

Town of Maggie Valley  
Board of Aldermen Regularly Scheduled Meeting  
March 11, 2025  
MINUTES

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Members Present:

Mayor Mike Eveland  
Mayor Pro-Tem Jim Owens  
Alderman John Hinton  
Alderman Tim Wise  
Alderman Phillip Wight

Members Absent:

None

Staff Present:

Vickie Best, Town Manager  
Sam Cullen, Planner/ Assistant Town Manager  
Kathy Johnson, Town Clerk  
Mike Mehaffey, Public Works Director  
Matthew Boger, Police Chief  
Attorney Craig Justus  
Shanna Bellows, K-9 Police Officer  
Logan Wood, Lieutenant

Others Present:

Two other people were present.

Media Present:

Kathy Ross, The Mountaineer

Meeting Call to Order

Mayor Eveland called the Meeting to order at 6:30 pm on Tuesday March 11, 2025, in the Maggie Valley Town Hall Boardroom, 3987 Soco Road, Maggie Valley, NC 28751.

Pledge of Allegiance

The Pledge of Allegiance was repeated by all followed by prayer led by Sam Cullen.

Approval of Agenda/Conflict of Interest Declaration

Mayor Eveland said there will be several topics added under Other Business on the Agenda.

- Resolution 25-07 opposing the de-annexations.
- Budget amendment Ordinance #1108 for grant proceeds to pay for pavilion floor.
- Discussion on a quote from Custom Paving for Parham Park.
- News about the emergency loan award.

Consent Agenda

- a. *Budget to Actual*
- b. *A/R Report*

- c. *Tax Releases*
- d. *Minutes: February 4<sup>th</sup>, 11<sup>th</sup> and 21<sup>st</sup>, 2025*
- e. *Set date of Public Hearing for the Slope Ordinance: April 8, 2025.*

***Alderman John Hinton made a motion to approve the consent agenda as presented. The motion carried unanimously.***

#### Public Comment

Mayor Eveland opened the meeting for Public Comment. No one came forward for Public Comment.

#### Haywood Community Band: Appreciation for the use of the pavilion for their concerts.

Haywood Community Band was on the agenda to speak but was not at the meeting.

#### HC Tourism Development Authority Master Tourism Plan Presentation: Corrina Ruffieux, Executive Director

Mayor Eveland thanked HCTDA Executive Director Corrina Ruffieux for coming to the meeting and invited her to begin her presentation. Ms. Ruffieux reviewed a PowerPoint presentation detailing a ten-year plan for Haywood County tourism. The presentation included:

- A diverse 17-person Steering Committee was formed, featuring representatives from across Haywood County, encompassing key sectors such as attractions, outdoor recreation, stewardship, retail, lodging, and food & beverage. This committee, working in conjunction with HCTDA staff and the Board of Directors, collaborated closely with the advisory teams. Their collective expertise and local insights were pivotal in steering the strategic direction of the Destination Master Plan, ensuring that it aligns with regional goals and harnesses innovative, sustainable practices to enhance the Haywood County's tourism landscape.
- Community Engagement:
  - Seventy-Eight Stakeholders in nine in-person focus groups, with representation from all five communities.
  - One hundred thirty participants at two community input sessions.
  - Four specialized workshops- public land officials, emergency response managers, outdoor recreation stakeholders' workshop, TDA Marketing Committee.
  - Four seventeen-person Steering Committee meetings.
  - Twenty-six one on one interviews with elected officials and local leaders.
- Survey Responses:
  - Ninety-six Travel media surveys.
  - 1,282 Visitor Surveys (past and potential)
  - 329 Haywood County Stakeholder surveys
  - In addition to the input from the Steering Committee and HCTDA staff, a wide range of community engagement was sought to ensure the advisory team was exposed to a broad range of perspectives.
- Destination Challenges:

- The State of the Destination has underscored several critical challenges and opportunities which inform our strategic focus. These challenges encompass audience engagement, seasonal dynamics, accommodation modernization, development opportunities, public lands and destination stewardship, and strategic planning and engagement.
- Audience Engagement: Given the high satisfaction and repeat visitation rates, it is important to diversify our outreach to younger audiences and business travelers. Enhancing visitor profiling and implanting targeted marketing strategies are crucial to expanding our appeal and converting day-trippers into overnight guests.
- Seasonal Dynamics: The County sees peak visitation during summer, fall, and on weekends, highlighting the opportunity to spread visitors demand more evenly throughout the year.
- Accommodation Modernization: There is a growing disparity between the demand for modern accommodation and the availability of outdated hotel inventory. The rise of short-term rentals has reshaped lodging preferences, offering alternative options for the traveling consumer, and partially contributing to low occupancy rates in traditional hotels.
- Development Opportunities: Significant potential exists to expand water-based activities and greenway access, particularly along the Pigeon River. These initiatives, coupled with additional indoor venues and family-friendly activities to add destination appeal, can enhance the overall visitor experience and encourage longer stays.
- Public Lands and Destination Stewardship: As Haywood County continues to leverage its rich natural assets, establishing robust stewardship frameworks is crucial. This includes enhancing visitor safety, promoting sustainable practices, and improving the management of natural and cultural resources to ensure long-term viability and community benefit.
- Strategic Planning and Community Engagement: Insights from LeadDo and Lead DESTINATION surveys underscore the importance of a cohesive strategic plan for HCTDA, encompassing community engagement, enhanced funding strategies, and targeted marketing initiatives.

Mission, Vision, Guiding Principles, Pillars, and Strategic Goals:

- Mission Statement: The Haywood County Tourism Development Authority (HCTDA) drives community and economic prosperity as a strategic leader of the destination stewardship, we strive to make Haywood County an unrivaled place to live, work, and play.
- Vision Statement: Haywood County will be renowned as the authentic destination in the Great Smoky and Blue Ridge Mountains, offering diverse, year-round experiences while preserving our natural and cultural heritage for future generations.

## Pillars and Strategic Goals

### Pillar 1

#### Strengthen Awareness and Perception of the Haywood County Tourism Brand

- **Strategic Goal:** Enhance brand visibility and reputation through innovative marketing and storytelling, emphasizing Haywood County as a unique gateway to the Great Smoky and Blue Ridge Mountains.
- **Intended Outcomes:** Enhanced brand perception can lead to increased visitor engagement, longer stays and repeat visits, thereby fostering a sustainable tourism economy that benefits local businesses and the entire community.
- A strong base of high-value visitors.
- More informed and aware visitors.
- Steady, year-round income for local businesses and workforce.
- A consistent and appealing image that differentiates Haywood County.
- Community partners and residents who may brace the Haywood County brand.

### Pillar 2

#### Diversify Tourism Product Offerings and Experiences that Enhance the Destination Appeal for All

- **Strategic Goal:** Develop and promote a wider range of tourism products to enrich visitor experiences and extend stays, focusing on cultural, historical and outdoor recreational activities for all seasons.
- **Intended Outcomes:** By developing unique and integrated experiences, the county can showcase its natural and cultural assets, making it more attractive to various visitor segments. This approach not only boosts visitor satisfaction but also supports local businesses and promotes economic growth through increased tourism spending.
- Diversity in tourism product offerings and experiences.
- Elevated quality of life for residents and a better visitor experience.
- Improved sense of place, community spirit and civic pride.
- Higher commercial tax assessment base and reinvestment opportunities.
- Increased year-round revenue and income.

### Pillar 3

#### Support and Promote Stewardship of Natural Resources and Outdoor Recreation Opportunities

- **Strategic Goal:** Advance sustainable tourism and preserve natural resources with initiatives that include educational campaigns and partnerships with local groups for conservation efforts.
- **Intended Outcomes:** By prioritizing stewardship, Haywood County aims to preserve its natural resources and cultural heritage, maintain the destination's appeal, and foster a responsible tourism culture among both visitors and residents.
- Increased participation of visitors in destination stewardship.
- Visitors embrace our Southern Appalachian heritage and culture.
- Greater civic pride, unity and purpose on the protection of cultural integrity.
- Community-wide dedication to the preservation of our natural assets for generations to come.

### Pillar 4

#### Enhance HCTDA's Evolution While Cultivating Community Engagement and Collaboration

- **Strategic Goal:** Strengthen the organization's leadership in tourism by improving operational effectiveness and nourishing partnerships with local communities and stakeholders. Prioritize community involvement to align tourism initiatives with local needs and values.
- **Intended Outcomes:** By fostering strong community partnerships and exploring new funding opportunities, Haywood County can create a resilient tourism sector that adapts to changing conditions. This collaborative approach ensures that tourism development is inclusive, equitable, and beneficial for all. Collaboration will also enhance overall community well-being and support tourism initiatives.
- Strong county-wide partnerships and advocacy for the visitor industry, which is essential to Haywood County's economic future.
- Higher, more diversified destination marketing and management resources.
- Increased investment and deployment of resources within Haywood County.
- Improved resident perception of the travel industry.
- Everyone in Haywood County will benefit from the visitor economy.

**Pillar 1: Strengthen Awareness and Perception of the Haywood County Tourism Brand:**

- The first pillar focuses on strengthening awareness and perception of Haywood County through the promotion of the new Visit Haywood brand. The strategies and initiatives detailed here work towards effectively connecting with and engaging both current and prospective visitors, ensuring that Haywood County remains a top-of-mind destination.

**Pillar 2: Diversify Tourism Product Offerings and Experiences that Enhance the Destination appeal for all:**

- The second pillar underscores the importance of continuously enhancing tourism products and experiences in Haywood County. This proactive development is vital not only to satisfy the curiosity of our repeat visitors, who often ask, “what’s new?” but also to elevate the overall appeal of the destination. Enriching our offerings improves the quality of life for residents and makes Haywood County a more vibrant place to visit. Following the impact of Hurricane Helene, the initiatives under this pillar will be integrated with the Recovery Transition Plan to ensure that both recovery and long-term development proceed hand-in-hand.

**Pillar 3: Support and Promote Stewardship of Natural Resources and Outdoor Recreation Opportunities:**

- The third pillar of our strategy emphasizes the importance of stewardship in safeguarding the natural resources and outdoor recreation opportunities that define Haywood County. This pillar supports the development of robust frameworks and systems designed to ensure sustainable tourism development and growth. By fostering collaboration, amplifying monitoring, and weaving stewardship into all aspects of tourism, we aim to protect and enhance our community assets and the natural environment. Following the impacts of Hurricane Helene, and in conjunction with our Recovery Transition Plan, this pillar will guide our efforts to rebuild and strengthen these assets more resiliently and sustainably than ever before.

**Pillar 4: Enhance HCTDA Evolution While Cultivating Community Engagement and Collaboration.**

- This pillar underscores the evolution of the Haywood County Tourism Development Authority and its commitment to deepening community engagement and collaboration. It addresses critical issues facing the visitor economy and local community by setting prioritized initiatives and directives regarding stewardship, product development, and resident quality of life. The implementation timelines of these strategies may fluctuate, pending the immediate needs of the community as detailed in the Recovery Transition Plan.

## PURPOSE OF PROPOSED RECOVERY TRANSITION PLAN

### *October 2024 – September 2026*

The Haywood County Destination Master Plan remains essential, outlining long-term goals and strategies backed by extensive research, stakeholder input, and expert insights—crucial for sustainable growth and effective tourism management. However, the immediate demands of recovery from Hurricane Helene necessitate a transitional approach.

To bridge the gap between urgent recovery actions and our long-term vision, the DMP Advisory Planning Team has developed an interim framework. This framework divides the recovery process into manageable phases, allowing the TDA to prioritize immediate recovery needs while staying aligned with the Master Plan's objectives. It includes best practices for recovery management and resilience, integrating these with short-term objectives – many pulled directly from the Master Plan.

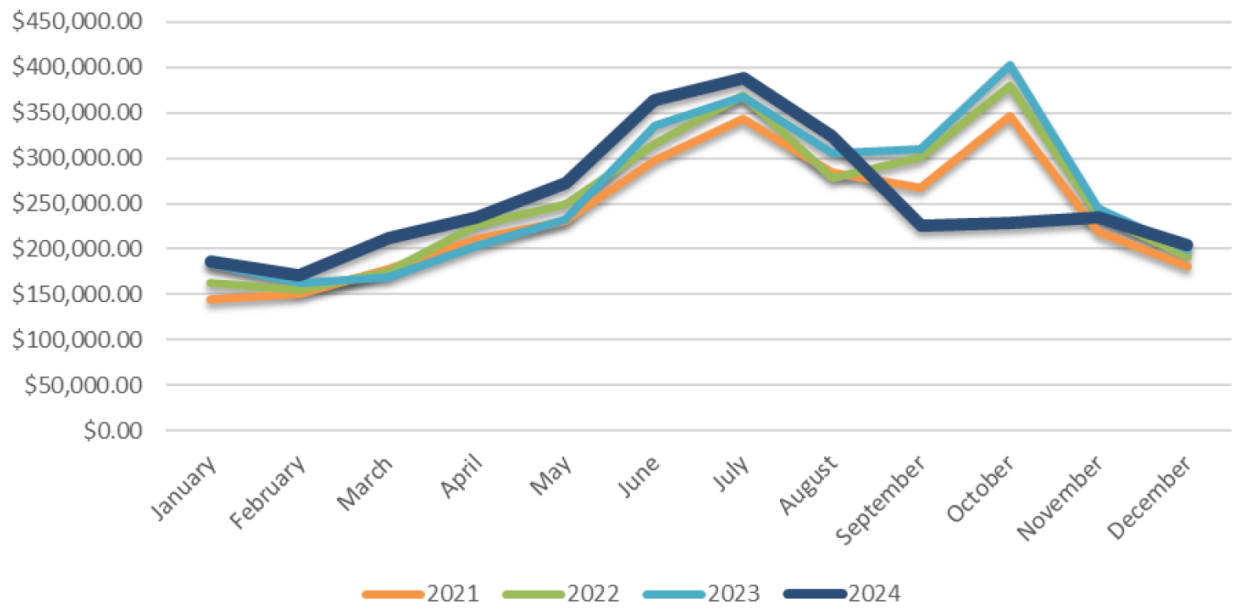
We will adapt this framework into a detailed work plan, customizing timelines and resources as needed. It's important to understand that this document serves as a dynamic, adaptable guide outlining proposed recovery actions and strategic objectives, not an exhaustive list of all activities to be undertaken over the next 24 months.

Complete Interim Recovery Plan: <https://haywoodtda.com/wp-content/uploads/2025/01/interimrecoveryplan.pdf>

#### Renaming Visit NC Smokies:



## YOY Monthly Occupancy Tax Comparison

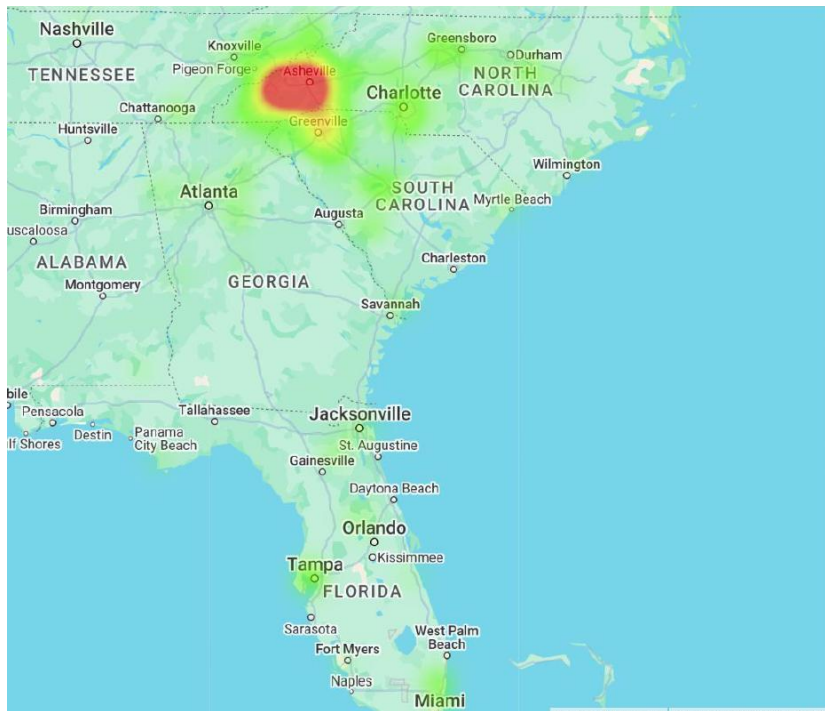


## 2025 Weekend Event Schedule Overview

- ❄️ Cool Jazz Concert – HART
- ❄️ Torch Run – Cataloochee Ski Area
- ❄️ Visit Haywood Ice Stroll – Main St Waynesville
- ❄️ Visit Haywood Ice Festival – Maggie Valley Festival Grounds
- ❄️ Frosty 5K – Haywood Community College & Town of Clyde
- ❄️ Ice Skating – Town of Canton
- ❄️ Winter birding & Fishing – Haywood Co. Rec & Parks
- ❄️ Snowball Wars - Smoky Mountain Sk8way
- ❄️ Maker's Market – Frog Level Brewing
- ❄️ Discounted Tours & Specials – Winchester Creek Farms
- ❄️ Lodging Specials & Packages
- ❄️ Dining Specials
- ❄️ Shopping Discounts

[VisitHaywood.com/IceFest](https://www.visithaywood.com/icefest)



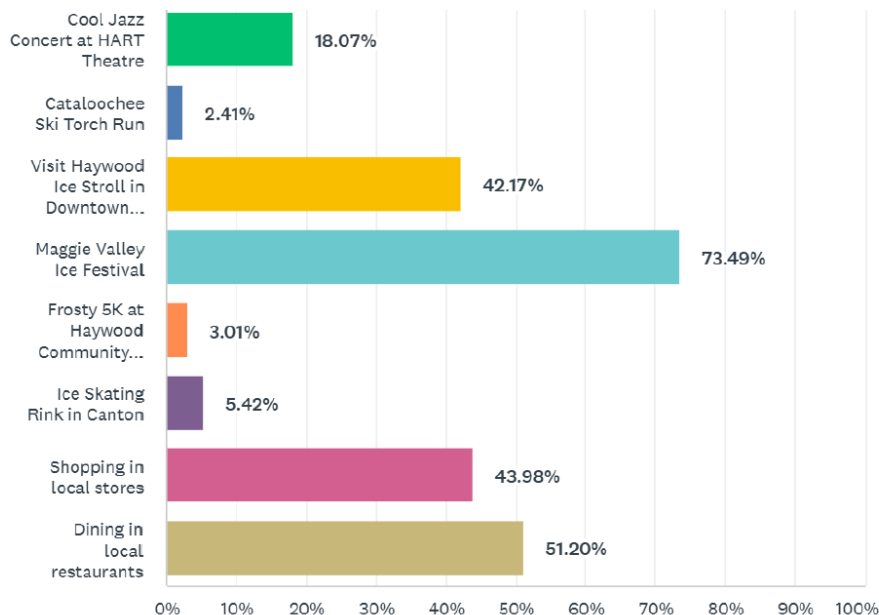


### Total Ticket Sales

	2024	2025
Adult	1946	2552
Child (est)*	541	805
<b>Total</b>	<b>2487</b>	<b>3327</b>

\* Child tickets conservatively estimate based on presale percentage.

Sale Type	2024	2025
Presales	1932	1131
Day-of	555	2196



Which Ice Festival Weekend Event did you attend? Select all that apply.

## VISITOR Survey – 207 Responses



There was discussion about advertising for Maggie Valley and Ms. Ruffieux answered questions from Board members. Ms. Ruffieux said the Ice Fest will be January 29- February 1, 2026.



Public Hearing: Annexation of 565 Lewis Lane

The owners of 565 Lewis Lane have filed a petition for annexation for the purpose of connecting to sewer. Planner Cullen said the property is non-contiguous. The Clerk has satisfied the sufficiency of the property to receive town services.

Mayor Eveland opened the public hearing at 7:02 pm. No one came forward to speak, he closed the public hearing at 7:02 pm for Board discussion.

***Alderman Jim Owens made a motion to adopt Ordinance 1099 Annexing 565 Lewis Lane Pin # 7686-46-1287 into the corporate limits of the Town of Maggie Valley. The motion carried unanimously.***

Public Hearing: Initial Zoning for 565 Lewis Lane

Planner Cullen said this is a .7-acre undeveloped lot. The property does not border the contiguous municipal boundary but is in proximity to a small patch of Town limits. The proposed development is a single-family home and will receive all the services offered to parcels within the contiguous boundary.

Mr. Cullen said staff recommend that the property be zoned R-3 High Density Residential. This recommendation is based on the surrounding zone districts and the surrounding land uses as well as the table of permitted uses. The R-3 zoning classification will not create any nonconformities and should not create spot zoning in the future. The Planning Board unanimously recommended R-3 High Density Residential at the January 21<sup>st</sup> board meeting.

Mayor Eveland opened the public hearing at 7:06pm for public comment. No one came forward to comment and he closed the hearing at 7:06pm for Board discussion.

***Alderman Phillip Wight made a motion to adopt Ordinance 1100 Zoning 565 Lewis Lane PIN # 7686-46-1287 as R-3 High Density Residential. The motion carried unanimously.***

***Alderman Phillip Wight made a motion to adopt the Consistency and Reasonableness statement for Ordinance 1100. The motion carried unanimously.***

Ordinance # 1105: Budget Amendment for Soco Road Pedestrian Project and Bethel Village Road Project \$409,996.31.

Manager Best said the cost of the Soco Road Pedestrian Project came in at the final cost of \$300,633.31 which is \$95,000 under budget. Maggie Valley will use the remainder of those funds to go toward the Bethel Village Road Project, leaving a balance of approximately \$14,000 that will come out of the fund balance. The total amount of Budget Amendment Ordinance #1105 is \$409,996.31 and covers both projects.

Alderman Phillip Wight questioned if the pedestrian crossing at Evans Cove can be fixed. Mayor Eveland asked Public Works Director Mike Mehaffey to investigate it and have an answer at the next agenda setting meeting.

**Ordinance No. 1105****An Ordinance Amending the FY 2024/2025 Budget Ordinance**

Be It Hereby Ordained by the Town Board of Aldermen of the Town of Maggie Valley, North Carolina, that the Budget Ordinance for the year 2024/2025 is amended as follows:

**General Fund** – 2024/2025 – To cover town portion of NCDOT improvement project along US 19 from US 276 to Fie Top Road and town portion of paving in Bethel Village.

	<u>Description</u>	<u>Previous</u>	<u>Increase (Decrease)</u>	<u>Amended</u>
Revenues	Approp. Fund Balance 10-000-3991	\$100,000	\$409,996.31	\$509,996.31
Appropriations	Public Works	\$1,384,027.58	\$409,996.31	\$1,794,023.89

Adopted by the Town board of Aldermen of the Town of Maggie Valley in the regular session March 11, 2025.

***Alderman Jim Owens made a motion to adopt Budget Amendment Ordinance # 1105 in the amount of \$409,996.31. The motion carried unanimously.***

Approval of Audit Contract with Martin Starnes & Associates, CPAs, PA. \$30,620.

Manager Best said Martin Starnes has been the Towns Auditor since April 2008 and the cost has stayed within the expected range. The total cost is \$30,620.

***Alderman John Hinton made a motion to approve the audit contract with Martin Starnes & Associates, CPAs, PA for \$30,620. The motion carried unanimously.***

Event Approval: Papertown Market: April 19, 2025

***Alderman Jim Owens made a motion to approve the Papertown Market Event for April 19, 2025. The motion carried unanimously.***

Ordinance 1106: Budget Amendment for restroom floors for R & R, Parham Park, and the Pavilion.

***Alderman Jim Owens made a motion to adopt Budget Amendment Ordinance # 1106 to transfer funds from Public Works to Parks for restroom floors and walls at Rathbone Park and Parham Park. The motion carried unanimously.***

## Ordinance No. 1106

### An Ordinance Amending the FY 2024/2025 Budget Ordinance

Be It Hereby Ordained by the Town Board of Aldermen of the Town of Maggie Valley, North Carolina, that the Budget Ordinance for the year 2024/2025 is amended as follows:

**General Fund – 2024/2025 – To transfer funds from Public Works to Parks for restroom floors and walls at Rathbone Park and Parham Park.**

	<u>Description</u>	<u>Previous</u>	<u>Increase (Decrease)</u>	<u>Amended</u>
Appropriations	Parks 10-000-3991	\$19,950.00	\$3,650.00	\$23,600.00
Appropriations	Public Works	\$1,794,023.89	<u>(\$3,650.00)</u>	\$1,790,373.89

Adopted by the Town board of Aldermen of the Town of Maggie Valley in the regular session March 11, 2025.

#### Consideration for helping the Chamber with Windows for MV's old Civic Building.

There were two bids presented to the Board for the replacement of the windows for the Chamber building. The lowest bid was from Clint Watkins in the amount of \$5,600.00. After discussion, it was determined to pay \$2,800 of the total amount.

***Alderman John Hinton made a motion to approve the Clint Watkins bid and the Town will pay \$2,800.00. The motion carried unanimously.***

#### Ordinance 1107: Budget Amendment for the purchase of a 2025 Maverick for Administration and two new police vehicles: \$121,900.00.

Manager Best said this was discussed at the agenda setting meeting.

***Alderman Jim Owens made a motion to adopt Budget Amendment Ordinance #1107 for \$121,900.00 for one administration vehicle and two police vehicles. The motion carried unanimously.***

## Ordinance No. 1107

### An Ordinance Amending the FY 2024/2025 Budget Ordinance

Be It Hereby Ordained by the Town Board of Aldermen of the Town of Maggie Valley, North Carolina, that the Budget Ordinance for the year 2024/2025 is amended as follows:

**General Fund** – 2024/2025 – For 1 administration vehicle and 2 police vehicles.

	<u>Description</u>	<u>Previous</u>	<u>Increase (Decrease)</u>	<u>Amended</u>
Revenues	Sale of Assets	\$5,000	\$121,900	\$126,900
Appropriations	Administration	\$764,233	\$35,500	\$799,733
	Police Department	\$1,707,918	\$86,400	<u>\$1,794,318</u>

Adopted by the Town board of Aldermen of the Town of Maggie Valley in the regular session March 11, 2025.

Approval of a five-year contract with CWS for Solid Waste/Recycling.

Manager Best said she, along with Mike Mehaffey and Seth Boyd, negotiated with CWS.



## Town of Maggie Valley

Phone 828-926-0866/Fax 926-3576 3987 Soco Road Maggie Valley, NC 28751

March 12, 2025

Scott Welch  
President/Owner  
Consolidated Waste Services  
61 Azalea Drive  
Weaverville, NC 28787  
[swelch@cws-nc.com](mailto:swelch@cws-nc.com)

Mr. Welch:

At the March 11, 2025, Maggie Valley Board of Aldermen meeting, the Town approved the renewal contract with Consolidated Waste Services to provide the Town with curbside household trash and household recycling.

The conditions of this approval are based upon two documents that you provided to the Town in the months leading up to the contract renewal.

The terms of removal services are detailed in a memo dated February 25, 2025 (attached).

	July 1, 2025 - July 1, 2026	July 1, 2026 ~July 1, 2027	July 1, 2027 ~July 1, 2028	July 1, 2028 ~July 1, 2029	July 1, 2029 ~July 1, 2030
<b>Household Total</b>	\$10.48	\$10.62	\$10.62	\$10.98	\$10.98
Household Trash	\$7.73	\$7.77	\$7.77	\$8.13	\$8.13
Household Recycle	\$2.75	\$2.85	\$2.85	\$2.85	\$2.85

The "fuel surcharge" terms were renegotiated and established by an February 25, 2025 memo (attached)

Fuel Rate	Percentage Increase
\$3.10 - \$3.34	4.5%
\$3.35 - \$3.54	6.5%
\$3.55 - \$3.64	7.5%
\$3.65 - \$3.74	8.0%
\$3.75 - \$3.84	9.5%
\$3.85 - \$3.94	10.5%
\$3.95 - \$4.00	12.5%
\$4.01 - \$4.25	14.5%
\$4.26 - \$4.35	15.5%
\$4.36 - \$4.55	17.9%

The Town of Maggie Valley looks forward to having CWS provide this valuable residential service to our residents through June 30, 2025. Please accept this letter as confirmation and acceptance of a contract between the Town and CWS

Regards,

Vickie Best  
Town Manager

***A motion was made by Alderman Tim Wise to accept the five year contract for CWS for Solid Waste/Recycle. The motion carried unanimously.***

Approval of Cashflow Bridge Loan at 0% interest: \$23,440.11.

**ATTACHMENT B**

This Promissory Note has been pre-audited as required by the  
Local Government Budget and Fiscal Control Act

\_\_\_\_\_  
Finance Officer

**PROMISSORY NOTE**

Date: \_\_\_\_\_

Loan Number: **Helene50444R1000000000**

Loan Amount: **\$23,440.11**

The **Town of Maggie Valley, North Carolina** ("BORROWER") DOES HEREBY unconditionally promise to pay to the STATE OF NORTH CAROLINA (by and through the North Carolina Department of State Treasurer) ("State") the following Loan Amount: **\$23,440.11** The promissory note is made in accordance with the related Loan Agreement, dated as the date hereof (the "Agreement"), between the State and the BORROWER. As set forth in the Agreement, the BORROWER hereby promises to pay the Loan Amount in accordance to the following schedule:

- \$1 the first anniversary of the Loan Date
- 10% of the Loan Round Amount on June 30, 2027
- 20% of the Loan Round Amount on June 30, 2028
- 30% of the Loan Round Amount on June 30, 2029
- 40% (less \$1) of the Loan Round Amount on the earlier of the fifth anniversary of the Loan Date recited in the Agreement or June 30, 2030.

Payment instructions will follow from the State or its agent.

This Promissory Note and the Agreement were duly authorized by action of the BORROWER's governing body at a meeting duly held on \_\_\_\_\_.

TOWN OF MAGGIE VALLEY, NORTH CAROLINA

\_\_\_\_\_  
Signature

\_\_\_\_\_  
[Name and Title]

[SEAL]

Attest:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
[Name and Title—should be clerk]

***Alderman John Hinton made a motion to approve the promissory note in the amount of \$23,440.11. The motion carried unanimously.***

Approval of the purchase of salt bin building with funds remaining in Public Works budget: \$11,584.00.

***Alderman Jim Owens made a motion to approve the purchase of the salt bin building for \$11,584.00. The motion carried unanimously.***

Other BusinessParham Memorial Park: Parking lot 497 Square Yards.

Manager Best referenced a handout with a quote from Custom Paving in the amount of \$17,615.00 for the Parham Memorial Park project. This quote is to furnish all labor, equipment, and materials required to undercut and haul off site existing material. Then add eight inches of ABC stone, grade and compact.

***Alderman Jim Owens made a motion to accept the Quotation from Custom Paving in the amount of \$17,615. The motion carried unanimously.***

Ordinance 1108: Epoxy of the flooring

Manager Best said Budget Amendment Ordinance # 1108 is for the flooring of the main area in the Pavilion with the same type of material used in the restrooms. She explained that Alderman Wise was able to get a grant for \$13,500 to do the pavilion floor.

***Alderman Tim Wise made a motion to adopt Ordinance # 1108 for grant proceeds to pay for pavilion floor. The motion carried unanimously.***

**Ordinance No. 1108****An Ordinance Amending the FY 2024/2025 Budget Ordinance**

Be It Hereby Ordained by the Town Board of Aldermen of the Town of Maggie Valley, North Carolina, that the Budget Ordinance for the year 2024/2025 is amended as follows:

**General Fund – 2024/2025 – For grant proceeds to pay for pavilion floor.**

	<u>Description</u>	<u>Previous</u>	<u>Increase (Decrease)</u>	<u>Amended</u>
Revenues	Grant	\$0	\$13,500	\$13,500
Appropriations	Public Works	\$1,790,373.89	\$13,500	\$1,803,873.89

Adopted by the Town board of Aldermen of the Town of Maggie Valley in the regular session  
March 11, 2025.

Loan from NCDEQ:

The Town received news today that we are receiving a loan from NCDEQ for 2.575 million dollars to use for sewer repairs. This will be voted on April 1<sup>st</sup>, 2025, at the agenda setting meeting.

Resolution 25-07

Manager Best explained that Resolution 25-07 is in opposition to HB 336-To remove certain described property from the corporate limits of the Town of Maggie Valley. Mayor Eveland read Resolution 25-07 in its entirety.



**TOWN OF MAGGIE VALLEY**

**RESOLUTION 25-07**

**A RESOLUTION IN OPPOSITION TO HB 336**

**TO REMOVE CERTAIN DESCRIBED PROPERTY FROM THE CORPORATE LIMITS OF THE TOWN OF MAGGIE VALLEY**

**WHEREAS**, the North Carolina General Assembly will be considering House Bill 336, which provides for the de-annexation of certain described property from the corporate limits of the Town of Maggie Valley; and

**WHEREAS**, provisions within this legislation would be contrary to the will of the vast majority of Maggie Valley's residents and would severely diminish or even eliminate the ability of local government to determine what is best for its community or even allow community input or involvement in the decision-making process; and

**WHEREAS**, the proposed de-annexation of these properties would usurp the Town's ability to preserve its history and threaten the Town's natural resources; and

**WHEREAS**, if the North Carolina General Assembly were to follow through on the proposed de-annexation of the properties within the Town of Maggie Valley it would set a harmful precedent diminishing the role of local government granted by the Constitution of the State of North Carolina and would be contrary to democratic principles and to the notion that land use decision should be local and not dictated by the State; and

**NOW, THEREFORE, BE IT RESOLVED** that the majority of Town Council is opposed to the proposed de-annexation of certain described properties from the Town of Maggie Valley; and

**BE IT FURTHER RESOLVED** that the Maggie Valley Town Council urges the General Assembly to use restraint in exercising legislative de-annexations, so that they are rare, limited in scope, and do not overrule local zoning decisions; and

**BE IT FURTHER RESOLVED** that the Maggie Valley Town Council seeks to uphold the rights of all municipalities in North Carolina to self-determination within the parameters established by state statutes.

Adopted this the 11<sup>th</sup> day of March 2025.

Mayor Eveland confirmed with Attorney Justus that the Town of Maggie Valley does not have any right to de-annex any property. It is strictly within the legislative branch. He said, "We can give them a Resolution giving our opinion, but it is up to Legislation."

Alderman John Hinton expressed his disappointment at the timing of HB-336. It comes at a time when we are trying to recover from Helene. It will have a negative impact on the tax bill. He said, "There are probably a couple of the properties of the eight that I could support to de-annex." Of the five owners, only two of them are in Maggie Valley. All eight properties are scattered and



contiguous to Maggie Valley. At least one of these properties were voluntarily annexed by the current owner to get sewer. More than 46 Maggie Valley properties are adjacent to these eight properties including subdivisions Stoney Ridge, Crockett Meadows, and Mari's Meadows. "We have no authority to stop this bill. We do have an obligation to the approximately 100 MV property owners whose properties lose property right protection afforded by MV. There is nothing good in this bill for Maggie Valley. It is merely self-serving for five property owners and the bill's creator."

***Alderman John Hinton made a motion to adopt Resolution 25-07 in opposition of HB-336. The motion passed 4-1. Mayor Mike Eveland (yes), Alderman Tim Wise (yes), Alderman Jim Owens (yes), Alderman Phillip Wight (no).***

#### Department Head Reports

##### Mike Mehaffey, Public Works Director

##### 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. thirteen tons.
- Monthly Solid Waste approx. forty-seven tons.
- Monthly White Goods/Electronics O pick-ups.
- Picked up miscellaneous residential brush and debris. Forty-eight brush pick-ups totaled fourteen loads of brush.
- Continuing maintenance and repairs on Welcome Banners, Miss Maggie Banners, and winter banners.
- Public Works continues upkeep of all Town facilities.
- Perform ditch, culvert, shoulder, and road maintenance along the streets. Both private and Town streets.
- Service and/or repaired 4 Public Works vehicles/equipment 2 Administration and 2 Police vehicles.
- Picked up bagged trash and debris along Highway 19 and Highway 276 from Fie Top Road to the Wastewater Treatment Plant.
- Public Works continues inspections and testing of roads, paving and other infrastructure at Mountain View Estates.
- Valley View subdivision on Jonathan Creek behind the CO-OP has started grading and installing infrastructure. We inspect their progress daily.
- Public Works have turned off the pole decorations. We will be removing seventy-eight pole decorations, six ground displays and building lights at Town Hall, Pavilion, Fire Department and Police Department through March.
- Town Hall and Flossie White upgrades and storm repairs have been completed.
- We have finished with the 50'x100' storage building and have received the final inspection. We are waiting for permanent power. We have installed the prefabbed racks and are making some racks in- house. When the weather permits, we will be putting the stone on the front of the building.
- Public Works had three snow and ice events in January. We also hauled two loads of salt.

- We continue working on storm related issues. Woody debris, streets, parks, creek banks and buildings. We are still finding damage caused by the storm. As we find them, we add them to our damage list for FEMA.
- Public Works has completed the storm related repairs to Mary Rathbone-Rich Park.
- The Bethel Village paving project has started. Public Works is working with the contractor to remove brush and install culvert and drainage box.
- We have completed pavement crack sealing on Creekside, Saddle and Paso Fino.
- Public Works continues weekly meetings with DOT and their contractors for work on highway 276, Evans Cove bridge and Johnson Branch bridge.
- We finalized the solid waste and recycling contract extension with CWS, and we are waiting for board approval.

#### WWTP

- Daily and 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.
- Installed/repared ten sewer services issues, cleaned, and videoed approximately 1375' feet of sewer line, inspected sewer connections/installations, repaired/leak stopped one damaged manhole and inspected forty-four manholes as we continue to work on I&I issues.
- Dewatered 000 gallons of digester sludge. Lime Stabilized 0 tons of dewatered sludge. Also, we hauled zero tons of dewatered sludge to the landfill.
- 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 ninety-four locate requests for NC811. These were all marked in a timely manner.
- Continue monitoring Johnathan 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's Creek on Moody Farm Road, Stonebridge Campground, Valley Creek, and Campbell Creek.
- Grease in the Towns 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 ten grease trap inspections. Of this one

was found to be non-compliant. We continue to work with all businesses on their grease issues. We provided assistance and education in hopes of reducing the amount of grease in our sewer system.

- Reviewed plans and permits for new developments and projects.
- We continue working on storm related issues. Sewer projects, Fox Run Road pump around, engineering for stream bank repairs, sewer pipe bridge at Fox Run, WWTP bridge engineering and road repairs.
- The temporary sewer crossing at the Johnson Branch bridge was damaged with debris from the storms around New Years Day. We were able to remove the debris and rework the pipe supports. This sewer crossing is still temporary.
- We have delivered the 2024 Class A Residuals Report to the US-EPA and NC-DEQ.
- We continue to work on getting easements for our low water sewer crossing project.
- The Fox Run Road Pipe Bridge project has been awarded and work has begun. We are looking for this storm related repair to be completed around mid to late April.
- We have received the Towns Renewed Collection System Permit with an expiration date of January 2033.

#### Matthew Boger, Police Chief

Chief Boger read over his staff report and gave recognition to Officer Bellows and K-9 Charlie for their part in seizing 459.6 grams of Methamphetamine.

#### Incidents

- During this reporting month February, the Maggie Valley Police Department (MVPD) investigated twenty-seven incidents, which included Property Damage, Drug Violations, Assault, Trespassing, Disorderly Conduct, Larceny, Breaking and Entering, Abduction, Shoplifting, False Pretenses, and Theft from Motor Vehicle

#### Arrests

- Maggie Valley Police Officers arrested sixteen individuals, resulting in thirty-seven charges, which included Trespassing, Drug Violation, Assault, Disorderly Conduct, Shoplifting, Abduction, and Property Damage.

#### Motor Vehicle Traffic

- Maggie Valley Police Officers investigated four motor vehicle accidents for the reporting period and issued seventy-four traffic-related charges. Forty percent of charges were for speeding (1 citation and twenty-nine written warnings).

#### Officer Activities

- THIS LIST IS NOT A COMPREHENSIVE LIST OF ALL THE INCIDENTS FOR THE REPORTING PERIOD. SOME CASES, DUE TO THE INTEGERGY OF THE CASE, CAN NOT BE PUBLICLY DISCLOSED AT THIS TIME.
- Officer Flowers was dispatched to a suspicious person call. The male became very combative and after multiple attempts to deescalate the situation by Ofc. Flowers and Lieutenant Greene, the subject, were arrested.
- Lieutenant Wood assisted HCSO with a traffic stop and used K9 Karma for a vehicle sniff. Karma was then placed in the vehicle and a search was conducted after. Methamphetamine was located because of this search and the suspect was arrested.

- K9 Officer Bellows assisted HCSO with a traffic stop and used K9 Charlie for an exterior vehicle sniff. A search of the vehicle was conducted after Charlie's alert and a half of a kilo of Methamphetamine was located. The driver was placed under arrest for the narcotics.
- Officer Herbertson conducted a follow-up from a previous arrest and spoke with the victim. After investigation Ofc. Herbertson obtained additional charges on the suspect and second-degree kidnapping was one of these charges.
- Officer Riddle was dispatched to a missing person call. The caller advised his juvenile grandchild had run away possibly to her boyfriend's residence. After being unable to locate the juvenile was entered into NCIC.
- Officer Kelley responded to a domestic disturbance call. Upon arrival Ofc. Kelley observed signs of assault on the female involved. The other party involved was arrested for assault by strangulation and assault on a female.
- Officer Crowe and Officer Herbertson responded to welfare check at a location where the female involved has been repeatedly assaulted. Officers were asked to remove the male from the location. After being placed under arrest the male was charged with multiple offenses including the trespass, kidnapping etc.
- Officer Barton responded to a B&E with larceny. There was a storage room at the rear of the residence and the caller stated a lock had been cut off. There were several missing tools from the building and the value was over \$1000.

#### Evidence Processing (E/P)

- Evidence Technicians O. Murphy and S. Justice processed forty-six (46) items for the month. Evidence includes narcotics, paraphernalia, DNA, electronics, vehicles, firearms, firearm accessories, ammunition, lighters, currency, and personal property.

#### Investigations (CID)

- Lt. Greene assisted patrol with an assault by strangulation domestic. The party was located and charged.
- Lt. Greene followed up with a missing juvenile report and eventually located the juvenile.
- Lt. Greene continued to follow up with a sexual assault case.
- Lt. Greene is currently dealing with a fraud case involving about \$20,000.
- Lt. Greene continued to follow up with the human trafficking and sexual assault case.
- working with the district attorney.

#### K9 Program

- The K9 teams logged one training event and one deployment. Officer Bellows and K-9 Charlie seized 459.6 grams of Methamphetamine. **Way to go!**

#### Community Patrol and Interaction

- Maggie Valley Officers patrolled through our residential neighborhoods several times this month.
- Maggie Valley Officers performed their monthly business visits.
- Maggie Valley Officers responded to 398 Calls for Service (CFS) in this reporting period. The average number of calls for service per day has consistently been around ten for the last several months. This month the CFS's has greatly increased.

#### Events, Schools, and Meetings

- Chief Boger and Lt. Greene attended the career fair for Haywood County Schools.

- Chief Boger transported evidence to the Western Crime Lab for testing.
- Officers Kelley and Barton spent a week at AB-Tech Campus acquiring their Radar Certifications. This is required for issuing speeding citations. Both Officers passed their field tests, and the state administered the written test.
- Officers Crowe and Kelley spent a week in school at AB-Tech Campus acquiring their Intox Certifications which is a requirement for processing DWI arrest. Both completed the class and passed their tests.

Sam Cullen, Assistant Town Manager/Town Planner

- Seven Residential Permits: New Structure at 12 Maris Place, 37 Filly Lane, Three at Carsen Loop, and Springlake Road. Major Subdivision, 7 Lot.
- One Commercial Permits: One sign permit at 2402 Dellwood Road.
- Six Floodplain Permits: Renovations at 221 Moody Farm Road-TSH, Streambank at 373 Campbell Creek Road, HVAC at 115 Hall Drive and 137 Maple Leaf Circle, Electric Meter at 73 Heart Lane, Plumbing at 2547 Soco Road.
- Eight In-person Consultations: I.T, TDA (2), Annexation, Crowne Plaza, Developer meeting, Budget, TCC.
- Five Final Zoning Compliance: 22 Wildbrook Drive, 441 Twinbrook Drive, 2945 Soco Road, 36 Stable Lane and 106 Silverlead Circle.
- No Misc. Requests.
- Two Notice of Violation: 3738 Soco Road for Solid Waste, 1370 Soco Road for an RV.
- One Resolved Violation: 2402 Dellwood Road, Sign

Adjournment

***Alderman Tim Wise made a motion to adjourn the meeting at 7:44 pm. The motion carried unanimously.***

Attest:

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s/Mike Eveland  
Mayor Mike Eveland

\_\_\_\_\_  
s/Vickie Best  
Vickie Best, Town Manager

\_\_\_\_\_  
s/Kathy Johnson  
Kathy Johnson, Town Clerk