



SPECIAL CALLED MEETING

October 29, 2024, at 8:30 a.m.

Town Hall Board Meeting Room

9 S. Main Street

MINUTES

Downtown Waynesville Commission (DWC) Chair, Dave Barone, called the meeting to order at 8:30 a.m. with the following members present:

Kirk Noonan
Jessica Garrick
Grace Mason
Jon Feichter
Joyce Massie
Alex McKay
Bob Williams

The following Town Staff was present: Beth Gilmore, DWC Executive Director

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

Corrina Ruffieux, Executive Director, Haywood TDA

Paul Nielsen, The Mountaineer

Chairman Barone welcomed everyone and said the purpose of the meeting is to consider plans for a proposed vendor market and finalize details for other holiday events.

A motion by Alex McKay to approve the minutes of the Downtown Waynesville Commission special called meeting on October 10, 2024, seconded by Jon Feichter, carried unanimously.

DWC Promotions Chair Garrick shared plans for a proposed "Mistletoe Maker's Market" on November 23. Garrick had the Smoky Mountain Events Center reserved Nov. 23 for a vendor market that must be cancelled because the events center is in use for Hurricane Helene relief work. She would like to move that market to Main Street and open it up to other artists, as well as vendors who would have been part of the Church Street Art & Craft Show that was cancelled on Oct. 12. Garrick reported she has as many as 100 vendors who are interested in participating and has live music tentatively scheduled as well. Festival maps and plans that were prepared for the Church Street Show will also apply to the Mistletoe Maker's Market.



A motion by Jay Spiro to approve plans for a Mistletoe Maker's Market on November 23, seconded by Grace Mason, carried unanimously.

Commission members discussed plans for the Town's annual Christmas tree lighting event scheduled for November 30. Executive Director Gilmore explained that the objective is to have the tree lit before the Christmas parade on December 2, the Monday after Thanksgiving. When plans were made for the event earlier in the year, November 30 seemed like the best choice despite members' concerns about holding the event on the Saturday after Thanksgiving, which is also Shop Small Saturday.

Gilmore suggested lighting the tree on November 23 after the Mistletoe Market.

DWC Member Massie said she has communicated with Voices in the Laurel, and they would like to remain a part of the event this year.

After a discussion about logistics, commission members agreed to extend the Mistletoe Maker's Market to include a tree lighting ceremony. The ceremony will be scaled down and shorter than years past. When the vendor market ends at 4:00 p.m. Main Street will reopen to traffic from Church Street to Depot Street, leaving closed the block of Main Street from Church Street to Pigeon Street. There will be an additional hour of live music from 4 to 5 p.m., followed by a 20-to 30-minute tree lighting ceremony at 5:00 p.m. that will feature a few songs by the Voices in the Laurel choir.

A motion by Jay Spiro to move the tree lighting ceremony to November 30 after the Mistletoe Maker's Market, seconded by Kirk Noonan, carried by a 7-1 vote. Barone dissented.

DWC Member Mason said the Commission's executive officers have discussed adding "Haywood Strong" to the "Mountain Traditions" theme for the Christmas parade on December 2.

A motion by Jay Spiro to make the Christmas parade theme "Haywood Strong Mountain Traditions", seconded by Grace, carried unanimously.

Promotions Chair Garrick offered a review of what's planned for A Smoky Mountain Christmas on December 14. This year's event will include horses wagon rides, luminaries, live music, an "Elf Trail" of kids' activities, a holiday antique car show and a strolling Nutcracker performance.

DWC Member Williams said that "low key" is what people enjoy most about Dillsboro's luminary event. He suggested keeping the event small, placing the focus on shopping, dining and "making it feel like a small mountain town Christmas event" rather than a large production.



DWC Members Massie, Feichter, Mason and Williams will meet Wednesday, Nov. 6 at 9:00 a.m. at Dillsboro Chocolate Factory to finalize plans for the December 14 event.

Executive Director Gilmore said she recently completed a "Small Business Resource Guide," as a tool for potential investors considering a business in the Municipal Service District. She also shared a preview of a DWC brochure directory and map that will soon be ready for printing.

Tourism director Ruffieux distributed information about the "Give the Gift of Haywood" campaign launched by Visit Haywood in partnership with the DWC, Chamber of Commerce and other county municipalities.

A motion to adjourn made by Jay Spiro, seconded by Kirk Noonan, carried unanimously.

The meeting adjourned at 9:47 a.m.

ATTEST:

Dave Barone, Board Chair

Beth Gilmore, Executive Director