

**TOWN OF MAGGIE VALLEY  
ECONOMIC DEVELOPMENT**

**September 8, 2009**

**MINUTES**

Members Present: Lynda Bennett, Kathleen Klawitter, Stephen Shiver, June Johnson, Beth Reece, Ken Brown, Ryan Moody, and Woody White

Staff Present: Manager Tim Barth and Town Clerk Vickie Best

Others Present: Three people

1. Meeting Called To Order

Manager Barth called the meeting to order at 5:30 p.m. on Tuesday September 8, 2009 in the Town Hall Boardroom.

2. Election of Chairman, Vice-Chairman and Secretary

Each member went around the table providing information about their history and why they chose to apply to be on the MVEDC. After a lengthy discussion on individual thoughts and the need for the group to brainstorm different ideas and to maintain professionalism throughout all discussions, with all members in agreement, the following motion was made.

**MR. SHIVER MADE A MOTION TO APPOINT MR. BROWN AS CHAIRMAN AND MS. BENNETT AS VICE CHAIRMAN, AND ELECTIONS WILL BE HELD YEARLY IN JULY.**

**MS. JOHNSON SECONDED THE MOTION.  
MOTION CARRIED UNANIMOUSLY.**

The committee requested the Clerk take minutes.

The committee discussed setting goals both long-term and short.

3. Set regularly scheduled meetings

The MVEDC will meet the 1<sup>st</sup> and 3<sup>rd</sup> Wednesday of each month at 5:30 p.m.

4. Discussion on MVEDC Face book

Manager Barth stated that it should be made clear that the posting and information on the face book does not reflect the feelings of the Board of Aldermen.

This is to be used as a promotional venue.

5. Set future agenda

What is Maggie Valley's market? The only industry in Maggie Valley is tourism. What resources are available? What direction does Council see the town going regarding

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budget, finance, expenditures, and annexations? Are we putting emphasis on second homes or tourism?

These are questions that have been asked since the town was incorporated. The committee agreed "that we need to pick a lane and stay in it". Educating business owners and citizen is very important.

The committee would like to have a presentation from Planning Director Clark regarding new growth and the statistics associated with that growth.

The committee would also like to have a presentation from Mark Clasby, the president of the Haywood County EDC to discuss trends. Ms. Lynn Collins, the Haywood County TDA Director will be asked to do a presentation on tourism.

The committee members were interested in seeing the financial data for the town over the last decade. That information can be obtained through the town's website.

There was a brief discussion on eco-tourism such as hiking, extreme sports, and incorporating zip-lines to provide visitors an option.

Ms. Johnson agreed that we should look at the low hanging fruit and list our assets that few other places can offer.

1. highest mountain east of the Rockies
2. climate
3. outdoors
4. natural beauty
5. slower pace
6. 1000 miles of road to ride
7. small town feeling
8. infrastructure in place
9. friendly folks
10. restaurants
11. adventure
12. environment
13. bird sanctuary
14. views
15. trails
16. colors
17. elk/wild life

Maggie Valley has 3000 motel rooms.

It was suggested that a survey be created to gather data from motel owners.

6. Other Business

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There were discussions regarding the need to begin decorating for Fall days as soon as possible. Visitors do enjoy the fall decorations. Having a pumpkin trail would be a Fall draw. Ms. Klawitter suggested having “one shining night” where everyone lights Jack-o-lanterns along Soco Road.

Ms. Johnson is painting panels for the pavilion to be used during the winter months that show Maggie Valley in each season of the year. If the EDC were to have a community outreach program at the pavilion, the panels would make a great back drop. The EDC will be working with the Maggie Valley Chamber of Commerce as well as reaching out to the community.

By creating a brand for Maggie Valley and advertising the valley as a whole rather than individual advertising will create greater marketing opportunities.

Meetings for the EDC will be kept to 1 to 1½ hours.

7. Meeting Adjourned

**ON MOTION OF MR. SHIVER, SECONDED BY CHAIRMAN BROWN, WITH  
ALL IN FAVOR THE MEETING ADJOURNED AT 7:15.**

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**Chairman Ken Brown**

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**Vickie Best, CMC, Town Clerk**