

Board of Aldermen Agenda Setting Meeting
Flossie White Board Room, Maggie Valley Town Hall
Tuesday February 10, 2026, 10:00 am

Members Present:

Mayor Pro-Tem Jim Owens, Alderman John Hinton, and Alderman Tim Wise, Alderman Phillip Whight

Members Absent:

Mayor Mike Eveland

Staff Present:

Interim Town Manager Sam Cullen (attended virtually), Town Clerk Kathy Johnson, Police Chief Matthew Boger, Acting Planning Director Noah Taylor, Public Works Director Seth Boyd.

Others Present:

Brad Pendley, David Carriker, Derrek Worrell, and Bill Sebastyn.

Media Present:

Paul Nielsen, The Mountaineer.

Meeting Called to Order

Mayor Pro-Tem Jim Owens called the Board of Aldermen Agenda Setting Meeting to order on Tuesday, February 10, 2026, at 10:00 am in the Flossie White Boardroom in Maggie Valley 3987 Soco Road, Maggie Valley, NC 28751.

ABC Board Applicant: Brad Pendley

Brad Pendley introduced himself as a native of Maggie Valley whose family owns Maggie Mountaineer. He graduated from the University of North Carolina at Asheville with a bachelor's in finance and accounting. He has served on the ABC Board for approximately 16 years, following his father who served as chairman for about 10 years. He has also served as chairman of the Salvation Army for about 4 years (with 16 years of total service on that board), was a Lions Club member, and served on the town's planning board.

Mr. Pendley described the ABC Board's responsibilities as ensuring the stores run correctly, maintaining good employee communication, providing for mixed beverage customers, and staying on budget. He highlighted accomplishments including staying on budget year-to-year and significantly increasing revenue for the town, noting that revenue has increased at least twofold during his tenure. He mentioned that the board has strong teamwork, and each member brings individual strengths.

Alderman Hinton thanked Mr. Pendley for his service and praised his family's contributions to the town. Mr. Pendley expressed his enjoyment serving on the ABC Board, particularly appreciating his fellow board members Al Matthews and Joe Moody, noting their expertise in statutes and procedures, respectively. He mentioned the board's success in getting back "in the black" and

providing substantial funds to the town, compared to 2009 when they were not giving money back to the town.

Zoning Board Applicants: David Carriker

David Carriker shared that most of his professional life has been spent in nonprofit management, leadership, fundraising, and community relations. He has worked with organizations including the Salvation Army, independent schools, and boys and girls' clubs, focusing on helping at-risk populations, youth activities, and seniors. He explained that he has lived in multiple states including North Carolina, Illinois, Oklahoma, Georgia, South Carolina, Virginia, and was born and raised in Charlotte. Mr. Carriker and his wife moved to Maggie Valley about 5 years ago, having decided to relocate to a quieter area.

When asked about tough situations faced on the zoning board, Mr. Carriker mentioned the importance of following the structured rules. He described a situation where they had to deny an application because it did not meet the requirements. He emphasized that the board has to make decisions based on whether applications meet specific criteria, not on personal preferences. Mr. Carriker praised the town staff, particularly Noah Taylor and Sam Cullen, for providing adequate resources and preparation for meetings.

Mr. Carriker expressed appreciation for people willing to serve on boards and "toss their hat over the fence," noting that it is easy to criticize from the sidelines but more difficult to step up and participate. He compared it to his experience as a soccer referee, acknowledging that decisions will not please everyone.

Planning Board Applicant: Bill Sebastyn

Bill Sebastyn described his background primarily in education across Florida, North Carolina, Vermont, Colorado, and Puerto Rico. He has experience on school improvement teams and committee work. Mr. Sebastyn has been a full-time resident of Maggie Valley since 2000 and has been active in local politics. He still substitutes teaches, primarily at the elementary level, and has maintained a lawn care business on his property in Brannon Forest.

Regarding accomplishments on the Planning Board, Mr. Sebastyn highlighted his involvement with developing the Unified Development Ordinance (UDO), which required much more time commitment than expected—approximately two meetings per week rather than one monthly meeting as originally indicated. He noted the contentious process of developing the food truck ordinance but observed that it has worked well since implementation. Mr. Sebastyn also commented on the significant growth in Maggie Valley over his three years on the board, including the approval of numerous subdivisions.

For future initiatives, Mr. Sebastyn expressed interest in evaluating existing ordinances and particularly their compliance and enforcement. He suggested that if rules cannot be enforced, they should be reconsidered. He also recommended implementing regular updates on major projects at planning board meetings, noting this would help board members stay informed about the status of developments they have approved and potentially increase public interest in serving on boards.

Mr. Sebastyn confirmed that staff have provided adequate preparation and explanations for meeting items, praising Noah Taylor and Sam Cullen for their support, especially when he became board chairman.

Zoning Board Applicant: Derrek Worrell

Derrek Worrell introduced himself as a resident of Maggie Valley for about 4 years, though he has been coming to the area for approximately 40 years. He has over 20 years of experience in real estate, including mortgage, insurance, and marketing. Mr. Worrell expressed interest in serving on the zoning board to gain experience, serve the community, and understand how the town grows, as he has a vested interest in Maggie Valley.

When asked about difficult situations faced on the board, he noted that his experience has been straightforward with few actionable items. He confirmed that staff have provided adequate resources and preparation for meetings, specifically mentioning the value of the training provided last year. He expressed interest in receiving more training about scenarios that have arisen in other communities to better prepare for potential situations in Maggie Valley.

Fund Balance Policy: Resolution 26-04

Interim Town Manager Sam Cullen presented the fund balance policy resolution, noting it was the same one reviewed in the strategic plan meeting with updates to set the fund balance minimum at 100 percent. He stated that if adopted, they would provide a detailed presentation on February 23rd showing the current dollar amounts in the bank.

Parking Lease: Adopt Lease Agreement MTZ Properties

Manager Cullen explained that he had negotiated a lease agreement with the owners of Guayabitos. The agreement, approved by Town Attorney Craig Justus, is for 36 months with a monthly rent increase of \$25 each year. The first year starts at \$300 per month, which is the current payment rate. It was noted that payment is typically made in one lump sum.

Festival Grounds Policy: Adopt updated rules and procedures.

Manager Cullen reported that he and Executive Assistant Chrisy Passmore revised the Festival Ground rules and procedures. The revisions include defining setup days, event days, takedown days, and recurring events, as well as what constitutes a complete application packet. The new policy changes the application process from a single review date to accepting applications on a rolling basis year-round. Recurring events (defined as at least two consecutive events) would have 45 days from the end of their event to reapply for the same dates. After that, all events would be handled on a first-come, first-serve basis. Other updates clarified camping rules and added a clearer fee table. All promoters would be required to sign an acknowledgment sheet confirming they understand the rules.

Festival Grounds Fee Recommendations: Adopt Resolution 26-06

Manager Cullen explained that the fee recommendations were exactly what was presented in the strategic planning meeting. The resolution would provide guidance for staff on what to include in the budget ordinance each year until 2029, though the fees would not be officially adopted until each annual budget ordinance. He noted that the fees adopted on November 6, 2025, added

approximately \$18,000 in revenue from setup day fees and increased daily rent. The objective is not to make money but to reduce the operating deficit each year.

Pay and Classification Study: Adopt Option 1

Mr. Cullen presented implementation Option 1 from the pay and classification study. This option addresses in-range adjustments for some employees, while those already compensated at market rate would not receive raises. It would address compression issues at a cost of approximately \$35,000, which would be paid from various line items due to turnover and Town Manager Vickie Best's retirement.

Personnel Policy updates: Resolution 26-05

Mr. Cullen confirmed that the personnel policy updates were the same as previously discussed, with minor revisions since the pay study presentation to address public employment law and disciplinary procedures. He noted that there were no changes to benefits beyond what had already been presented.

Project Agreement 009: Jonathan Valley Sewer Line Restoration

This item required immediate action due to FEMA deadlines.

Alderman John Hinton made a motion to approve Project Agreement 009 for Jonathan Valley Sewer Line Restoration. The motion passed unanimously.

Project Agreement 010: Springlake Road and Twinbrook Lane Repairs

This project also required immediate approval due to FEMA deadlines.

Alderman Tim Wise made a motion to approve Project Agreement 010 for Springlake Road and Twinbrook Lane Repairs. The motion passed unanimously.

Manager Cullen explained that both project agreements needed approval to allow engineers to request extensions from FEMA, as the projects would expire on March 28, 2026, and would likely not be started by then.

Budget Amendment Ordinance 1126: Amending FY 25-26 Budget: NCLM Safety Grant for traffic cones and multi-gas detector.

Manager Cullen presented Budget Amendment Ordinance 1126, explaining that Public Works Director Seth Boyd had received a grant for new traffic cones.

Budget Amendment Ordinance 1128: Amending FY 25/26 Budget: Grant for Police Department Equipment and Expenditure of State Drug Money Fund

Manager Cullen noted that Chief Boger had received a grant for a piece of equipment to be used for investigations.

Budget Amendment Ordinance 1129: Amending Capital Project Ordinance 1109

Manager Cullen explained Budget Amendment Ordinance 1129 would recognize funds from a DEQ grant and loan, as well as expenses related to FEMA recovery. No formal action was taken during this agenda-setting meeting.

Other Business

Alderman Hinton requested adding an agenda item before the Fund Balance Policy Resolution regarding the Maggie Valley Methodist Church. He explained that the church wanted to host an open lunch from 11:00 AM to 2:00 PM on March 26th for town staff and officials. Clay Wagner or Walt Drone would present this invitation at the next meeting. The board agreed to add this to the agenda.

Manager Cullen noted that as required by general statute, the town must report any 2025 delinquent taxes to the board. He mentioned that this information was available in his office and would be referenced again in the meeting to meet statutory requirements.

Adjournment

With no further business, Alderman Tim Wise made a motion to adjourn the meeting at 10:45 am. The motion carried unanimously.

S: Mike Eveland

Mayor Mike Eveland

S: Sam Cullen

Sam Cullen, Interim Town Manager

Attest:

S: Kathy Johnson

Kathy Johnson, Town Clerk