

Town of Maggie Valley  
Board of Aldermen Festival Grounds Workshop Meeting  
January 17, 2024  
MINUTES

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**Members Present:**

Mayor Mike Eveland  
Alderman John Hinton  
Alderman Tim Wise

**Members Absent:**

Mayor Pro-Tem Jim Owens  
Alderman Phillip Wight

**Staff Present:**

Vickie Best, Town Manager  
Kathy Johnson, Town Clerk  
Matthew Boger, Police Chief  
Mike Mehaffey, Public Works Director  
Seth Boyd, Senior WWTP Operator  
Tasha Gubernath, Finance Director

**Others Present:**

Teresa Smith with Maggie Valley Chamber of Commerce  
Six others present

**Media Present:**

No media present

**MEETING CALL TO ORDER**

Mayor Eveland called the Meeting to order at 10:01 am on Wednesday January 17, 2024, in the Maggie Valley Town Hall Boardroom, 3987 Soco Road, Maggie Valley, NC 28751. He announced that Alderman Jim Owens and Alderman Phillip Wight would be absent.

**MANAGER'S RECOMMENDATION**

- 2023 Calendar of Events, 2023 Festivals Breakdown, 2024 Calendar of Events, and Revenues/Expenditures for 2023.

Manager Best said the breakdown includes the purchase of the parking lot (Ferguson Property), tearing down the building and asbestos removal. Mayor Eveland said in the next month or two there would be a better report on what the cost of operating the Festival Grounds on an annual basis.

- Do not allow promoters to charge for parking. Charging for parking made MV a bad neighbor because everyone was taking up other businesses parking in other locations.

Because MV's rental fee is so low, negating paid parking should be palatable by all promoters.

Public Works Director Mike Mehaffey said the issue is with the private property parking. The Town will lose that parking and the private property owners will want to charge parking themselves. It became an issue when an event charged for parking this past year. He said it would be up to the Board to decide if events would be allowed to charge for parking. It will be an issue this year if promoters are allowed to charge for parking.

Promoter Becky Ramey with Hillbilly Jam stated they had charged for parking at their event to help Paws of Bryson City. She stated they gave the money received to them because they loved Paws and wanted to help them. She said Paws will be doing the Beer this year, so they will have that money to help them.

***A motion was made by Alderman Tim Wise for festival ground promoters not be allowed to charge for parking. The motion carried unanimously.***

- No one working at an event should be allowed, even if it is traffic/parking, to wear t-shirts with vulgar/profanity wording or pictures on their t-shirts.
- No vulgar/profanity laced music should be played. There were several incidents with Showdown in the Valley both inside the festival grounds and outside the event. Ms. Best said she spoke with promoters about loud vulgar music. She questioned if this would be grounds to close the event if it happens again this year?
- Now that traffic flow has changed in and around the festival grounds, it is practical to allow promoters to block off the thoroughfare from the MTZ Property (Guayabitos Restaurant & Cabbage Rose). When promoters close off the thoroughfare, it causes issues because many of the visitors to MV's many events also use the thoroughfare.
- There have been questions about using the new property (Ferguson Property) for display space rather than parking. Ms. Best said the purpose of the purchase of the property was for much needed additional parking. When the Ferguson Property is used as a display space, the problem with parking on other businesses is still an issue.
- Ms. Best suggested to have employees working at the different events wear an Event Staff shirt.

Mayor Eveland questioned if there was language in the Festival Ground rental agreement stating no shirts with vulgar language can be worn by people working the festival. He stated there should be language added to the agreement to prohibit shirts with profanity. Alderman Tim Wise questioned who was in charge of enforcing it. Chief Boger stated the promoter could control it if it was stated in the rental agreement but the Town could not.

There was much discussion between Board members and staff on parking, noise complaints and vulgar music. Manager Best said she had spoken with the promoters of Showdown in the Valley about all the noise and vulgar music complaints that was received about their event.

### DISCUSSION FOR COUNCIL

- Additional traffic control during Mini-Truckin Event: One of the largest events MV has that increases traffic due to cruising.

Manager Best stated that she has had discussion with Chief Boger about requiring the promoters to have more officers to handle the amount of traffic.

Chief Boger read General Statute 20-141.10 (a) that became effective December 1, 2023.

*(8) Street takeover. - The unauthorized taking over of a portion of highway, street, or public vehicular area by blocking or impeding the regular flow of traffic with a motor vehicle to perform a motor vehicle stunt, contest, or exhibition.*

*(9) Stunt. - A burnout, doughnut, wheelie, drifting, or other dangerous motor vehicle activity.*

Chief Boger stated this General Statute will pertain to the Mini-Truckin event. He said it was discretionary laws in how it is handled. Mayor Eveland suggested that he talk with Jason Bell to discuss what can be done differently.

- Review of rental fees and camping fees: Current fees are \$600 per day and \$35 per night for camping.

Mayor Eveland said with the cost of everything going up, he suggested going up \$100 for two years in a row. It was determined there would be more discussion at the Budget retreat on this subject.

- Cigarette butts create issues for promoters and the public works department. Ms. Best stated she has checked the pricing of Cigarette Butt Receptacle and found them expensive especially if you buy the bags that go with them. The cheapest ones found were \$69 per receptacle, and \$44 for 10 bags. She said her thought that the promoters should remain responsible for cleaning the grounds and providing buckets with sand for the butts. Public Works does not need their duties increased.

There was much discussion about how to resolve the problem with cigarette butts littering the festival ground after an event. Manager Best said she has checked into different ways to resolve the issue and could not find a simple solution.

- Ms. Best questioned if coolers should be banned during events for attendees. It would be difficult to prohibit coolers for the Vendors because they are spending multiple hours at their spot.

There was discussion between Board Members, staff and promoters on required ALE officers at events that serve alcohol. Chief Boger said a promoter with an ABC Permit can ask to look in the coolers. If participants don't want them to look in the cooler, they can be asked to leave.

- Permanent Events Parking and Public Parking Signs for Sweet Briar and the Ferguson Parking Lots.

Hillbilly Jam Promoters asked if they would be allowed to place someone at the median to help direct traffic. Mayor Eveland stated there should be no problem with that.

- Handicap Parking
- Review of Application, Procedures and Rules
- Review of Maggie Valley Festival Grounds Leasing Agreement

Manager Best said there hasn't really been an issue with the music ending by 11. She referenced two emails received by citizens. Barbara Mills requests that all entertainment should end by 10:00 pm without exceptions. Joy Hearn sent a detailed analysis of all events down to announcements being made for raffle numbers.

#### OPEN THE WORKSHOP TO ANY PROMOTERS WANTING TO ADDRESS COUNCIL

Hillbilly Jam promoter Becky Ramey discussed problems with vendors overnight camping inside their food trucks. She suggested a town employee walk around with them to let them know that was not allowed. Public Works Director Mike Mehaffey stated it is up to the promoters to tell Vendors it is not allowed. Ms. Ramey said the Vendor is paying \$100 to be there and she being the promoter has to pay the Town \$105 for the vendor to camp. Mr. Mehaffey said if it is a camper inside the grounds there is a charge for it.

Terry Frady said he appreciated Director Mehaffey and Chief Boger for all their work.

Manager Best said she had spoken with Alderman Phillip Wight and he expressed concerns about the cones in the new parking lot. Mr. Mehaffey said the reason the cones were in there is to stop people from driving between the paved entrance Ferguson Parking.

Mayor Eveland said in a future meeting, Finance Director Tasha Gubernath will be presenting the Board with a summary of what it costs to operate the festival grounds. He said it would be amortized out over the next five years.

Manager Best said she along with Mr. Mehaffey and Mayor Eveland met with a business owner last week. Business Owners in Maggie feel the Town does not do as much for them and the Town only cares about the residents. Ms. Best stated the whole purpose of the Festival Grounds is to bring people in and help the commercial districts. Mayor Eveland state the Town does not want to be in the Festival Business. He said "the Town wants to be in the Business of having a facility

for folks to do what they need to do." He spoke of improvements to the Festival Grounds in the last ten years. He said there is a lot that goes into keeping it up.

Teresa Smith with Maggie Valley Chamber stated her arts and craft shows were growing, vendors as well as people through the gate. Manager Best said people plan their vacations around Teresa's events. Manager Best along with Director Mike Mehaffey complimented Ms. Smith on how smoothly her events operated.


Promoter with Vairs in the Valley said last year was their first year using the Festival Grounds and everyone that participated loved it.

Mr. Mehaffey answered questions from the promoters on parking. He said the Town Hall Parking lot was also available to use for event parking.

**ADJOURNMENT**

***A motion was made by Alderman Tim Wise to adjourn the meeting at 11:31 am. The motion carried unanimously.***

Attest:



Mayor Mike Eveland

  
Vickie Best, Town Manager

Kathy Johnson, Town Clerk

