
General Business**

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a. Public Hearing

Mayor Eveland opened and closed the public hearing at 6:34 pm without comment.

b. Consideration of Ordinance 940

ALDERMAN P. WIGHT MADE A MOTION TO ZONE A PORTION OF THE SWAG COMMERCIAL 1 THROUGH ORDINANCE #940. MOTION CARRIED UNANIMOUSLY.

ALDERMAN PATEL MADE A MOTION TO ADOPT/APPROVE THE CONSISTENCY AND REASONABLENESS STATEMENT FOR THE SWAG. MOTION CARRIED UNANIMOUSLY.

6) **Consideration of Street Dedication: Snoopy Lane**

The Maggie Valley Fire and Rescue decided to realign and make substantial improvements to Snoopy Lane. The entrance to Snoopy Lane was relocated from Soco Road to Twinbrook Lane and the road was upgraded and redesigned to meet the requirements of the Town's street standards.

Prior to this, Snoopy Lane cut through the middle of the Fire Department's property.

The road has weathered multiple storms through two seasons without damage. By formally dedicating the right-of-way to the Town; Snoopy Lane will become a Town maintained street.

ALDERMAN PATEL MADE A MOTION TO ACCEPT THE DEDICATION OF RIGHT-OF-WAY (Snoopy Lane). MOTION CARRIED UNANIMOUSLY.

7) **Haywood County TDA 28751 Update: Lynn Collins, Executive Director HCTDA**

► Haywood County and especially Maggie Valley has done well this year. Because of the pandemic people wanted to visit places that felt safe. The mountains with fresh air and plenty of places to be outdoors, provided respite for people. A significant number of visitors wanted to stay in Airbnb's/VRBOs.

Director Collins then discussed the issue of identifying the Airbnb's/VRBOs that have not registered. They are in business and no knows they are there. HCTDA is actively seeking those rentals out.

The month of December was the highest rate seen in occupancy.

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► Efforts in advertising through websites, Facebook, blogs, and page views have increased. The blog remained an extremely strong driver of organic traffic, with visits to blog pages increasing 134.6%. Three new blogs were published in the 4th quarter.

► Because of the pandemic there were significant changes in travel behavior and trends. Rather than driving new visitors to the site, this year's 4th quarter strategy focused on remarketing and nurturing existing relationships. Facebook ads generated 71.6% of all Maggie Valley newsletter signups in the 4th quarter of 2020. The total likes/followers were 58,741 in the 4th quarter.

► Director Collins read the following statement: IT ALL STARTS WITH A VISIT. If you build a place people want to visit, you build a place where people want to live. If you build a place where people want to live, you will build a place where people want to work. If you build a place where people want to work, your build a place where business needs to be. If you build a place where business must be, you will build a place where people must visit.

Hiking is the number one outdoor component visitors asks about. During the pandemic, so many visitors were coming to the mountains to hike and ended up getting lost that the HCTDA put together a pack with suggestions for what to take on your hike and the top 5 places to hike along with a whistle on a lanyard.

► The Mountaineer Trout Waters guide/map was updated and redesigned. The HCTDA sells three-day fishing license for \$8, and you can check out fishing poles and a tackle box. Kids fish for free.

► HCTDA received free bearproof recycling cans that will be located at the town parks.

► The first phase of the Wayfinding Signs has been completed.

► There will be a 3rd round of funding due to Covid-19 and events being canceled.

► The Sunflower Maze in Canton is being highlighted in current advertising efforts, through grant funding.

► January's numbers are 62% higher than last year and 113% above budget.

Council thanked Director Collins for her update and continued efforts to bring tourists to Haywood County.

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8) **Old Still Road Waterfall Proposed Park Presentation: Mosaic Civic Studio**

The survey has been on the website for a month and 261 responses were received.

The entire presentation can be found on the Town's website: <http://maggievalleync.gov>.

The survey questions:

Which Statement best describes you? 67.0% were residents. 19.96% were visitors.

Are you a Maggie Valley Taxpayer? 65.9% were, while 34.1% were not taxpayers.

What is your age range? 55.9% respondents were 60 plus years of age. While 35.2% were 40 to 59 years of age.

How often do you visit a Town of Maggie Valley Park? 55.9% visits the parks a few times per year. 21.8% visit at least once a month. 9.6% visit Maggie Valley's parks once per week.

There is some negativity surrounding the proposed park from adjacent property owners because the road is narrow leading to the waterfall, there is no parking, and people are concerned about property values, litter, and theft.

What types of amenities or facilities would you like to see at this park, if any? 64.8% want hiking trails. 60.5% want waterfall observation decks. 48.7% want rest/reflection areas with benches. 48.7% wanted restrooms and 43.7% wanted picnic tables.

Top names for the park were Hidden Falls Park, Moonshine Falls, and Big Spring Falls.

Council was presented with three conceptual Site Designs.

Concept A. Trails: 992 Linear Feet, Parking: 9 spaces, Retaining Walls: 180 Linear Feet, Overlook Platforms: 3 (1 ADA), Trail Bridges: 2

\$502,000 base \$622,000 w/restroom

Concept B. Trails: 2,257 Linear Feet, Parking: 16 spaces, Retaining Walls: 300 Linear Feet, Overlook Platforms: 3 (1 ADA), Trail Bridges: 3. Benefits of on-way roadway system.

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\$638,000 base \$758,000 w/ restroom

Concept C. Trails: 3,612 Linear Feet (loop), Parking: 16 spaces, Retaining Walls: 179 Linear Feet, Overlook platforms: 3 (1 ADA), Trail Bridges: 3

\$661,000 base \$781, 000 w/restroom

There are annual grant cycles for Recreation Trails Program that would best fit this project.

Recent headlines show outdoor activities help with mental health, improved health, and the opportunity to provide a place of respite. These are all issue that are proven to help people young and old alike.

The Town has this property and wants to explore what could be done with this asset.

Council does not have to choose a concept; the components are interchangeable.

Otter Falls Park is like this proposal, with residential homes adjacent. There have been no issues with homeless, trash or partying.

Council will be meeting with some of the homeowners in the area at the Agenda Setting/Monthly Workshop to be held on April 6 at 9:30 am.

9) **Festival Grounds Approvals**

- a. Grey Eagle: May 28, 2021
- b. Glory Hound Events: November 6, 2021

ALDERMAN T. WIGHT MADE A MOTION TO APPROVE BOTH EVENTS AS PRESENTED. MOTION CARRIED UNANIMOUSLY.

Manager Clark reminded Council that Glory Hound Events will be using the restrooms and handing out water for the race from Black Mountain to Cherokee. The last time the festival grounds were used for this the grounds were provided for free.

10) **Budget Amendments**

- a. Ordinance 941- Sewer Rate Study

ALDERMAN PATEL MADE A MOTION TO APPROVE ORDINANCE 941 FOR THE SEWER RATE STUDY. MOTION CARRIED UNANIMOUSLY.

- b. Ordinance 943- Spring Lake Road Repair

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ALDERMAN P. WIGHT MADE A MOTION TO APPROVE ORDINANCE 942 FOR THE SPRING LAKE ROAD REPAIR. MOTION CARRIED UNANIMOUSLY.

c. Ordinance 942 -Festival Grounds Gate

Noting that the gate would add capacity to the festival grounds, **ALDERMAN T. WIGHT MADE A MOTION TO APPROVE ORDINANCE 942. MOTION CARRIED UNANIMOUSLY.**

11) **Other Business**

There was no other business to discuss.

12) **Department Head Reports**

PUBLIC WORKS

- Monthly maintenance, general cleaning and repairs at Town Hall, Pavilion, Parham Park, Rathbone/Rich Park, Festival Grounds, Public Works buildings and Police Department.
- Monthly Recyclables approx. 10 tons.
- Monthly Solid Waste approx. 41 tons.
- Monthly White Goods/Electronics 6 pick-ups.
- Picked up miscellaneous residential brush and debris. 110 brush pick-ups that totaled 9 tons of brush.
- Continue maintenance and repairs on Welcome Banners, Miss Maggie Banners and Winter Banners.
- Perform ditch, culvert, shoulder, and road maintenance along streets both private and Town streets.
- Service and/or repaired 4 Public Works vehicles, 1 Administration, and 5 Police vehicles.
- Public Works continues to maintain/repair 91 pole mounted displays, 6 ground displays and building lighting at Town Hall, Pavilion, Police Department and TDA.
- Picked up bagged trash and debris along Highway 19 and Highway 276 from Fie Top Road to the Wastewater Treatment Plant.
- Public Works trimmed and chipped the limbs on the Maple trees at town hall.
- Public Works started the yearly building and electric safety inspections at the Festival Grounds.
- Public Works continues cutting back grass and debris from sidewalks. This will continue thru the winter and early spring.

WWTP

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- Monthly testing, monitoring, and analysis; Monthly cleaning and repairs.
- Monthly Road, Levee, equipment and building maintenance.
- Continued yearly sewer line, manhole, easement spraying and creek crossing inspections as required by DENR.
- Continue working to make repairs to deficiencies identified during I/I study, smoke testing and sewer assessment.
- Installed/repaired 12 sewer services issues, cleaned and videoed approximately 450' feet of sewer line, inspected 3 sewer connections/installations, repaired/leak stopped 2 damaged manholes and inspected 48 manholes as we continue to work on I&I issues.
- Worked with business owners, homeowners, contractors, and others to help resolve sewer related issues such as rainwater getting into sewer lines, back-ups, video inspection, private line or service locations and damage to lines.
- Continue monthly sewer easement maintenance. Bush hogging, tree cutting, spraying and debris removal.
- This month we received NC811 locate request for 36 tickets. These were all marked in a timely manner.
- Continue monitoring Jonathan Creek and stream banks for fallen and dead trees that could impact the Town's sewer creek crossings. This is now required by NCDEQ.
- Removed fallen trees and debris from Jonathan Creek on Moody Farm Road, Stonebridge Campground and Campbell Creek.
- Grease in the Town's sewer collection system and in the Wastewater Treatment Plant is an ongoing and time-consuming problem. Regular grease trap pumping and maintenance is the key to keeping these problems to a minimum. All food handling businesses are required to have grease removing equipment installed and to maintain records of cleaning and maintaining their equipment. The sewer department staff regularly inspects this equipment and looks at records and logs of this maintenance. This month we performed 4 grease trap inspections. Of these 0 were found to be non-compliant. We continue to work with all businesses on their grease issues and aid and education in hopes of reducing the amount of grease in our sewer system.
- Completed and presented to EPA and NCDEQ the 2020 Biosolids/Residuals report for land application and landfilling of WWTP solids.

Incident/Investigations

- During this reporting month, the Maggie Valley Police Department (MVPD) investigated twenty-five incidents that resulted in twenty-eight offenses which include: Simple Assault, Theft of Motor Vehicle

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Parts, Driving While Impaired, Larceny, Identity Theft, Trespassing, Disorderly Conduct, Credit Card Fraud, and Criminal Property Damage.

Arrests

- Maggie Valley police officers arrested a total of nine individuals resulting in twelve charges which include: Simple Assault, Weapons Law Violations, Driving While Impaired, Criminal Property Damage and Trespassing.

Motor Vehicle Traffic

- Maggie Valley police officers investigated three motor vehicle accidents for the reporting period. Issued thirty-seven Uniformed Traffic Citations resulting in forty-eight offenses. Issued sixty-one Warning Citations. A total of ninety-eight citations were issued, 24% (24) of which were for speeding.

Activity Logs

- There was a total of thirty-four Officer Activity Logs for the month which include: Alarm Activations, Assist Sheriff's Office, Fire Department and Haywood EMS, Unlock Vehicles, Welfare Check, School Security, Trespassing, Intoxicated Person, Civil Disturbance, Business Checks, and Domestic Situations.
- Officer Chris Collins performed CPR to an unconscious person. The patient was resuscitated and transported by Haywood EMS.
- Our agencies fleet of patrol vehicles were inspected by Sergeants Ryan Flowers and Sgt. Jeff Mackey for cleanliness and maintenance needs.
- In-car camera video files were viewed and processed for storage.

Investigations (CID)

- CID is investigating a larceny case of stolen property.
- CID is further investigating the Armed Robbery case with Federal and State agencies.
- CID investigated an accidental death. Case is closed.

K9 Program

K9 Officer Logan Wood and K9 Goose located narcotics during a traffic stop.

- K9 Officer Wood deployed K9 Goose on six additional incidents.
- K9 Officer Wood focused on article search training with K9 Goose during the month.

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Community Interactions

- Maggie Valley Officers patrolled through our residential neighborhoods 447 times during the month.
- Maggie Valley Officers are providing off duty police security at the Cataloochee Ski lodge during their ski season.

Events, Schools, and Meetings

- Sgt. Ryan Flowers and K9 Officer Logan Wood completed Intoximeter recertification.

• Zoning Permits	7	
Residential	1	3BR SF (Crockett's Meadow)
Commercial	6	The Swag, Mt. Condominiums roof, Smoky Falls renovations, Southern Comfort Cottages renovations, C. Chagnon Hemlock Lp. and Soco, Hot Tub Store on Dellwood
Zoning Compliance Letters	5	CRBC, Bear Waters, 3BR Sofia Ln., 3 BR Manuf. Home

<i>Haywood County Building Permits for New Construction of Single-Family Dwellings</i>			
AREA	FYE 2020	7/1/20 - 2/21/21	SUM
Beaverdam	28	30	58
Canton	6	7	13
Cecil	1	0	1
Clyde In	2	7	9

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Clyde Out	7	7	14
Crabtree	9	9	18
East Fork	2	8	10
Fines Creek	2	5	7
Iron Duff	5	12	17
IVY HILL	17	22	39
Jonathan Creek	11	11	22
Pigeon	7	18	25
TOWN OF MAGGIE VALLEY	18	17	35
Waynesville	24	29	53
White Oak	0	3	3
	139	185	324

13) **Adjournment**

**ON MOTION OF T. WIGHT WITH ALL IN FAVOR, THE MEETING
ADJOURNED AT 8:20 PM.**



Mayor Mike Eveland



Vickie Best, CMC, Town Clerk

