

REGULAR MEETING  
TOWN OF WAYNESVILLE  
BOARD OF ALDERMEN  
TOWN HALL – 9 SOUTH MAIN STREET  
OCTOBER 11, 2011  
TUESDAY – 7:00 P.M.

The Board of Aldermen of the Town of Waynesville held a regular meeting on Tuesday, October 11, 2011. Members present were Mayor Gavin Brown, Aldermen Gary Caldwell, Libba Feichter and J. Wells Greeley. Absent was Alderman LeRoy Roberson. Also present were Town Manager A. Lee Galloway, Assistant Town Manager Alison Melnikova, Town Clerk Phyllis McClure and Town Attorney Woodrow Griffin. Mayor Brown called the meeting to order at 7:00 p.m.

Approval of Minutes of September 13, 2011

Alderman Caldwell moved, seconded by Alderman Feichter, to approve the minutes of the September 13, 2011 meeting as presented. The motion carried unanimously.

Presentation by Lynn Collins Tourism Development Authority

Ms. Lynn Collins attended the meeting to discuss the Special 1% Net Occupancy Tax that was collected during the 2010-2011 fiscal year. When the additional Occupancy Tax was approved, it was to be divided by Zip Code areas and a special committee was appointed to evaluate requests for funding projects or events from within those specific districts. In most cases, the actual revenues were a little bit above the projected revenues in most accounts. In Haywood County a 4% occupancy tax is collected. 3% goes to the Tourism Development Authority (TDA) for marketing Haywood County as a destination and 1% goes back to communities where it is collected. Waynesville's share of the 1% is 32%; Maggie Valley's is 55%; Canton's is 8%; Lake Junaluska's is 4% and Clyde's is .03%.

Approximately \$71,000 was available to spend in Waynesville for marketing and this money has been put to good use with advertisement for events such as the Mountain Street Dances, Art After Dark, International Festival Day, Church Street Art and Craft Festival and Apple Festival. Many promotional dollars were spent on ads in publications such as Southern Living and Our State. Ms. Collins said Buffy Phillips has done a wonderful job in selecting good ad purchases and has also taken advantage of some good remnant ads, not only for Downtown Waynesville, but for other county events.

Ms. Collins said collection reports run two months behind. July was up 1%, however, the August numbers were not good. There may be a couple of reasons for this and Ms. Collins said she will be looking at this more closely. Ms. Collins stressed the importance of tourism in Haywood County, adding that without tourism, Haywood County residents would be required to pay an additional \$461.60 in taxes each year per household.

Ms. Collins thanked the Board for allowing her time on their agenda to report on how the money from the occupancy tax is being spent, adding that it is felt that this is making a difference in Waynesville.

Mayor Brown asked about the new location on Main Street for the TDA. Ms. Collins said it is wonderful. They are seeing hundreds of people in their new location. Their old location in the Annex Building made their office more difficult to find so they saw very few people. Mayor Brown said tourism in our area, including the quilt trail, can bring a lot of money into Haywood County. Ms. Collins reported about a new computer application that is being developed that will show various areas in Haywood County. Filming for this new application begins this week.

Mayor Brown, on behalf of the Board, thanked Ms. Collins for attending the meeting and for the work being done in Waynesville and Haywood County. No action was necessary.

#### Breast Cancer Awareness Month Proclamation

October is National Breast Cancer Awareness Month. This type of disease has become quite prevalent and the most commonly recognized cancer among women in the nation. Normally, the Mayor signs Proclamations outside of Board meetings; however, with a need to emphasize the disease and the importance of early detection, he has asked that this Proclamation be placed upon the Regular Agenda of the Town Board in hopes of drawing greater attention to dealing with Breast Cancer.

Steve Brown, representing Med West System, has been meeting with representatives of the school system and others to gain support in helping spread awareness for National Breast Cancer Awareness Month. Mr. Brown said free mammograms are available to women between 35 – 50 years of age if they are under the care of a physician. Med West is trying to provide funds to serve underinsured individuals and have provided more than \$20,000 in the community to provide help through the Haywood County Health Department. Their goal is to eliminate any form of cancer in our lifetime. Twenty-two deaths are expected in Haywood County this year as a result of breast cancer. 98% of those women diagnosed with breast cancer in the early stages survive the disease. Women are not the only people affected by this disease. Men can also develop breast cancer. There are still women that will not have a mammogram.

Residents are being encouraged to wear pink on Friday, October 21 to help raise awareness. Mr. Brown thanked Alderman Greeley for wearing his pink tie and ribbon to the meeting.

Alderman Feichter thanked Mr. Brown for the work he is doing. She added that there is quite a bit of misinformation about mammograms, for example some people feel that a mammogram is painful, but it is not.

Alderman Greeley moved, seconded by Alderman Feichter, to adopt the proclamation for Breast Cancer Awareness Month as presented. The motion carried unanimously.

#### Waynesville Housing Authority Appointment

There were two positions on the Waynesville Housing Authority with terms to expire on September 30, 2011. One is the position of Chairman, which was formerly held by Dr. George

Brown, who recently resigned after many years of service. The second position was that of Eugene R. Cullin, Jr. At the Board meeting of September 13, Mr. Cullin was reappointed for another five year term on the Housing Authority.

The documents establishing the Waynesville Housing Authority indicate that it is the role of the Mayor of a community to make appointments to the Authority.

Town Clerk Phyllis McClure sent out a press release seeking Waynesville citizens who might be interested in serving on the Housing Authority. Those interested were asked to contact Mr. Jerry Cutshaw, Executive Director of the Housing Authority, and he has been in contact with Mayor Brown. The individual appointed to this position would be serving a five year term which would continue until September 30, 2016.

Mayor Brown said after discussions with Jerry Cutshaw, Waynesville Housing Authority Manager, and with the agreement of the Board, he would like to appoint Sybil Mann to serve in this vacant position. It was the consensus of the Board to support Mayor Brown's appointment of Sybil Mann to the Waynesville Housing Authority to serve a five year term until September 30, 2016.

#### Proposed Design for Commemorative Arch Waynesville Mini-Park

The Waynesville Public Art Commission has continued to give attention to the Mini-Park at the intersection of Depot and North Main Streets. This area was completely renovated with the help of funds provided by a foundation established by Richard Miller and labor of town employees.

The PAC has proposed the placement of an arch over the entrance to the mini-park to commemorate the arch that at one time spanned Main Street at Depot Street, very close to this location. A sample of what the PAC has been considering to go at the entryway was presented to the Board.

The Public Art Commission was involved in the location of the fence along the wall of the mini-park which emphasized the connection that Waynesville has with the Great Smoky Mountain National Park. The design in the fence was a form of art. The Public Art Commission is also looking at the placement of some panels along the back side of the mini-park that would involve artistic design and renditions.

There is some question in the mind of Town staff as to whether or not the commemorative arch is a work of art in terms of the charge given to the Public Art Commission. The Town staff has no questions about the sentimental attachment that so many people in the community have to the arch that formerly spanned Main Street and there have been a number of pictures of the various arches that were located over the street at different times. There is also some concern about so many items being concentrated in one area, in the mini-park, rather than spread throughout the Town to create what was intended to be an art trail throughout the community rather than in a three block area of the downtown.

Staff simply feels that the commemorative arch may be a project that the Town Board should consider and approve.

### Request for Street Closing Hazelwood Baptist Church

The Hazelwood Baptist Church has hosted a Fall Festival for several years and would like to do so again on Monday, October 31, 2011. Out of concern for the safety and well-being of those attending the festival, the Church has typically asked that the portion of Virginia Avenue between Hazelwood Avenue and Kentucky Avenue be closed between the hours of 4:00 p.m. and 9:00 p.m.

A letter was presented from Ms. Tasha Byrd, Minister to Children at Hazelwood Baptist Church, detailing the event which is planned for October 31. In the past, the Church has made the request for the street closing, the Board has always approved the request and town staff is unaware of any problems with the street closure. The Town delivers the barricades to the two closure points, members of the church set the barricades in place at 4:00 p.m. and remove them at 9:00 p.m. so that town personnel does not have to set up or dismantle the barricades in their overtime hours. Town personnel go to the site the following day and collect the barricades and return them to public works. Town staff recommended approval of the request from Hazelwood Baptist Church.

Alderman Greeley moved, seconded by Alderman Feichter, to approve the request by Hazelwood Baptist Church. The motion carried unanimously.

### Rural Center Project Bids on US 19/Dellwood Road Water System Improvements

In 2010, the Town was approved for a grant from the Rural Center to complete the remaining link between the Town of Waynesville water system and that of the Maggie Valley Sanitary District. Manager Galloway said there is a connection now, but it is through a line that is quite dated and which follows the old roadbed for Route 19. Being in the old road bed, it is located under a few buildings and well behind the existing right-of-way for Route 19, and it happens to be a 4 inch line which is not sufficient to meet the demand from the Maggie Sanitary District should they have to depend upon Waynesville for assistance with their water supply.

The new main line will be located just behind the curb line along Route 19 and the old line will be abandoned. The new line will run from Gateway Street at the entrance to Ivy Hills and extend southward to the end of Queen's Farm where the Maggie Valley Sanitary District installed a pump station two years ago. There are also grant funds which will allow some six and two inch water line extensions into the Ivy Hills subdivision, which will certainly improve their water flow and fire prevention with more hydrant connections.

The bids on this work were opened on Tuesday, October 4, 2011 as follows:

Buchanan and Sons, Inc.	\$174,305.00
Carolina Specialties Construction, LLE	\$265,340.00
Freestone Construction, LLC	\$160,505.00
Payne, McGinn and Cummins, Inc.	\$199,977.63
Stillwell Enterprises	\$181,026.00
T & K Utilities, Inc.	\$167,500.00
Terry Brothers Construction Co., Inc.	\$183,612.00

The low bidder was Freestone Construction, LLC, in the amount of \$160,505. Manager Galloway said this is an excellent bid price, and the engineer was expecting a bid in the range of \$175,000. The bids were reviewed for accuracy and completeness by McGill Associates, and it was their recommendation that the bid be awarded to Freestone Construction, LLC in the amount of \$160,505.

Mayor Brown said in 2004, a study done by McGill revealed that Waynesville's water and sewer needs exceeded 32 million dollars. Since that time, Waynesville has spent approximately five million dollars on improvements to the Town's systems. Mayor Brown stressed the importance of this project, adding that it makes water available to our neighboring towns if needed. Alderman Feichter said the need to be able to help the other towns in our area became apparent several years ago during the drought.

Alderman Feichter moved, seconded by Alderman Caldwell, to award the bid to Freestone Construction, LLC in the amount of \$160,505 as recommended. The motion carried unanimously. (Cont. No. 17-11)

#### Manager Search Update Process

Manager Galloway said Dr. Straus attended the last meeting and spoke about the different options for the process he wanted to follow during the next several months. He wanted to commence the process after the election, beginning work on this process November 16, 17 and possibly the 18<sup>th</sup>. A meeting can be scheduled for Wednesday or Thursday evening to receive public input. Department heads will be interviewed to get a sense of what skills, talents, etc., that they would like to see in the next manager. This information helps prepare the advertisement for the position. Mayor Brown said he would like to make sure that the process is public in nature from the beginning to the end, with one meeting for the board, another for community leaders and another for open community forum. Mayor Brown requested that Board Members think about and be prepared to suggest names at the October 25 meeting of individuals they would like to have engaged in the process. Those individuals recommended should be able to offer ideas on the skills, traits and characteristics they would like to see for the next town manager.

#### Incentives for Industry and Industrial Recruitment

Manager Galloway said there was some discussion in the eastern part of North Carolina regarding incentives for industry and industrial recruitment. Haywood County has a policy about how incentives are distributed. It was felt that it would be good for Waynesville to have a policy regarding incentives for industry and industrial recruitment. Manager Galloway said if the Board is interested in pursuing this, Waynesville can work with Haywood County Economic Development Director Mark Clasby in developing an official policy for the Town.

There was discussion regarding incentives in Waynesville, with the Haywood Vocational Opportunities (HVO) project as an example. Manager Galloway explained that Waynesville expended \$110,000 and the Rural Center contributed monies to this expansion, resulting in 75 additional jobs. HVO's second project was to purchase and renovate the Wellco building. Local funds were needed for this project and Waynesville contributed a smaller amount toward this project. Alderman Feichter said both these projects were "golden" for the community. It was

the consensus of the Board that incentives are important, especially when there is 9 – 10% unemployment in the area, and the Board needs to do something to help create jobs. Mayor Brown asked that the Board think about incentives and be prepared to discuss further at the next meeting.

Mayor Brown and Manager Galloway will discuss incentives further with Mark Clasby and be prepared to bring a more definitive plan to the Board for consideration. Mayor Brown said more than 60% of municipalities in North Carolina have incentive programs in place. Waynesville has done various things in the past to work with businesses in the community. Alderman Greeley agreed that it would be good to have a policy in place for incentives. No action was necessary.

#### Community Food Drive Update

Manager Galloway said the Town's employees continue to work on a community food drive. Last week students at Tuscola and Pisgah brought food to school and food was collected at the Pisgah/Tuscola football games. A total of 7,047 pounds of food was collected, with 2,700 pounds delivered to the Community Kitchen in Canton and 4,300 pounds delivered to Haywood Christian Ministry. When the Town's employees began the food drive, two truck-loads of food were collected. The next year there were twelve truck loads collected and then in 2010 a total of eighteen truck loads. So far in 2011 there have been fifteen truck-loads of food collected and work continues in the community. This year Jonathan Valley Elementary School has joined with Junaluska and Hazelwood Elementary Schools. There will be a major collection day of November 18 when residents can drop food off at Ingles on Barber Boulevard and Best Buy in West Waynesville. There will also be a collection at the Annual Employee Appreciation Luncheon in early December. Buffy Phillips, Downtown Waynesville Director, will be collecting food at the pre-Christmas event and at the Night Before Christmas event on Main Street.

#### Hometown Hero

Alderman Greeley reported that prior to the football game on October 7, he attended a reception to announce the Hometown Hero of the Year Award. He was pleased to report that a town employee, Mr. Lewis Langston was voted Hometown Hero of the Year. It is good to have someone like Lewis Langston as an ambassador for this town.

#### Adjournment

With no further business, Alderman Greeley moved, seconded by Alderman Caldwell, to adjourn the meeting at 8:30 p.m. The motion carried unanimously.

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Phyllis R. McClure  
Town Clerk

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Gavin A. Brown  
Mayor