



## REGULAR MEETING

September 9, 2023, at 8:30 a.m.

Municipal Building Conference Room / 16 S Main Street

### MINUTES

Downtown Waynesville Commission (DWC) Chair Jay Spiro called the meeting to order at 8:35 a.m. with the following members present:

Alex McKay  
Joyce Massie  
Jessica Garrick  
Courtney Tetrault  
Dave Barone

The following members were present by Zoom:

Thomas Woltz

The following Town Staff were present:

Jesse Fowler, Assistant Town Manager  
Beth Gilmore, DWC Executive Director

Others present: Hannah White, N.C. Association of County Commissioners

Newly appointed DWC member, Dave Barone, was sworn in by Waynesville Town Clerk Candace Poolton.

***A motion by Jessica Garrick to adopt the agenda, seconded by Alex McKay, carried unanimously.***

***A motion by Alex McKay to approve the minutes of the August 15 DWC meeting, seconded by Joyce Massie, carried unanimously.***

There were no public comments.

Introduction of new DWC board member, Dave Barone.



### **Special Event Updates**

Events Committee Chair Alex McKay suggested that the board consider restructuring the events committee. Now that a solid calendar of events has been established, it would be better to break up into smaller “working committees” focused on each specific event. Monthly meetings have become counterproductive. Now that the calendar has been decided, we need volunteers to carry out the plans rather than monthly meetings to discuss ideas. It would be better to focus on building a volunteer base, getting the full DWC more involved in logistics and tasks and divide the committee into smaller teams designated to specific events.

Gilmore suggested a breakdown that includes: a team devoted to the Church Street show, with Teresa Pennington as Show Director; a team devoted to the heritage event in April; and someone to coordinate Christmas events.

Joyce Massie agreed to coordinate music for the Tree Lighting on December 1. Commission members agreed that Voices in the Laurel and the handbell choir will be included again this year, and Gilmore will invite someone to lead the crowd in carols. The DWC will serve cookies & cocoa. Courtney suggested the event needs a better layout this year, more hot cocoa, cookies from a local baker and suggested a “decorate your own cookie” station for kids.

Gilmore will be responsible for processing Christmas parade applications.

Hannah White will take the lead on the December 9 event.

Gilmore gave an update on Treats on the Street, scheduled for October 31 from 5 to 7 pm. Kelly Allred is helping to facilitate activities for Main and Depot Streets. Volunteers are needed.

Gilmore gave an update on the Church Street Art & Craft Show graphics design. Show Director Teresa Pennington was not happy to hear that Hornsby was contracted to design an event poster. She explained that she has always been responsible for the art and did not want that “privilege” taken away from her. She went on to print and distribute her own event posters, therefore Gilmore cancelled the job with Hornsby and asked him to maintain a credit in the amount of \$500 to be applied for another service.



Tetrault questioned why if doesn't take the event back and run it on her own if she does not want the commission's involvement. Assistant Town Manager Fowler explained the DWC board has two courses: to relinquish the event back to Pennington; or direct town staff to make the show director cease and desist.

Spiro suggested that staff have a conversation with Pennington to explain what's expected if the town keeps the event and to give her the option of taking it back if she doesn't agree with the direction the DWC wants to go. Gilmore suggested to first get through the upcoming show and then have a clear discussion about what her role is as "show director" versus the DWC's role.

Tetrault made a motion to have Church Street Show posters taken down and proceed with the Hornsby contract to design event posters and graphics. Massie seconded the motion. During a discussion among commission members, Woltz countered that it's not worth "going to war" this close to the date of the event. It would be best to continue with the show and have a direct conversation with Pennington afterwards to define the roles, expectations and alternative options.

Tetrault withdrew the motion. The DWC will not remove the posters, will freeze the contract with Hornsby and schedule a meeting with Pennington before planning begins for the 2024 show.

DWC members discussed the organization's involvement in Ice Fest. Gilmore explained that Downtown Waynesville and the Haywood County Chamber of Commerce have been asked by the TDA to coordinate an event that ties in with an ice theme and can be included in a county wide grouping of activities planned around Ice Fest in Maggie Valley. The proposal is for the DWC and Chamber to partner in coordinating a Main Street Sculpture Trail. Merchants will have the opportunity to buy their own custom sculpture for \$350 to be placed in front of their business as part of a Friday night sculpture trail. The TDA will contribute a website to the event, inclusion on their Wander app and all event marketing and advertising. They would like a commitment from the DWC to coordinate the event among merchants and support the trail with a DWC sculpture and a live demonstration for \$2,200. Merchant sculptures and a live demo will be sold through the TDA as sponsorship packages.

DWC agrees to move forward with the Main Street Ice Sculpture Trail and culinary themed event.



Fowler presented an estimate from Mosca for \$17,626 to replace 135 lit grapevine balls to hang in the trees on Main Street during the Christmas season. Some funds will come from the electric fund, and up to half of the amount will be pulled from the DWC budget.

Spiro asks for a motion to purchase a tent with the DWC logo printed on it. Gilmore will gather some pricing information before next meeting.

In the director's report, Gilmore said that Fall decorations, cornstalks and bows, are ready to be put up on lampposts. Volunteers are needed.

Design Committee Chair Massie reported that the next Design meeting will be October 5 at 8:30 a.m. in the Mezzanine, and on the first Thursday of every month going forward.

DWC member Tetrault agreed to research options for Christmas decorations and landscaping ideas for the Depot Street mini park. TDA grant funds in the amount of \$3,750 were awarded for the purchase of decorations, requiring a match of \$2,500 from the DWC.

The next regularly scheduled DWC meeting will be October 17 at 8:30 a.m.

***A motion to adjourn by Joyce Massie, seconded by Alex McKay, carried unanimously.***

The meeting adjourned at 10:15 a.m.

ATTEST:

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Jay Spiro, Board Chair

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Beth Gilmore, Executive Director