



Gary Caldwell, Mayor
Julia Freeman, Mayor Pro Tem
Clarence "Chuck" Dickson, Alderman
Jon Feichter, Alderman
Anthony Sutton, Alderman

Robert W. Hites, Jr. Town Manager
William E. Cannon, Jr., Town Attorney

This meeting of the Town of Waynesville Board of Aldermen will be held via Zoom.

- Zoom link: <https://us02web.zoom.us/j/88184476729>
- To call in to the zoom meeting with your phone please dial **1-929-205-6099**.
- The meeting ID is **881 8447 6729**

Any person interested in submitting a public comment can email their comments in written form to the Town Clerk at eward@waynesvillenc.gov. Those comments will be read into the record by the Town Clerk.

For more information, or if you have any questions please contact Jesse Fowler, Assistant Town Manager at 828-456-2491 or via email at jfowler@waynesvillenc.gov



Town of Waynesville, NC

Board of Aldermen Regular Meeting

Town Hall, 9 South Main Street, Waynesville, NC 28786

Date: March 23, 2021

Time: 6:00 p.m.

The agenda and all related documentation may be accessed electronically at www.waynesvillenc.gov.
Click on "Government/Mayor & Board" to download materials for town board meetings.

Consider the environment ♦ Conserve resources ♦ Print only when necessary

The Town of Waynesville provides accessible facilities, programs and services for all people, in compliance with the Americans with Disabilities Act (ADA). Should you need assistance or accommodation for this meeting, please contact the Town Clerk at: (828) 452-2491 eward@waynesvillenc.gov

A. CALL TO ORDER - Mayor Gary Caldwell

1. Welcome/Calendar/Announcements
2. Adoption of Minutes

Motion: To approve the minutes of the Board of Aldermen regular meeting held on February 23, 2021 as presented (or as corrected).

Motion: To approve the minutes of the Board of Aldermen special meeting (Retreat) held on March 4, 2021 as presented (or as corrected).

B. PUBLIC COMMENT

3. Any Public Comments will be read by Town Clerk Eddie Ward.

C. PRESENTATION

4. Installation of restrooms at OK Park
 - Janet Clark
5. TDA & 1% Zip Code Funding Mid-Year Report for 28785/86
 - Lynn Collins, TDA Executive Director

D. PUBLIC HEARING

6. Public hearing to discuss Mountain Housing Opportunities request for a grant through the Town of Waynesville's affordable housing policy
 - Jesse Fowler, Assistant Town Manager

Motion: To award a Affordable Housing Grant to Mountain Housing Opportunities, Ordinance No.0-04-21 Amendment No. 11a d Ordinance No. 0-05-21 Amendment No. 12, to offset development fees and costs associated with the infrastructure development of their 333 Howell Mill Development

E. NEW BUSINESS

7. Budget Amendment for SRT Equipment

- Lt. Chris Chandler

Motion: Approve Ordinance 0-03-21, Budget Amendment No 9 in the amount of \$12,000.00 for the purchase of SRT Vests

8. Special Event Application for the Drug Epidemic Awareness Walk (Walk Across America)

- Jesse Fowler, Assistant Town Manager

Motion: To approve the special event: Drug Epidemic Awareness Walk (Walk Across America) scheduled for May 16, 2021.

9. Budget amendment to fund Habitat for Humanity's Affordable Housing Grant

- Jesse Fowler, Assistant Town Manager

Motion: To approve Ordinance No. 0-06-21, budget amendment No. 10 for \$30,000 in order to offset the cost infrastructure development at Habitat for Humanity's Sylvan Street development

10. Readdressing Board of Aldermen meetings via Zoom

- Jesse Fowler, Assistant Town Manager

Motion: To continue hosting regular scheduled Board of Aldermen meetings via Zoom

Motion: To host regular scheduled board of Aldermen Meetings in the Town Board room located at 9 South Main Street

11. Resolution Requesting NDOT to Pave Pigeon Street from Main Street to South Hill Street and Main Street from Legion Drive to Walnut Street

- Rob Hites, Town Manager

Motion: To approve a resolution requesting NDOT to pave pigeon street from main street to south hill street and main street from legion drive to walnut street.

F. COMMUNICATIONS FROM STAFF

11. Manager's Report

- Town Manager Rob Hites

12. Town Attorney Report

- Town Attorney William Cannon

G. COMMUNICATIONS FROM THE MAYOR AND BOARD

H. CLOSED SESSION

Motion: To enter into closed session for hearing to discuss the purchase and improvement of property for the location of industry NC GS §158.7.1(b)

G. ADJOURN



Town of Waynesville, NC

Board of Aldermen Regular Meeting

Town Hall, 9 South Main Street, Waynesville, NC 28786

Date: March 23, 2021

Time: 6:00 p.m.

The agenda and all related documentation may be accessed electronically at www.waynesvillenc.gov.

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A. **CALL TO ORDER** - Mayor Gary Caldwell

1. Welcome/Calendar/Announcements
2. Additions or Corrections to the Agenda

B. **PUBLIC COMMENT**

3. Any Public Comments will be read by Town Clerk, Eddie Ward.

C. **CONSENT AGENDA:** *All items below are considered to be routine by the Board of Aldermen and will be enacted by one motion. There will be no separate discussion on these items unless a Board member so requests. In which event, the item will be removed from the Consent Agenda and considered with other items listed in the Regular Agenda.*

- i. Adoption of Minutes
- ii. Special Event Application for the Drug Epidemic Awareness Walk (Walk Across America)
- iii. Resolution Requesting NDOT to Pave Pigeon Street from Main Street to South Hill Street and Main Street from Legion Drive to Walnut Street

REGULAR AGENDA

C. **PRESENTATION**

4. Installation of restrooms at OK Park
 - Janet Clark
5. TDA & 1% Zip Code Funding Mid-Year Report for 28785/86
 - Lynn Collins, TDA Executive Director

D. PUBLIC HEARING

6. Public hearing to discuss Mountain Housing Opportunities request for a grant through the Town of Waynesville's affordable housing policy
- Jesse Fowler, Assistant Town Manager

Motion: To award a Affordable Housing Grant to Mountain Housing Opportunities, Ordinance No.0-04-21 Amendment No. 11 and Ordinance No. 0-05-21 Amendment No. 12, to offset development fees and costs associated with the infrastructure development of their 333 Howell Mill Development

E. NEW BUSINESS

7. Budget Amendment for SRT Equipment
- Lt. Chris Chandler

Motion: Approve Ordinance 0-03-21, Budget Amendment No 9 in the amount of \$12,000.00 for the purchase of SRT Vests

8. Budget amendment to fund Habitat for Humanity's Affordable Housing Grant
- Jesse Fowler, Assistant Town Manager

Motion: To approve Ordinance No. 0-06-21, budget amendment No. 10 for \$30,000 in order to offset the cost infrastructure development at Habitat for Humanity's Sylvan Street development

9. Readdressing Board of Aldermen meetings via Zoom
- Jesse Fowler, Assistant Town Manager

Motion: To continue hosting regular scheduled Board of Aldermen meetings via Zoom

Motion: To host regular scheduled board of Aldermen Meetings in the Town Board room located at 9 South Main Street

F. COMMUNICATIONS FROM STAFF

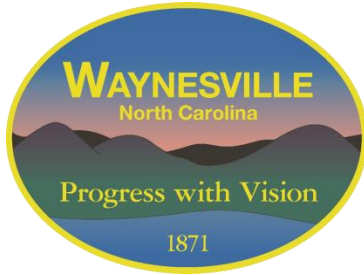
10. Manager's Report
- Town Manager Rob Hites
11. Town Attorney Report
- Town Attorney William Cannon

G. COMMUNICATIONS FROM THE MAYOR AND BOARD

H. CLOSED SESSION

Motion: *To enter into closed session for hearing to discuss the purchase and improvement of property for the location of industry NC GS §158.7.1(b)*

G. ADJOURN



TOWN OF WAYNESVILLE

PO Box 100
16 South Main Street
Waynesville, NC 28786
Phone (828) 452-2491 • Fax (828) 456-2000
www.waynesvillenc.gov

CALENDAR March 2021

2021	
Tuesday March 23	Board of Aldermen Meeting – Regular Session
Friday April 2 Good Friday	Town Offices Closed
Saturday April 3	Gateway to the Smokies Half Marathon/ 8:00 am – 12:00 pm Mighty Four Miler to Benefit Riley Howell Foundation Fund -
Tuesday April 13	Board of Aldermen Meeting – Regular Session
Tuesday April 27	Board of Aldermen Meeting – Regular Session
Tuesday May 11	Board of Alderman Meeting – Regular Session
Monday May 25	Board of Aldermen Meeting – Regular Session
Monday May 31 Memorial Day	Town Offices Closed
Saturday June 5	Oasis Shriners Spring Ceremonial Parade – 2:00 pm
Tuesday June 8	Board of Aldermen Meeting – Regular Session
Tuesday June 22	Board of Aldermen Meeting – Regular Session
Friday July 5 Independence Day	Town Offices Closed
Tuesday July 13	Board of Aldermen Meeting – Regular Session
Tuesday July 27	Board of Aldermen Meeting – Regular Session
Tuesday August 10	Board of Aldermen Meeting – Regular Session
Tuesday August 24	Board of Aldermen Meeting – Regular Session
Monday September 4 Labor Day	Town Offices Closed
Tuesday September 14	Board of Aldermen Meeting – Regular Session
Tuesday September 28	Board of Aldermen Meeting – Regular Session
Tuesday October 12	Board of Aldermen Meeting – Regular Session
Tuesday October 26	Board of Aldermen Meeting – Regular Session
Tuesday November 9	Board of Aldermen Meeting – Regular Session
Thursday November 11 Veterans Day	Town Offices Closed
Tuesday November 23	Board of Alderman Meeting- Regular Session
Tuesday December 14	Board of Aldermen Meeting – Regular Session
December 23, 24 & 27th	Town Closed – Christmas Holidays

Board and Commission Meetings – April 2021

ABC Board	ABC Office – 52 Dayco Drive	April 20 3 rd Tuesday 10:00 AM
Board of Adjustment	Town Hall – 9 S. Main Street	April 6 1 st Tuesday 5:30 PM
Downtown Waynesville Association	UCB Board Room – 165 North Main	April 22 4 th Thursday 12 Noon
Firefighters Relief Fund Board	Fire Station 1 – 1022 N. Main Street	Meets as needed <i>No meeting currently scheduled</i>
Historic Preservation Commission	Town Hall – 9 S. Main Street	April 7 1 st Wednesday 2:00 PM
Planning Board	Town Hall – 9 S. Main Street	April 19 3 rd Monday 5:30 PM
Public Art Commission	Town Hall – 9 S. Main Street	April 8 2 nd Thursdays 4:00 PM
Recreation & Parks Advisory Commission	Rec Center Office – 550 Vance Street	April 21 3 rd Wednesday 5:30 PM
Waynesville Housing Authority	Waynesville Towers – 65 Church Street	April 13 2 nd Tuesday 3:30 PM

MINUTES OF THE TOWN OF WAYNESVILLE BOARD OF ALDERMEN
Regular Meeting
February 23, 2021

THE WAYNESVILLE BOARD OF ALDERMEN held a regular meeting on Tuesday, February 23, 2021 at 6:00 p.m. via Zoom in the Municipal Building located at 16 South Main Street Waynesville, NC.

A. CALL TO ORDER

Mayor Gary Caldwell called the meeting to order at 6:00 pm with the following members present:

Mayor Gary Caldwell
Mayor Pro Tem Julia Freeman
Alderman Anthony Sutton
Alderman Jon Feichter
Alderman Chuck Dickson

The following staff members were present:

Rob Hites, Town Manager
Jesse Fowler, Assistant Town Manager
Town Attorney William E Cannon, Jr.
Eddie Ward, Town Clerk
Kathy Johnson, Deputy Clerk
Jeff Stines, Public Services Director
Autumn Lyvers, Finance Director
Rhett Langston, Recreation Director
Brittany Angel, Human Resource Specialist

The following media representatives were present:

Becky Johnson, The Mountaineer
Cory Vaillancort, Smoky Mountain News

1. Welcome/Calendar/Announcements

Mayor Gary Caldwell welcomed everyone and reminded the board about the upcoming Board Retreat which will be held on Thursday February 25th in the training room of Public Services.

2. Adoption of Minutes

A motion was made by Alderman Jon Feichter, seconded by Alderman Julia Freeman, to approve the minutes from the February 9, 2021 regular meeting. The motion carried unanimously.

Mayor Gary Caldwell	Aye	Alderman Chuck Dickson	Aye
Mayor Pro Tem Julia Freeman	Aye	Alderman Anthony Sutton	Aye
Alderman Jon Feichter	Aye		

B. PUBLIC COMMENT

3. Mayor Gary Caldwell asked Town Clerk Eddie Ward if there were any comments to be read into the minutes. She stated there were no public comments.

C. NEW BUSINESS

4. Support for the Haywood Waterways Association's 9th Annual Plunge Benefitting Kids in the Creek
- Assistant Town Manager, Jesse Fowler

Assistant Town Manager Jesse Fowler stated that for the 9th year in a row, Haywood Waterways Association is hosting the Plunge Benefitting Kids in the Creek. He said that in past years, the Town of Waynesville has pledged a \$500 sponsorship because of the benefit the Kids in the Creek program has, not just for the Town of Waynesville, but Haywood County as a whole.

A motion was made by Alderman Julia freeman, seconded by Alderman Jon Feichter, to donate \$500 in support of Haywood Waterways Association's 9th Annual Plunge Benefitting Kids in the Creek. The motion passed unanimously.

Mayor Gary Caldwell	Aye	Alderman Chuck Dickson	Aye
Mayor Pro Tem Julia Freeman	Aye	Alderman Anthony Sutton	Aye
Alderman Jon Feichter	Aye		

5. Presentation of the special events applications for the year 2021 received thus far
- Assistant Town Manager, Jesse Fowler

Assistant Town Manager Jesse Fowler said that he has received three applications for special events in 2021. He expects there will be more applications throughout the year, and they will be brought to the Board when they are received. The special event applications that was presented in the Board packets have been reviewed by the Special Events Committee which consists of the Fire Department, Police Department, and Public Services.

Alderman Jon Feichter asked Greg Duff what precautions would be put into place concerning Covid-19. Mr. Duff responded by stating that there would be small groups of 20 people.

A motion was made by Alderman Jon Feichter, seconded by Alderman Julia Freeman, to approve the discussed Special Event applications, and approve any required letters of support to be sent to NCDOT. The motion carried unanimously.

Mayor Gary Caldwell	Aye	Alderman Chuck Dickson	Aye
Mayor Pro Tem Julia Freeman	Aye	Alderman Anthony Sutton	Aye
Alderman Jon Feichter	Aye		

6. Permission to proceed with Parks and Recreation Trust Fund (PARTF) grant application
- Rhett Langston, Parks and Recreation Director

Parks and Recreation Director, Rhett Langston brought before the Board the Parks and Recreation Trust Fund Grant application for the bridge, greenway, and other recreational items at the Schulhofer property next to Vance Street Park. Although the bridge estimate from the Bell Engineering is not yet complete, the rough estimate will be close to \$270,000 and the Town of Waynesville's contribution would be approximately \$30,000. Mr. Langston stated that Equinox will be working on the grant application which is due on May 1st and that specific estimates will be presented later in the spring for final approval.

A motion was made by Alderman Anthony Sutton, seconded by Alderman Chuck Dickson, to grant permission to pursue the PARTF grant application. Th motion carried unanimously.

<i>Mayor Gary Caldwell</i>	<i>Aye</i>	<i>Alderman Chuck Dickson</i>	<i>Aye</i>
<i>Pro Tem Julia Freeman</i>	<i>Aye</i>	<i>Alderman Anthony Sutton</i>	<i>Aye`</i>
<i>Alderman Jon Feichter</i>	<i>Aye</i>		

7. Itron Metering Solutions
- Jeff Stines, Public Services Director

Public Services Director, Jeff Stines explained to the Board that the Town of Waynesville will be deploying new electric meters to accommodate the requirements of new development occurring at the former Bi-Lo shopping center and old hospital building. He said the new Itron electric meters are not compatible with the current hand-held reading devices used by the Finance Department. This will require purchase of new Itron software and equipment to allow the Finance Department to read the new electric meters. The equipment upgrade will allow the Finance department to continue reading electric meters and provide additional capabilities such as remote disconnection. The new equipment is not able to read water meters unless additional equipment is purchased. The town will need to replace existing water meter endpoints with Itron ERT (radio) endpoints to read water meters with the new Itron equipment. The cost of these ERT endpoints is about \$85 per endpoint.

The following costs can be absorbed in the current FY2021 budget with projected savings in capital expenditure line items: (Surplus Funding Available = \$115,000.00)

- Itron Software and Mobile Equipment = \$50,000.00 (one-time cost)
Annual recurring fees of \$3,144 will be factored into future operating budgets.
- Electric Meter = \$280.00
- Water Meter ERT = \$85.00

The following will be requested in the FY2022 budget:

- Itron ERT endpoints for water meters = \$300,000
The Town currently has approximately 7,000 water meters in service. Half of these are radio-read meters and would require placement of the Itron ERT endpoints at \$85.00 per endpoint. Future water meters will be ordered with the Itron ERT already in place.

This cost can be split between the Water and Sewer Enterprise Funds.

A motion was made by Alderman Anthony Sutton, seconded by Alderman Jon Feichter, to approve reallocation of existing Capital Funds for Itron Metering Solutions Equipment/Electric Meters/Water Meter ERT's. The motion carried unanimously.

Mayor Gary Caldwell ***Aye***
Mayor Pro Tem Julia Freeman ***Aye***
Alderman Jon Feichter ***Aye***

Alderman Chuck Dickson ***Aye***
Alderman Anthony Sutton ***Aye***

D. PRESENTATION

- 8 NC Local Government Employee Retirement System increase & update on health insurance
- Brittany Angel, HR Specialist.

HR Specialist Brittany Angel explained In January of 2019 the NC local Government employees Retirement system (LGERS) board passed an increase in the “base” employer contributions that went into effect on July 1, 2019 for three years. This is the final year for that increase that we are aware of. To reach the threshold established by NC LGERS, the contributions are mandated to be increased by 1.2%. The impact to the upcoming budget is \$110,000 or approximately one cent on the tax rate. This is the same amount it was last year even with salary increases. This is not something that the town can opt out of, and the contributions are not offset by any state funding.

Alderman Jon Feichter asked if this is the last time for the increase. Ms. Angel stated there is no word from the NC Board saying there will be another increase. Over the past two years there has been 3.6% increase.

Ms. Angel explained that she, along with Assistant Town Manager Jesse Fowler and Finance Director Autumn Lyvers, met with the brokers to discuss the health insurance premium costs and the potential impact on the upcoming budget. The medical loss ratio (MLR) is the amount of premiums paid versus the claims paid out. The insurance industry considers a 85% payout a good number for little to no increases in premiums; the Town’s MLR at the same time last year was 92.1% and the increase we received was 12%. Our broker was able to negotiate and get us a 3% increase. We are staying in the 90% percentile. Our broker worked with an underwriter and was able to give an estimate. We are looking at a 10% increase. This would be an increase to the budget of approximately \$250,000. Ms. Angel stated that we will have our official renewal quoted rate by mid-April.

9. Annual Fire Department Report
- Chris Mehaffey, Assistant Fire Chief

Assistant Fire Chief, Chris Mehaffey explained to the Board that there have been almost half a million dollars in property saved this year. He stated that is vastly underreported and steps are being taken to fix that issue and he expects the numbers will increase significantly next year. Mr. Mehaffey said that due to the pandemic there were about five hundred fewer medical calls this year due to the stand down order and change of response to that order. He stated that fire calls went up 85 to 100 over last year. He said

there was 28.8% in overlap, which means that multiple calls were happening simultaneously. National recommendations suggest adding an additional station when overlap reaches 10%.

Alderman Feichter asked if 30% of the time there is more than one call concurrently happening. The rule of thumb is that if it is over 10%, we need to add one more station and we are at three times that.

Mr. Mehaffey said to think in units not stations, which means available units that can respond.

10. Review of Town Finances

- Autumn Lyvers, Finance Director

Finance Director Autumn Lyvers explained to the Board that we added 2.4 million dollars to our fund balance. We were able to accomplish this through expenditure savings and additional grant revenues. The Town has been reacting to the Covid-19 pandemic since March of 2020.

The Manager's Office imposed a freeze on hiring and nonessential spending to mitigate a drastic decrease in sales tax, motor vehicle and utility revenue. The current 2020-21 budget was drafted with an emphasis on reducing spending at all levels of the Town.

Ms. Lyvers said the Town received \$360,000 in Cares Act funding, and that was used to help offset public safety expenditures, bringing our total fund balance to \$10.7 million dollars. Out of that \$8.4 million is available to use.

The region saw a normal flow of sales tax during the winter and a healthy economy during the summer tourist season. The Town's end of year finances was very favorable and its revenue stream through the end of 2020 continues to show a slight gain.

While the Town was as much as \$1,000,000 in arrears in utility collections, letters requesting payment of late utility bills have reduced that arrearage to a manageable level. Non-current receivables and estimated uncollectable amounts have doubled since June 30, 2019. Utility collection rates remain steady at 98%. standard billing and collections practices (cutoffs) will resume mid-March. Permits and fees are very strong at 93%. Recreation is still trying to recover, and investment is still struggling. Good news is sales tax revenue is 42% of the budget and has been collected over a 4-month period. Based on this data Ms. Lyvers stated she expects to have an excess of \$500,000 in sales tax revenue over budget. She is hopeful this revenue will help in other departments where there are shortfalls.

A motion was made by Alderman Anthony Sutton, seconded by Alderman Jon Feichter, to accept the presentation for information. The motion passed unanimously.

Mayor Gary Caldwell

Aye

Alderman Chuck Dickson

Aye

Mayor Pro Tem Julia Freeman

Aye

Alderman Anthony Sutton

Aye

Alderman Jon Feichter

Aye

E. COMMUNICATIONS FROM STAFF

Manager's Report

- Town Manager Rob Hites

11. Waste Treatment Plant Loan Offer

Town Manager, Rob Hites told the board that over two years ago the Town began the task of seeking a grant/loan to fund the renovation of the Waste Treatment Plant. At that time, we were looking at two types of loans, a 20-year, 1.89% interest loan from the State Revolving Loan Fund and a 40-year, 3.8% loan from the USDA. As the engineer's studied the condition of the plant, they discovered that our sludge processing system was old and corroded by lime and needed renovating or replacing as well. That added an additional \$2,000,000 to the renovation budget. In early January the Town applied for an SRF loan to the Local Government Commission. On February 2nd the LGC revisited our loan package and awarded the Town a \$19,545,000 loan offer for 26 years at an interest rate of "0%". DENR also provided \$500,000 of their own funds to provide \$500,000 in principal forgiveness. In summary the Town has been offered a \$19,545,000 SRF loan for a 26-year amortization period, \$500,000 in principal forgiveness bearing an interest rate of "0%".

A motion was made by Alderman Anthony Sutton, seconded by Alderman Julia Freeman, to approve a Resolution R-01-21 accepting the SRF Loan Offer. The motion carried unanimously.

Mayor Gary Caldwell	Aye	Alderman Chuck Dickson	Aye
Mayor Pro Tem Julia Freeman	Aye	Alderman Anthony Sutton	Aye
Alderman Jon Feichter	Aye		

12. Grant Application for Recycling Carts

Town Manager Rob Hites explained to the Board that David Francis has drafted an application for a State recycling grant amounting to \$30,000. Haywood County will match the grant with \$20,000.

The Town has approximately 4,500 residential customers. The County's experience with the other municipalities indicates that 85% of the residents will participate in the Town's recycling program. We will purchase an additional 175 carts through the grant program bringing the total number of carts to 4,000. The Town's share of this program will be a General Fund expenditure of \$141,370.00.

Manager Hites said that if the grant is awarded the State will require the County to bid out the cans using its specifications for a 65- gallon rollout cart (used by Clyde, Canton, and Maggie Valley) as well as prequalified bid list of NC manufactures. The County will arrange assembly of the cans and delivery to the Town. We will distribute the cans after we conduct an information campaign. In addition to the rollout cans we will have to purchase hydraulic units for the trucks. The Town has purchased two rear loading garbage trucks in the past three years and specified that they be equipped with hydraulic lines to accommodate a container dumpster. The grant includes some funds to help purchase the hydraulic lifts that fit the rollout recycling cans. These lifts will ensure that our employees will avoid the injuring

associated with garbage, trash, and recycling pickup.

A motion was made by Alderman Jon Feichter, seconded by Alderman Anthony Sutton, to approve the Grant Application for Recycling Carts. The motion carried unanimously.

<i>Mayor Gary Caldwell</i>	<i>Aye</i>	<i>Alderman Chuck Dickson</i>	<i>Aye</i>
<i>Mayor Pro Tem Julia Freeman</i>	<i>Aye</i>	<i>Alderman Anthony Sutton</i>	<i>Aye</i>
<i>Alderman Jon Feichter</i>	<i>Aye</i>		

13. Town Attorney Report
- Town Attorney William Cannon

Town Attorney William Cannon had nothing to report.

F. COMMUNICATIONS FROM THE MAYOR AND BOARD

There were no additional comments.

G. ADJOURN

With no further business, a Motion was made by Alderman Julia Freeman, seconded by Alderman Jon Feichter to adjourn the meeting at 7:12 pm. The motion was approved unanimously.

<i>Mayor Gary Caldwell</i>	<i>Aye</i>	<i>Alderman Chuck Dickson</i>	<i>Aye</i>
<i>Mayor Pro Tem Julia Freeman</i>	<i>Aye</i>	<i>Alderman Anthony Sutton</i>	<i>Aye</i>
<i>Alderman Jon Feichter</i>	<i>Aye</i>		

ATTEST:

Gary Caldwell, Mayor

Robert W. Hites, Town Manager

Kathy Johnson, Deputy Clerk

MINUTES OF THE TOWN OF WAYNESVILLE BOARD OF ALDERMEN
Special Meeting – Winter Board Retreat
March 4, 2021

THE WAYNESVILLE BOARD OF ALDERMEN held its Winter Board Retreat on Thursday March 4, 2021 at 8:30 a.m. in the Training Room of Public Services, 129 Legion Drive, Waynesville, NC.

A. CALL TO ORDER SPECIAL MEETING

Mayor Gary Caldwell called the meeting to order at 8:30 a.m. with the following members present:

Mayor Gary Caldwell
Mayor Pro Tem Julia Freeman
Alderman Jon Feichter
Alderman Anthony Sutton
Alderman Chuck Dickson

The following staff members were present:

Rob Hites, Town Manager
Jesse Fowler, Assistant Town Manager
Eddie Ward, Town Clerk
Autumn Lyvers, Finance Director
Dean Trader, Assistant Finance Director
Joey Webb, Fire Chief
Chris Mehaffey, Assistant Fire Chief
Jeff Stines, Public Services Director
Rhett Langston, Parks and Recreation Director
Preston Gregg, Town Engineer
Elizabeth Teague, Development Services Director
David Adams, Police Chief -arrived 12:00 pm

The following media representatives were present:

Becky Johnson, The Mountaineer
Cory Valliancort, Smoky Mountain News - via Zoom

1. Call to Order

Mayor Caldwell

a. Introductory Comments

Mayor Gary Caldwell called the meeting to order at 8:30 am and welcomed everyone. He said the word for the day is communicate because each person has ideas for the future of the Town, and with the pandemic, we have not gotten to communicate with each other in a while. He hopes that since we are together in person today that we be able to have good conversations and communicate for the betterment of the Town.

2. Additions or Corrections to the Agenda

Mayor and Board

Mayor Caldwell asked if anyone had any additions or corrections to the agenda. There were none.

3. Town Meeting Procedures & AV Improvements

Alderman Sutton

a. Consent Agenda

- Manager Rob Hites

Town Manager Rob Hites explained to the Board how a consent agenda works and read the NC General Statute 160A-75 pertaining to a Consent Agenda. He said this is a “reading system”, and Waynesville has a modified reading system. Routine items are placed on the consent agenda such as one-year leases, special events, minutes, contracts, call for a Public Hearing and other housekeeping items. This will free up time in the Board meetings for discussion of other items and is almost universal in other cities and towns. Four out of five Board members need to vote in the affirmative to place an item to be on the Consent Agenda. Manager Hites told the Board that any item can be pulled from the Consent Agenda and be placed on the regular agenda.

Alderman Anthony Sutton said he liked the idea because it streamlines the agenda and allows the public more time for discussion of other matters.

The consensus of the Board was to develop a Consent Agenda for the March 23, 2021 meeting to let everyone see how it will work.

b. Audio System Replacement and Video Capabilities

- Asst. Manager Jesse Fowler

Assistant Town Manager Jesse Fowler told the Board that the audio/visual equipment in the Town’s Board room is obsolete and requires replacement. He has been researching new AV capabilities that would allow for Board meetings to be broadcast to televisions in the mezzanine as well as the downstairs lobby. This would allow the Board of Aldermen to better accommodate large crowds that must overflow outside of the Board room.

These new capabilities would require the installation of 4 cameras, 2 large screen televisions, and 2 audio input/output devices. Assistant Manager Fowler recommends purchasing a new television for the Board room to improve presentation capabilities and a new computer to operate this new suite of audio and visual equipment. He also recommends that this new computer be outfitted with the capability to capture and edit audio and video content.

Estimates for these installments will cost between \$25,000 and \$30,000. However, he said we are still in the process of researching the best, and most affordable options and will report back to the Board with more accurate numbers.

Assistant Manager Fowler indicated that staff is seeking the Board’s input whether the Town should include budgetary funds in this year’s budget for these audio and visual upgrades in the Board room.

Alderman Jon Feichter asked that if down the road the Town decided to broadcast the meetings, could that feature be added. Assistant Manager Fowler stated that the meeting could be live streamed on YouTube. Alderman Feichter also asked if the existing microphones and monitors could be used. Assistant Manager Fowler said that the microphones could be used if they work with the new equipment, but the monitors would be replaced, possibly with touch screen capabilities.

Alderman Chuck Dickson asked about the maintenance on the new equipment. Assistant Manager Fowler said that he could preform basic maintenance, and Electronic Office will be involved with any technical issues.

A motion was made by Alderman Anthony Sutton, seconded by Alderman Jon Feichter to include budgetary funds in this year's budget for these audio and visual upgrades in the Town Hall Board Room. The motion carried unanimously.

c. **Board of Aldermen Meeting Time**

- Asst. Manager Jesse Fowler

In December 2020, the Board of Aldermen voted to change their regular meeting time from 6:30 pm to 6:00 pm. This action was set to last until March 14, 2021 when day light savings time is set to begin. Assistant Manager Fowler stated that staff is requesting clarification from the Board concerning whether they would like to keep the 6:00 pm meeting time, or if the Board would like to revert to a 6:30 pm meeting time again.

A motion was made by Alderman Chuck Dickson, seconded by Alderman Anthony Sutton, to set the time for regular Board of Aldermen meetings to 6:00 pm on the second and fourth Tuesdays of each month. The motion carried unanimously.

4. **Commercial District Improvements**

Mayor Caldwell

Mayor Caldwell stated that he felt that Main Street needed some improvements. He said he would like to see a Gazebo added to the "Old Time Music Men" art piece on Main Street. He said he felt that adding a gazebo would be another attraction on Main Street and could possibly be used as a place for families to rest and maybe have bands play there occasionally.

a. **Gazebo Adjacent to "Old Time Music" on Miller Street**

- Asst. Manager Jesse Fowler

Assistant Manager Fowler stated that per the Mayor's request, staff developed preliminary designs to upfit a portion of Miller Street adjacent to the "Old Time Music Park" to accommodate a Gazebo for public use. This Gazebo would be used to allow the public refuge from the weather while they enjoy their time exploring Downtown Main Street and would provide a band stand for music groups to perform throughout the year.

This project would require the Town to build out an area of Miller Street adjacent to the "Old Time Music Park" approximately 25' down the street at a 26" fall. The dimensions of this build out are approximately 26' 11" in width, 25' 6" in length, and 26" in height. This would require the area to be filled with approximately 744 cubic feet of fill. The end of the build out would require a retaining wall approximately 3' 7" height with 18" inches of the wall being below grade. There would be a concrete path leading to the entrance of the gazebo. The Town would be able to match the landscaping of the "Old Time Music Park", but staff would recommend a concrete path to the gazebo due to the inability to match the stone work, as well as the flexibility of concrete to provide a winding path.

Assistant Manager Fowler stated that two handicapped parking spaces would have to be removed to place the Gazebo in that area. He said those two spaces were not ADA compliant.

This proposed project is in the South Main Street fire district and staff will have to determine how the building code within fire districts will affect construction. Manager Hites explained that the Gazebo would have to be constructed of flame-retardant material, and it might take up to three months to get that material and suggested that this item be placed in next year's budget.

The estimated cost of this project would be approximately \$3,550 for the site work and \$10,000 for the gazebo itself, totaling \$13,550. Assistant Manager Fowler suggested applying for the Medford Grant to subsidize some of the cost of the construction of the Gazebo and landscaping on Miller Street.

Mayor Caldwell made another suggestion for the placement of a water feature in the park near the Historic Courthouse. Assistant Manager Fowler referred to the Board packet which contains the Central Business District Concepts as a long-term street scaping plan designed by Mr. Thomas Woltz . One of Mr. Woltz's concepts was to have the water feature and to develop this park as a place where guests and citizens could take an outdoor picnic area. Restaurants would be able to use the park for catering events. Another concept is to possibly build a kiddie park using natural materials.

Development Services Director Elizabeth Teague offered a suggestion to flip the elements of the park by placing the gazebo in the park opposite the courthouse. She said she felt the Miller street area did not give a lot of visibility, and if the gazebo is placed across from the Courthouse, people would be able to sit on the Courthouse lawn and hear if a musician is playing in the gazebo. She said the kiddie park would be great at the "Old Time Music Men" because children are automatically drawn to them.

- b. Frog Level Lighting: Commerce, Depot, and Dellwood
 - Manager Rob Hites

Manager Hites explained to the Board that Mr. Jim Pierce, owner of Panacea, has been awarded a grant to replace the five streetlights on Commerce Street. Although Mr. Pierce likes the lighting design that the Town chose for the parking lot, staff has a problem using the parking lot fixtures because the sidewalk is too narrow to place the post so that the fixture cannot be hit by delivery trucks. He said that if we use them, we will have to take out five parking spaces to build "bulb-outs" to accommodate the lights.

After conferring with Alderman Feichter, a solution to the dilemma was to purchase a double headed fixture and the lights will lay parallel with Commerce Street. The double headed fixtures are about \$2,000 more expensive than the single heads but will not require removal of parking places or a saw cut in the parking space to rewire the circuit. The additional cost of the fixtures plus installation would cost the Town approximately \$15,000.

Manager Hites said the experience in Hazelwood has been that the other owners/tenants will request the light fixtures along Depot and Dellwood Street be replaced as well. Without help from a grant each fixture will cost approximately \$5500 or \$66,000 for twelve fixtures. In house labor would amount to \$1,000.00 per fixture or \$12,000.

The recommendation of the staff is that the Town aide in the purchase of the Commerce Street lights and install them in this budget year (2020-21), and budget for the purchase and installation of the Depot and Dellwood Street lights in the upcoming budget (\$78,000).

A motion was made by Alderman Sutton, seconded by Alderman Julia Freeman, to include \$15,000.00 in the current year budget to install lights on Commerce Street. The motion carried unanimously.

- c. Frog Level Parking Lot Wall and Fence
 - Manager Rob Hites

Alderman Feichter has been working with the staff for over a year on an acceptable design for a fence/wall to replace the damaged black metal fence the Town originally installed in the Frog Level parking lot. The staff originally suggested a wall made of horizontal rails that would not be damaged by the vehicles. Owners and tenants in Frog Level did not like the look, so the challenge was to find a fence/wall that could withstand the constant abuse by folks and be decorative. Town Engineer Preston Gregg suggested that the Town purchase a three-foot wall made of preformed native stone capped by a two-foot black metal vertical rail fence similar in design to the fence that was torn out. The fence would be capable of withstanding abuse, high enough to discourage people climbing over it, and decorative. Alderman Feichter and the staff have shown the concept to some of the tenants/owners and they approved the design. We estimate the cost of the wall/fence to be approximately \$32,000. The fence/wall will be funded through the General Fund.

A motion was made by Alderman Jon Feichter, seconded by Alderman Anthony Sutton to fund this project from the General Fund Balance in the current budget year. The motion passed unanimously.

Mayor Caldwell called for a fifteen-minute break at 9:45 am.
The meeting resumed at 10:00 am.

5. Rollout Recycling and Garbage Containers

Alderman Dickson

- a. Recycling Containers and Pickup
 - Manager Rob Hites

Alderman Chuck Dickson said that he felt that the Town was entering into a phase of prosperity and the Town needed to do everything they could for the benefit of the Town. He said that 25%, or 2,500 people in Waynesville were below the poverty line. He asked the Board to keep that in mind in the decisions that they were making, and he wanted it to be the best decisions for everyone involved. He added that he is in favor of the upgrade of the recycling and garbage containers to be in line with the other Towns in Haywood County.

Manager Hites stated that the Board had approved a grant request to purchase 4,000 65-gallon rollout recycling cans during their February 23rd, 2021 meeting. Should the Town be awarded the grant, Haywood County will purchase the cans on the Town's behalf. The budget for the purchase minus the grant is \$141,370. Adding \$20,000.00 to assemble the cans will bring the total outlay to \$161,370. The County will bid the cans and the Town will reimburse the County. Included in the grant, the Town has asked that the Town Seal be imbedded into the sides of the cans, along with an individual tracking number. Manager Hites said the Town will have to work with the vendor in deciding how to disperse the cans.

If the County is successful in receiving the grant in the spring the Town will use General Fund Balance to cover the cost. If the award and purchase will take place in the new year the staff will include it in the budget and an appropriation from the General Fund Balance will cover the cost of the program.

- b. Garbage Containers and Pickup
 - Manager Rob Hites

The Town will retrofit its two new packers with hydraulic lifts to handle the recycling and garbage cans for about \$10,000.00. The lifts will streamline our operation and drastically lower the chance for injuries from dumping heavily loaded cans. Once we have the recycling cans in place it makes sense that the Town would go ahead and purchase green 65-gallon rollout garbage cans. Purchasing and having the cans assembled will cost approximately \$211,370. Staff's recommendation is that the garbage cans be budgeted in 2021-22 and delivered approximately one year after the recycling cans.

In cases where a resident cannot roll out the cans to be emptied, their names would be added to a list so that Town employees know in advance that the person needs help. It will be on the honor system and hopefully abided by.

The long-range plan includes having these cans to small businesses and residents first, and when the Town needs to purchase another hauler, getting out of the garbage business altogether. Now the Town is competing with the private sector's prices for collecting garbage, and it is much lower than the Town's. Alderman Feichter asked about the time frame for possibly discontinuing garbage collection in the Town. Public Services Director Jeff Stines said that he would be getting the costs together and would be presenting information at the March 23, 2021 Board meeting.

Manager Hites told the Board that there is an educational package that is attached to every can that is rolled out, and information on the Town's website as well.

Alderman Feichter asked how purchasing both recycling and garbage cans now would affect the budget. Manager Hites said the money would have to come from the General Fund, and that is why he feels like there should be a lag in purchasing both now.

With the introduction of rollout service, the Town will need to amend its garbage ordinance to match the new service.

A motion was made by Alderman Anthony Sutton, seconded by Alderman Jon Feichter to include \$161,370.00 for recycling cans in this year's budget. The motion carried unanimously.

6. Streets

a. Street Condition Report

➤ Town Engineer Preston Gregg

**Mayor Caldwell
Alderman Dickson**

Preston Gregg, Town Engineer said that Haywood County had approximately 15 – 20 roads on a list to be repaved. Main Street and Pigeon Street were included on this list and was to be paved sometime between now and next spring by NCDOT. Mr. Gregg said he had received information that both streets had been deleted from the list. There has been a lot of turnover in the NCDOT's departments and he encouraged the Board to be in contact with the new key people at NCDOT to at least get those two streets back on the list to be paved.

Manager Hites suggested compiling a Resolution and letter to be sent to NCDOT stating the impact this has on the Town and asking to be placed back on the paving list. He said he would have a Resolution by the March 23rd, 2021 meeting.

b. Additional Money for Street Repair

➤ Manager Rob Hites

Alderman Dickson

Manager Hites said a lot of research has been done to try to split out the Powell Bill money from the annual cost of street repairs, and the question was asked about 3 years ago about additional funding for street repair. At that time, he said the Town was spending over a penny on the tax rate in General Fund money in addition to Powell Bill money. Manager Hites said he was comfortable in saying that was the current situation as well. He explained that Powell Bill money is used for street maintenance, which includes sidewalks, storm sewers, leaf removal, and snow removal. He said that the Town could not use Powell Bill money on state roads unless an agreement was signed with the state.

Alderman Feichter asked about the Pavement Condition Survey that was due to be done in July 2020. Mr. Gregg explained how the Pavement Condition Survey works. He said that every street in Town is evaluated and scored. From that list the Town will prioritize roads and will be possibly in line with the Survey. The scores range from 80-90, which is good, 70 is fair, and 50-60 is poor condition. Mr. Gregg said the rating for Waynesville 82.7 overall with the state average being 80. He referred the Board to the Survey in the agenda packet, and the ratings that have been given to streets in Waynesville and explained how the streets are rated.

There was much discussion about Brown Avenue not qualifying for the speed study. Manager Hites explained that four of the five streets that have requested the study have met the criteria. J. M. Teague is currently putting together a list of the property owners and those who will be affected by the study, and petitions will be sent out. At that point the Town will need 65% of property owners signatures and then it will come before the Board to decide how to proceed.

7. Way Finding: Phase 2

Alderman Feichter

➤ Manager Rob Hites

Manager Hites reported that the TDA has completed Phase I of the County/Towns Wayfinding program. The initial phase was completely funded by the TDA and involved the initial design of a County wide wayfinding system that contains a custom feature for each Town. Waynesville's custom feature is the "Plott Hound". NCDOT has whittled down the list of locations considerably. In the late fall they gave the TDA permission to install the signs that were permitted.

Phase II takes the Wayfinding signs into the central business areas of the Towns. In Waynesville's case that involves the Downtown, Frog Level and Hazelwood. Waynesville would use the same template as you will see as the sign on Russ Avenue in front of Publics, and reduce the size of the sign when the speed limit on streets drops from 35 to 20 mph. Mr. Buzz Bizzell is the president and creative director of Bizzell Design, Inc, a multi-disciplinary design firm in the Charlotte, NC area. They focus on Wayfinding signage, murals, and civic branding. He will meet with Town stakeholders, and this meeting can be held remotely if desired, to determine the information that is included on the signs and the locations. Both Mr. Bizzell and the Town staff will work with DOT on sign placement along state roads. Manager Hites said there is a lot more freedom with sign location on Town Streets.

Alderman Feichter asked about the number of signs that have been placed in Waynesville and could there be money included in the budget to cover more signs at entry ways into Waynesville. Manager Hites said that originally there were signs planned for exit 100 and exit 98. The NCDOT engineer cut a third of the signs out because he felt there was no need and that existing signs sufficed. The state has regulations that state that signs cannot be placed in or near their right of ways, but the Town can place the signs on their own streets.

One of the signs that DWA and the Town has been hoping to have funded is "Public Parking" signs directing folks to the County/Town's parking deck.

In speaking with Lynn Collins, Manager Hites suggested that the Town submit a grant for a 50/50 partnership on the cost of Phase II up to a certain amount. The Town would handle the work with Mr. Bizzell and work with stakeholders to design the signs. The final plans would be brought before the Town Board for final approval. The signs should cost about \$3,200 per sign.

If 20 signs and four parking lot signs are installed the total cost will be approximately \$76,800 which would be split 50/50 with the TDA. The total Town appropriation would be \$38,400.00.

The information on the signs must be general in nature. Specific business names may not be used. The State will permit governmental and some non-profit locations to appear on Wayfinding Signs.

The consensus of the Board was to include the cost of Phase II in the next budget.

8. Call for Public Hearing: Affordable Housing Policy, MHO Development

➤ Assistant Manager Jesse Fowler

Assistant Manager Fowler Mountain Housing Opportunities (MHO) is a private, Non-profit community development corporation that has been developing affordable housing in Western North Carolina for 32 years. MHO is applying for the Town's Affordable Housing Policy in the amount of \$167,153.60 in order to have access to incentive grants from the Town in order to finance their gap in sewer and water line extension from Abel Lane to the proposed development site located at 333 Howell Mill Road.

A motion was made by Alderman Anthony Sutton, seconded by Alderman Chuck Dickson to hold a Public Hearing on Tuesday, March 23, 2021 beginning at 6:00 p.m. or as closely thereafter as possible in order to review Mountain Housing Opportunity's application to receive incentives for the Town's Affordable Housing Policy. The motion carried unanimously.

9. Cancellation of the March 9, 2021 Board of Aldermen meeting

➤ Assistant Manager Jesse Fowler

Assistant Manager Fowler told the Board that because of the items being taken care of in today's meeting, there will no items to be discuss in the March 9, 2020 regular meeting, asked if they wished to cancel that meeting.

A motion was made by Alderman Jon Feichter, seconded by Alderman Julia Freeman to cancel the March 9, 2021 meeting. The motion carried unanimously.

Mayor Caldwell called for a lunch break at 12:00 pm for thirty minutes.
The meeting resumed at 12:30 pm.

10. Affordable Housing

a. Land for Affordable Housing

➤ Manager Rob Hites

**Alderman Dickson
Alderman Feichter**

Alderman Feichter presented a power point to the Board consisting of statistics that help illustrate the scope of the affordable housing problem, a snapshot of where the housing market is today, and the five steps we can discuss taking to help.

He explained that the poverty rate in Waynesville is higher at 18% than the rate of the County or the State. The median Waynesville resident brings home 21% less money per year than their Haywood County neighbors and 28% less than other North Carolinians. This most prevalent industries for employment in Waynesville is Accommodations/Food Services/Entertainment, Education/Healthcare/Social Assistance, and Retail. He said that typically these are the lowest paying jobs.

Alderman Feichter said that cost burdened families are people who pay 30% of their adjusted gross income for housing, and severely cost burdened are those who pay 50 % of their adjusted gross income for housing. There has been a significant rise in the sale price of homes with the average sale price of a home in Haywood County being \$305,259.00, and monthly house payment of \$1,572.00. The affordable home price at Waynesville's AMI of \$42,796.00 the monthly payment would be about half.

Housing Trust Funds are a flexible way for municipalities to address the affordable housing crisis because there are fewer restrictions and can be tailored to specific community needs. Alderman Feichter also suggested affordable and workforce housing friendly LRU's, and developing a Workforce Housing Advisory Board are some ways to help with the housing crisis in Waynesville. Working to establish and extend partnerships include Habitat for Humanity, Mountain Projects, and Smoky Mountain Housing Partnership and others can be incorporated into the plan. He said marketing and outreach by creating a micro site within the Town's website is an important factor to identify and contact developers, so they know these resources are available.

Alderman Dickson spoke to setting up an affordable /Workforce Housing Trust Funds Board. He reiterated setting up a Housing Board that would be similar in nature to the Planning Board. They would advise the Board on affordable/workforce housing issues and evaluate and make recommendations on application for AHFT loans. He discussed how to identify land acquisition for Affordable Housing and asked if possibly realtors needed to be involved. Another option was the Town to designate a section to be redeveloped and a developer can buy a section of run-down homes and redevelop the area.

Alderman Sutton told everyone that the Waynesville Task Force on Homelessness is also working on an affordable housing plan, and they are recommendations from Habitat for Humanity, Mountain Projects, and Smoky Mountain Housing Partnership as well.

Manager Hites praised the Board for incentives toward affordable housing totaling approximately \$500,000.00 in effort to attract affordable housing in 24 months. He said the current Affordable Housing Policy is meant to refund the General Fund with either property taxes or utility payments over time, so it is an investment.

11. Law Enforcement

Alderman Sutton

a. Less Than Lethal Force

- Police Chief David Adams

Police Chief David Adams stated he appreciated the Town's support since his employment one year ago. During the past year the Police Department has retrofitted old shot guns so they will fire pellets and guns are marked with orange to specify that they are non-lethal. The Use of Force Policy has been updated to

state no choke holds, and officers have been trained in de-escalation techniques. Body cameras were operational as of December 15, 2020 for the officers.

Chief Adams said he has been in conversations with Alderman Sutton concerning Taser Electronic Impulse Devices and Bola Wraps. He stated that every agency had Tasers, but none of the other agencies had the Bola Wrap. A Bola Wrap is a hand-held device that fires a kevlar cord that wraps around a person's arms or legs from 10 to 25 feet away. The lasso-type tool is designed to detain a person from a distance, giving officers an alternative to guns or Tasers. The Bola Wraps are much cheaper than Tasers. Chief Adams said that if there were a combination of both Tasers and Bola Wraps, it would be beneficial to both the officers and citizens. The Board asked if a demonstration can be set up for the to see how it works.

b. Police Vehicles

➤ Police Chief David Adams

Except for replacing one Dodge Charger that was a total loss due to a motor vehicle accident with a deer, it has been three budget cycles since the Police Department has had the opportunity to follow the recommended vehicle replacement schedule. With this delay, several of our vehicles have had to undergo numerous repairs to keep them in operation. Chief Adams said that in discussions with the Town's Chief Mechanic we have identified the top ten vehicles that need to be replaced. His professional opinion determined that we could not rely on high mileage alone as the primary assessment tool in making the decision about which vehicles should be replaced. A careful review of maintenance records coupled with mileage was decided to be the most efficient way to determine the order of vehicle replacements. With these findings in mind, this list was prepared as the recommended vehicles to be purchased as replacements for those vehicles which met the criteria.

Chief Adams stated that that there were approximately 30 police vehicles in the fleet, and there are some spare vehicles that can be sold to recoup some of the money. Equipment such as lights and sirens can be transferred to new cars.

There was discussion concerning the loan for the new cars concerning payments and interest. Finance Director Autumn Lyvers will be checking into what will be the best financing for the cars.

c. Body Camera Policy

➤ Police Chief David Adams

Alderman Sutton asked Chief Adams about the Body Camera Policy and the fact the Policy sets a standard operating procedure for each officer, and the officers can be held accountable if they deviate from that policy. Anytime an officer interacts with a citizen the camera must be on and follows the State and Federal guidelines for body cameras. Chief Adams said the exception to the rule would be if immediate action is needed, the officer might forget to turn the camera on.

d. Additional Security and Weapons Checks at Board Meetings

➤ Police Chief David Adams

Alderman Sutton stated concerns that at least two Board meetings last year with certain groups, there were people in attendance with weapons. He said it is a safety concern for people who wish to speak and for Board members and employees.

Chief Adams said the he is looking at bigger signs to be posted stating no weapons allowed. No weapons are allowed in any government building. He suggested looking into metal detectors in the future for concealed weapons. Also, there is an officer at every Board meeting.

12. New Fire Station and Apparatus Update

Alderman Sutton

➤ Fire Chief Joey Webb

Fire Chief Joey Webb said the discussion today is not new projects, but a continuation of things that the Town has been addressing. He said that due to financial restraints, things have been pushed back, so now it is time to discuss staffing, apparatus, and facilities.

Chief Webb explained that the Fire Departments followed the National Fire Protection Association 1720 standard for the Organization and Development for Fire Suppression Operations, Emergency Medical Operations, and Special Operations to the Public for Volunteer and career firemen. For the population density for Waynesville is per 1160 people per square mile, the Fire Department is required to have 15 personnel on scene in 9 minutes, at least 90% of the time on residential fires. He said that across the country, the number of volunteer fire fighters is dimensioning. Assistant Fire Chief Chris Mehaffey said that at no time in 2020 did the Fire Department have 15 people on a fire, including 4 mutual aide departments. Chief Webb stated that even though eight additional firefighters were added in 2015, another eight are needed to be complying.

Fire station 1 is thirteen years old now, and with the current staffing there are only two bedrooms. If personnel are expanded, there would be a need for an additional bedroom. Fire Station 2 is the busiest station for Waynesville because there are more calls that are run out of that station, and with the projects that are in the pipeline now, the calls will only increase. The building was built in 1979 as a volunteer station. Chief Webb said that with only one bedroom and during the past year during COVID, one person has had to sleep on the couch. Newer trucks will not fit into the bay, and the bathroom needs to be totally upgraded. If there is a female firefighter, there is no accommodations for her.

The average age of the firefighting apparatus is 18.6 years, which includes engines, tankers, and ladders. He said the ladder truck is worn out because it is old, and the Town is putting lives on the line with a vehicle that is close to thirty years old. The tanker is 29 years old. Because of its age the NFPA suggests that the Fire Department not respond in that truck.

Chief Webb stated that he hoped that all three areas could be addressed in this budget.

There was much discussion concerning finding land for a new station. Manager Hites added that hopefully land can be acquired for a new Fire Station and then some of these other things can be looked at.

13. Department Capital Requests

➤ Manager Rob Hites

Manager Hites provided the Board with a list of the 2021 Capital Improvement Requests. He said that with the new County Evaluation, new value will be added to the Town's tax roll. He said the staff has been waiting since 2007 to do some of the work that is needed in Town. He wanted the Board to look at the revenue neutral and the new tax rate and keep in mind the pressure from the requests that have been discussed today, as well as the capital needs. He said that the Town had retained bond counsel, Bob Jessup with Sandford Holshouser, when we thought we were going to do an ASDA Loan. Mr. Jessup has

offered to meet with the Board and make recommendations for a traditional Go Bond (General Obligation Bond) that requires a vote, or other alternatives that do not require a vote. He said that borrowing three to four million dollars and spreading it over twenty to thirty years would solve the immediate problems. He added that if the Board is not willing to raise the tax rate above the current rate with the new evaluation, the Town would not be able to pay cash for all of this.

Manager Hites told the Board that possibly by the March 23rd meeting he could have the pay plan. He said Haywood County was completing their pay study, and that would put pressure on Waynesville to keep up with the market change. It will have an impact on the General Fund over the next 2 years.

14. Closing Comments

Mayor and Board

Mayor Caldwell thanked the Staff and Board for everything they do for the Town. He said he felt blessed to have great people doing their jobs and making a great team.

15. Adjourn

With no further business, a motion was made by Alderman Anthony Sutton, seconded by Alderman Chuck Dickson, to adjourn the meeting at 2:31 pm. The motion carried unanimously.

ATTEST:

Gary Caldwell, Mayor

Robert W. Hites, Jr. Town Manager

Eddie Ward, Town Clerk

**TOWN OF WAYNESVILLE BOARD OF ALDERMEN
REQUEST FOR BOARD ACTION
Meeting Date: 3/23/2021**

SUBJECT: Installation of restrooms at OK Park

AGENDA INFORMATION:

Agenda Location:	Presentation
Item Number:	C4
Department:	Recreation
Contact:	Rhett Langston
Presenter:	Janet Clark

BRIEF SUMMARY: Ms. Clark requests to speak to the Board on behalf of several residents in support of constructing restrooms at OK Park.

MOTION FOR CONSIDERATION: Refer the request to the staff to determine the feasibility and cost of installation of restrooms at OK Park.

FUNDING SOURCE/IMPACT: General Fund

ATTACHMENTS:

MANAGER'S COMMENTS AND RECOMMENDATIONS:

OK Park is one of several neighborhood parks in the Town. These parks are targeted for the use of the community surrounding the park rather than the regional nature of Vance Street Park. The parks are passive recreation areas where very little organized programming takes place. Among the neighborhood parks are Chestnut Park, East Street Park and Sulfur Springs Park. While OK Park fits the profile of the other neighborhood parks, we don't have enough experience to know how many folks will utilize it.

Preston has not determined a location for a restroom at OK Park or how he would design it to meet ADA regulations. I recommend you permit the staff to determine a site for and cost of constructing a restroom and consider it a capital project as part of the annual budget. As a point of reference, the floorplan we used at Hazelwood including the ADA entrance ramp would cost approximately \$120,000 in today's construction environment.

Rhett Langston says that the Recreation Advisory Committee is going to meet on Wednesday and the restroom request is on their agenda. I will forward their comments to you after they meet.

**TOWN OF WAYNESVILLE BOARD OF ALDERMEN
REQUEST FOR BOARD ACTION
Meeting Date: March 23, 2021**

SUBJECT: TDA & 1% Zip Code Funding Mid-Year Report for 28785/86

AGENDA INFORMATION:

Agenda Location: New Business
Item Number: C4
Department: Haywood County TDA
Contact: Lynn Collins
Presenter: Lynn Collins

BRIEF SUMMARY: Presentation of the TDA Occupancy Tax collections for the 28785/86 zip code. and how Haywood tourism has fared through the pandemic.

MOTION FOR CONSIDERATION: NA

FUNDING SOURCE/IMPACT:

ATTACHMENTS: TDA Occupancy Tax Collections Report for the 28785/28786 zip codes

MANAGER'S COMMENTS AND RECOMMENDATIONS:



HCTDA MID-YEAR REPORT

“It All Starts With A Visit”

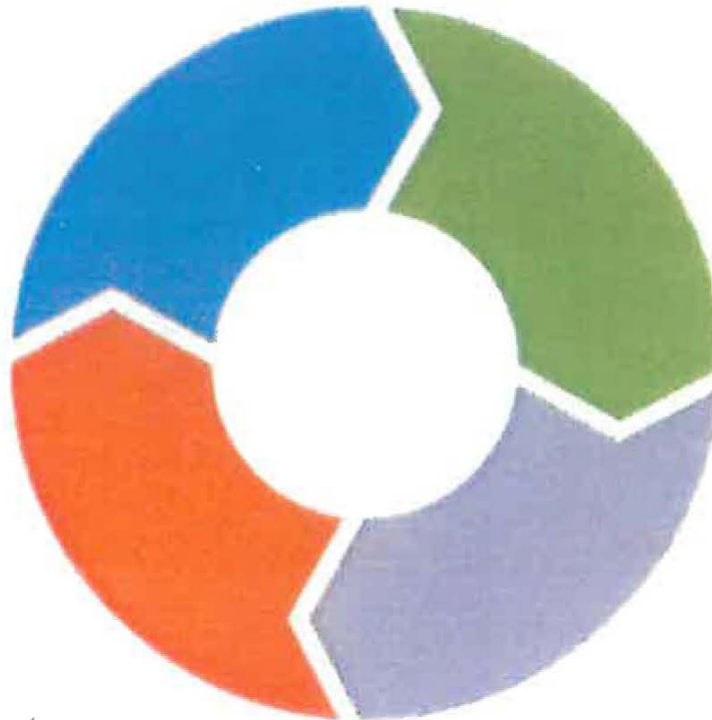
If you build a place people want to visit, you build a place where people want to live. If you build a place where people want to live, you'll build a place where people want to work. If you build a place where people want to work, you build a place where business needs to be. If you build a place where business has to be, you'll build a place where people have to visit.

The Destination Management Cycle

By Maura Gast, FCDME

If you build a place
people want
to visit, you build
a place where
people want to live.

And if you build
a place where business
has to be, you'll build a
place where people
have to visit



If you build a place
where people want
to live, you'll build
a place where people
want to work.

If you build a place
where people want
to work, you'll build
a place where
business needs to be.



Haywood County 3% Net Occupancy Tax 2020-2021 (REVISED)

	A	B	C	D	E	F	G
1		2020-2021	2020-2021	% Change	2020-2021	2019-2020	% Change
2		Occupancy	Occupancy	Compared	Occupancy	Occupancy	Compared
3		Tax	Tax	To	Tax	Tax	To
4		Projections	Actual	Budget	Penalties	Actual	Previous
5		REVISED					Year
6							
7	July	\$136,473	\$173,533	27%	\$413	\$155,055	13%
8	August	\$106,510	\$173,664	63%	\$118	\$133,405	30%
9	September	\$120,461	\$172,717	43%	\$527	\$131,589	31%
10	October	\$157,215	\$221,520	41%	\$334	\$169,745	31%
11	November	\$91,367	\$128,278	40%	\$234	\$111,387	15%
12	December	\$66,910	\$117,856	76%	\$242	\$78,487	50%
13	January	\$50,376				\$66,237	
14	February	\$45,414				\$61,711	
15	March	\$47,444				\$27,326	
16	April	\$58,990				\$5,536	
17	May	\$95,469				\$58,909	
18	June	\$130,809				\$134,487	
19							
20	Total Proj.	\$1,107,438					
21							
22	YTD	\$678,936	\$987,568	45%		\$779,668	27%

2020/2021
1% NET OCCUPANCY TAX REPORT
REVISED

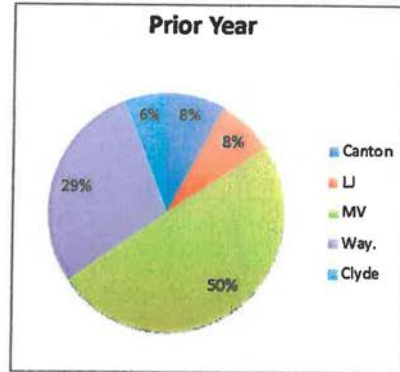
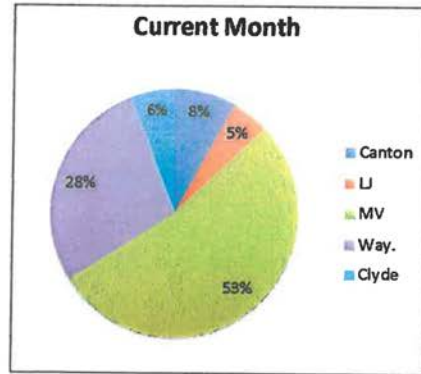
	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL	ACTUAL	PROJECTED	ACTUAL
	28716	28716	28716	28721	28721	28721	28745	28745	28745	28751	28751	28751	28785 & 28786	28785 & 28786	28785 & 28786
	CANTON	CANTON	CANTON	CLYDE	CLYDE	CLYDE	LAKE	LAKE	LAKE	MAGGIE	MAGGIE	MAGGIE	WAYNESVILLE	WAYNESVILLE	WAYNESVILLE
	20/21	20/21	19/20	20/21	20/21	19/20	JUNALUSKA	JUNALUSKA	JUNALUSKA	VALLEY	VALLEY	VALLEY			
							20/21	19/20	20/21	20/21	19/20	20/21	20/21	20/21	19/20
July 2020 Received September 2020	\$4,772	\$2,978	\$3,628	\$2,930	\$2,131	\$1,445	\$3,948	\$3,240	\$5,719	\$28,398	\$23,104	\$27,434	\$17,933	\$12,684	\$13,704
August 2020 Received October 2020	\$4,854	\$2,660	\$3,328	\$3,376	\$2,944	\$1,324	\$3,873	\$3,960	\$5,314	\$26,564	\$16,735	\$20,884	\$19,260	\$11,139	\$13,754
September 2020 Received November 2020	\$4,775	\$3,659	\$3,885	\$2,921	\$2,358	\$1,394	\$3,723	\$3,330	\$5,298	\$27,746	\$19,168	\$20,685	\$18,584	\$11,602	\$12,798
October 2020 Received December 2020	\$5,094	\$3,724	\$3,876	\$3,389	\$2,629	\$1,441	\$5,690	\$4,178	\$6,427	\$37,011	\$24,676	\$26,056	\$22,767	\$17,098	\$18,865
November 2020 Received January 2021	\$3,559	\$2,572	\$2,725	\$2,843	\$1,105	\$1,445	\$2,166	\$2,138	\$3,997	\$20,407	\$13,098	\$16,018	\$13,863	\$10,740	\$13,617
December 2020 Received February 2021	\$3,033	\$1,667	\$1,974	\$2,308	\$1,028	\$1,589	\$1,965	\$990	\$1,980	\$21,039	\$11,827	\$13,077	\$11,021	\$6,419	\$7,837
January 2021 Received March 2021		\$1,204	\$1,365		\$1,091	\$1,355		\$932	\$1,865		\$8,395	\$10,530		\$5,076	\$7,159
February 2021 Received April 2021		\$1,388	\$1,722		\$738	\$1,097		\$1,136	\$1,734		\$7,574	\$10,288		\$4,468	\$5,961
March 2021 Received May 2021		\$1,742	\$1,022		\$694	\$338		\$1,824	\$447		\$6,892	\$4,544		\$4,743	\$2,789
April 2021 Received June 2021		\$1,862	\$442		\$595	\$90		\$2,034	\$33		\$8,724	\$599		\$6,508	\$719
May 2021 Received July 2021 (unavailable)		\$2,592	\$1,656		\$1,812	\$1,369		\$3,343	\$602		\$13,902	\$9,435		\$10,264	\$6,639
June 2021 Received August 2021 (unavailable)		\$3,511	\$4,377		\$2,184	\$2,699		\$5,815	\$1,773		\$20,199	\$21,357		\$12,348	\$14,770
Total 20/21 Projections		\$29,559	\$30,000		\$19,309	\$15,586		\$32,920	\$35,189		\$174,294	\$180,907		\$113,089	\$ 118,612
YTD	\$26,087			\$17,767			\$21,365			\$161,165			\$103,428		
TOTAL of 20/21 1% Projections	\$369,171														
Comparison to Budget YTD	51%			46%			20%			48%			48%		
Comparison to December 2019	34%			106%			-26%			42%			21%		
YTD Comparison with FY 19/20	32%			119%			-27%			30%			28%		
% of YTD Collections	8%			5%			7%			49%			31%		

Haywood County Tourism Development Authority
Occupancy Tax Distribution Information
December 2020

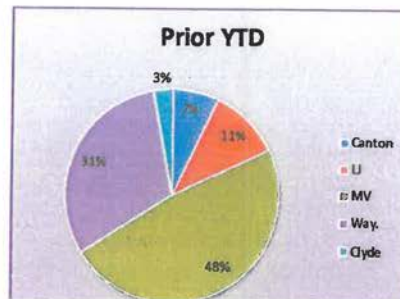
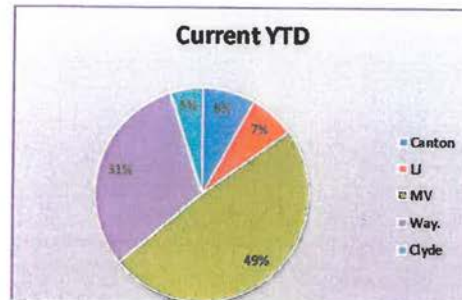
Active Account Performance			Variance
	December 2020	December 2019	
Canton	31	37	-19%
Clyde	21	22	-5%
Lake Junaluska	18	20	-11%
Maggie Valley	172	198	-15%
Waynesville	111	133	-20%
Total	353	410	-16%

Distribution Comparison		Distribution Information	
Total Distribution 3%	\$117,856.37	Remittance Type	Distribution
Distribution Previous Year	(\$78,487.34)	Taxes Remitted for Period 4%	\$158,729.12
Difference	\$39,369.03	Penalties	\$326.40
Variance	50%	Sub Total	\$159,055.52
		Fee to County	(\$1,590.56)
		Total Distribution 4%	\$157,464.96

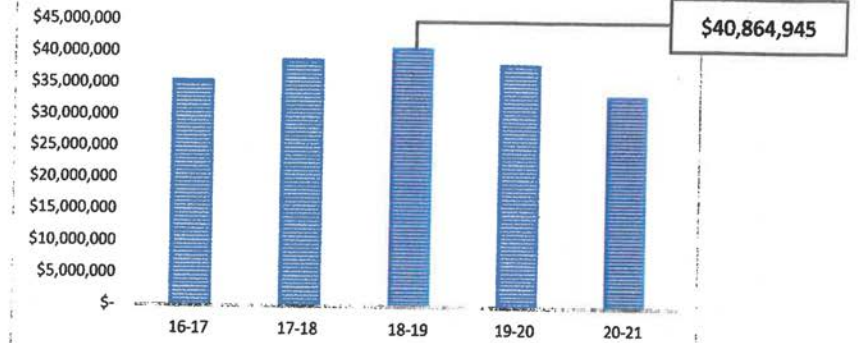
GROSS ROOM NIGHT SALES BREAKDOWN



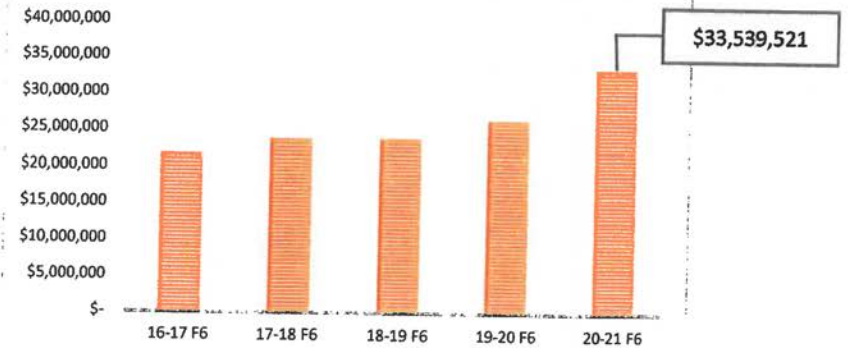
GROSS ROOM NIGHT SALES YTD BREAKDOWN



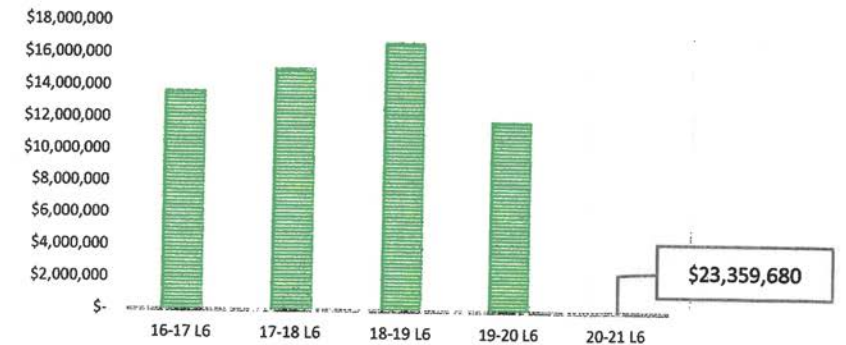
GROSS ROOM NIGHT SALES



GROSS SALES FIRST 6 MONTHS



GROSS SALES LAST 6 MONTHS

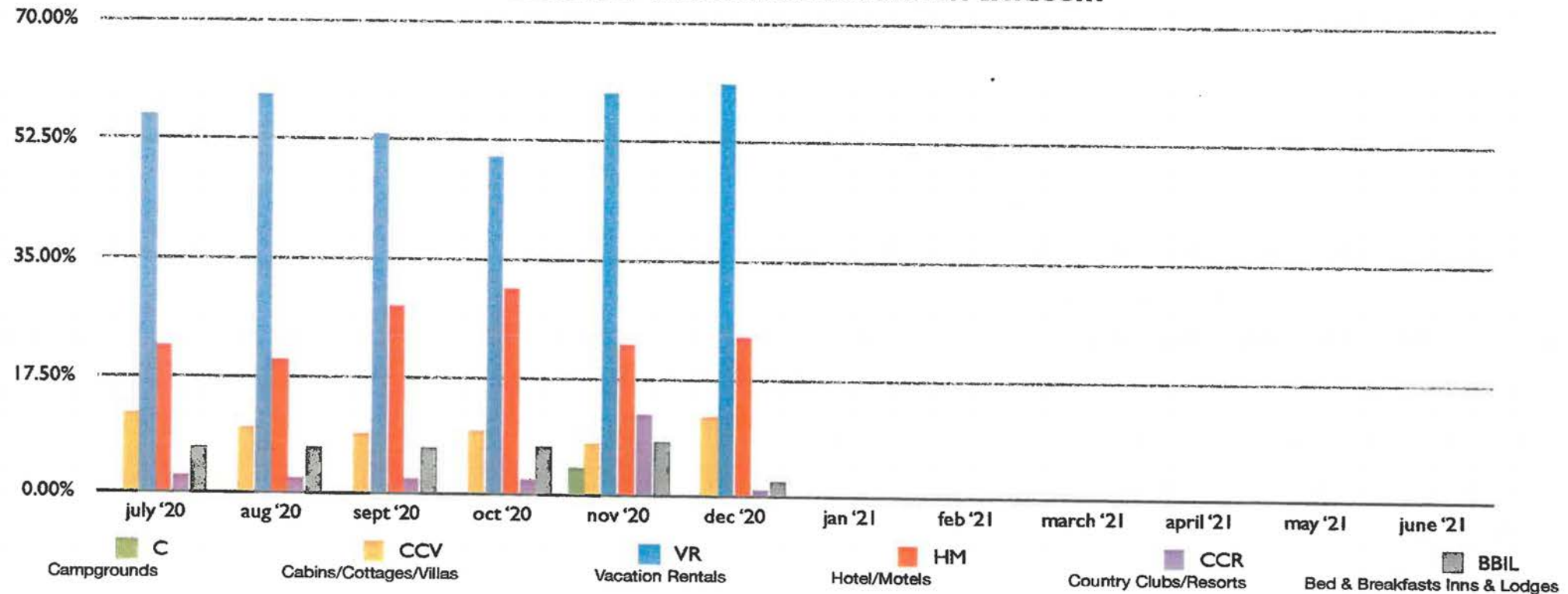


20/21 OCCUPANCY TAX BY CATEGORY

OCCUPANCY TAX JULY 2020 - JUNE 2021

TYPE	JULY '20	AUG '20	SEPT '20	OCT '20	NOV '20	DEC '20	JAN '21	FEB '21	MARCH '21	APRIL '21	MAY '21	JUNE '21
C	0.05%	0.00%	0.05%	0.04%	3.80%	0.00%						
CCV	12.00%	10.00%	9.00%	9.60%	7.89%	12.00%						
VR	56.00%	59.00%	53.50%	50.20%	59.69%	61.00%						
HM	22.00%	20.00%	28.00%	30.60%	22.58%	24.00%						
CCR	2.50%	2.00%	2.00%	2.10%	12.40%	1.00%						
BBIL	7.00%	7.00%	7.00%	7.20%	8.00%	2.00%						

OCCUPANCY TAX BY ACCOMMODATION CATEGORY



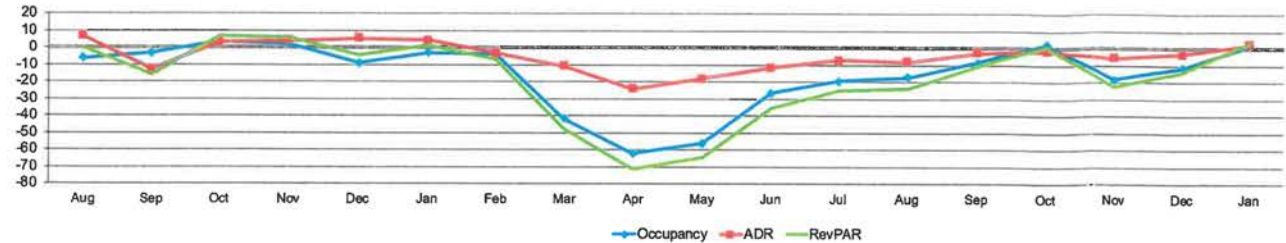
Tab 2 - Trend Haywood County, NC

Haywood County Tourism Development Authority

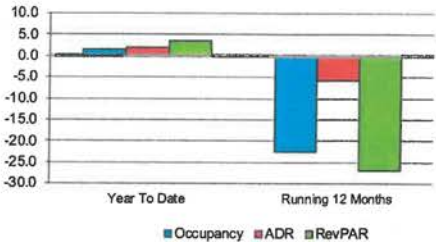
For the Month of January 2021

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2019					2020												2021
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	61.4	61.3	69.3	53.8	41.7	33.7	39.7	28.0	20.3	26.5	47.3	55.2	50.9	56.0	70.7	44.1	37.0	34.1
Last Year	65.6	63.5	66.9	52.8	45.8	34.8	41.2	48.0	53.8	60.8	64.6	66.8	61.4	61.3	69.3	63.8	41.7	33.7
Percent Change	-6.4	-3.4	3.5	1.9	-9.1	-3.2	-3.7	-41.7	-62.2	-56.4	-28.7	-19.5	-17.1	-8.6	2.1	-18.1	-11.3	1.4

ADR	2019					2020												2021
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	116.29	110.18	125.00	107.96	102.37	93.27	89.21	84.00	74.89	87.60	98.89	109.89	106.88	106.98	122.82	102.02	98.94	95.22
Last Year	109.11	126.51	121.15	103.91	97.29	89.36	92.39	94.24	99.03	106.96	112.01	118.55	116.29	110.18	125.00	107.96	102.37	93.27
Percent Change	6.6	-12.9	3.2	3.9	5.2	4.4	-3.4	-10.9	-24.4	-18.1	-11.7	-7.3	-8.1	-2.9	-1.7	-5.5	-3.3	2.1

RevPAR	2019					2020												2021
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	71.43	87.51	86.59	58.05	42.66	31.39	35.39	23.52	15.18	23.20	46.81	60.66	54.42	59.91	86.88	44.95	36.58	32.48
Last Year	71.58	80.28	81.08	54.81	44.80	31.08	38.05	45.27	53.10	65.01	72.34	81.29	71.43	67.51	86.59	58.05	42.68	31.39
Percent Change	-0.2	-15.9	6.8	5.9	-4.3	1.0	-7.0	-48.0	-71.4	-64.3	-35.3	-25.4	-23.8	-11.3	0.3	-22.6	-14.3	3.5

Supply	2019					2020												2021
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	54,188	52,440	54,188	49,260	49,507	48,763	44,044	50,623	48,000	54,188	52,440	54,188	54,188	52,440	54,188	49,260	49,290	48,546
Last Year	54,188	52,440	54,188	49,260	49,507	48,763	44,044	50,623	51,060	54,188	52,440	54,188	54,188	52,440	54,188	49,260	49,507	48,763
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-6.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-0.4	-0.4

Demand	2019					2020												2021
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	33,284	32,133	37,540	26,488	20,640	16,409	17,472	14,172	9,732	14,349	24,822	29,911	27,592	29,365	38,331	21,703	18,221	16,561
Last Year	35,551	33,277	36,264	25,986	22,897	16,952	18,139	24,317	27,380	32,935	33,869	37,157	33,284	32,133	37,540	26,488	20,640	16,409
Percent Change	-6.4	-3.4	3.5	1.9	-9.1	-3.2	-3.7	-41.7	-64.5	-56.4	-26.7	-19.5	-17.1	-8.6	2.1	-18.1	-11.7	0.9

Revenue	2019					2020												2021
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	3,870,724	3,540,476	4,692,358	2,859,542	2,112,885	1,530,488	1,558,691	1,190,475	728,847	1,256,929	2,454,805	3,286,942	2,949,053	3,141,538	4,707,857	2,214,042	1,802,834	1,576,939
Last Year	3,878,860	4,209,756	4,393,466	2,700,110	2,208,194	1,514,780	1,675,892	2,291,567	2,711,420	3,522,650	3,793,740	4,404,981	3,870,724	3,540,476	4,692,358	2,859,542	2,112,885	1,530,488
Percent Change	-0.2	-15.9	6.8	5.9	-4.3	1.0	-7.0	-48.0	-73.1	-64.3	-35.3	-25.4	-23.8	-11.3	0.3	-22.6	-14.7	3.0

Census %	2019					2020												2021
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Census Props	45	45	45	41	39	38	38	40	41	45	45	45	45	45	45	41	39	38
Census Rooms	1748	1748	1748	1642	1597	1573	1573	1633	1600	1748	1748	1748	1748	1748	1748	1642	1590	1568
% Rooms Participants	22.5	22.5	22.5	23.9	24.6	25.0	25.0	24.1	18.2	22.5	22.5	22.5	22.5	22.5	22.5	23.9	24.7	31.0

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Data pulled up to Jan-21

	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16
140389 - Haywood County																
Total Available Listings																
Entire Place	48	51	48	49	50	61	59	70	68	61	67	69	71	83	80	83
Private Room	8	7	8	9	9	13	14	16	15	15	18	12	11	10	18	20
Shared Room	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Booked Listings																
Entire Place	21	22	18	16	16	18	16	19	30	32	33	31	53	65	61	58
Private Room	4	2	2	2	3	2	2	9	7	9	8	8	9	6	9	9
Shared Room	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Room Nights - Entire Place																
Total Available	1,309	1,310	1,024	1,210	967	1,102	1,044	1,107	1,706	1,529	1,698	1,813	2,933	3,904	4,134	4,128
Booked	552	449	356	301	273	349	251	302	641	755	612	483	985	1,031	1,447	1,022
Room Nights - Hotel Comparable																
Total Available	0	14	15	0	21	19	0	5	9	0	24	60	95	194	182	145
Booked	0	8	5	0	4	2	0	3	4	0	5	23	34	36	44	31
Listing Nights - Entire Place																
Available	489	514	409	446	379	391	350	382	549	536	619	687	1,016	1,492	1,554	1,571
Booked	203	180	128	103	111	114	82	107	218	255	228	192	362	375	519	384
Occupancy																
Entire Place	41.5%	35.0%	31.3%	23.1%	29.3%	29.2%	23.4%	28.0%	39.7%	47.6%	36.8%	27.9%	35.6%	25.1%	33.4%	24.4%
Hotel Comparable	0	57.1%	33.3%	0	19.0%	10.5%	0	60.0%	44.4%	0	20.8%	38.3%	35.8%	18.6%	24.2%	21.4%
ADR																
Entire Place	\$161.97	\$157.20	\$181.12	\$172.44	\$150.10	\$187.72	\$162.47	\$176.25	\$177.05	\$170.51	\$162.41	\$154.33	\$195.10	\$177.30	\$194.17	\$191.75
Hotel Comparable	0	\$150.0	\$170.0	0	\$175.0	\$200.0	0	\$183.33	\$191.75	0	\$75.0	\$83.70	\$104.38	\$120.61	\$128.78	\$143.89
RevPAR																
Entire Place	\$67.24	\$55.05	\$56.68	\$39.82	\$43.96	\$54.73	\$38.06	\$49.37	\$70.31	\$81.12	\$59.82	\$43.13	\$69.51	\$44.56	\$64.85	\$46.87
Hotel Comparable	0	\$85.71	\$56.67	0	\$33.33	\$21.05	0	\$110.0	\$85.22	0	\$15.63	\$32.08	\$37.36	\$22.38	\$31.13	\$30.76

Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17
82	92	110	123	135	137	145	164	171	167	160	225	269	344	367	436	682	678	705	709	774
17	17	17	20	25	26	32	37	44	43	39	40	36	41	42	49	52	52	65	61	55
0	0	0	0	0	0	1	2	2	2	2	2	2	2	2	2	2	2	5	4	3
55	55	58	77	88	105	97	117	136	142	139	187	231	283	321	399	522	587	605	584	702
5	7	7	11	15	21	20	30	40	30	27	22	19	19	25	42	44	47	54	52	52
0	0	0	0	0	0	0	1	2	1	1	1	0	0	2	1	1	1	5	1	3
3,498	3,856	4,221	5,729	5,535	7,068	6,203	7,691	9,326	10,331	10,306	9,935	17,011	22,869	24,601	32,018	37,984	44,194	47,754	44,858	54,581
1,070	1,024	1,002	1,485	2,211	3,340	2,582	2,298	4,090	3,053	4,203	3,060	5,087	8,608	7,964	11,034	14,689	21,648	22,514	18,490	25,458
191	237	216	397	451	585	547	742	904	741	688	490	699	950	995	1,414	1,768	2,108	2,312	2,107	2,600
47	40	41	96	154	216	194	268	416	263	238	159	192	322	317	499	707	952	1,019	804	1,282
1,371	1,533	1,577	2,223	2,283	2,879	2,598	3,169	3,723	3,909	3,838	3,731	6,203	8,311	9,091	11,790	13,819	16,145	17,431	16,380	20,062
408	393	366	577	924	1,345	1,068	1,031	1,712	1,234	1,551	1,180	1,902	3,186	2,946	4,107	5,368	7,763	8,240	6,804	9,555
29.8%	25.6%	23.2%	26.0%	40.5%	46.7%	41.1%	32.5%	46.0%	31.6%	40.4%	31.6%	30.7%	38.3%	32.4%	34.8%	38.8%	48.1%	47.3%	41.5%	47.6%
24.6%	16.9%	19.0%	24.2%	34.1%	36.9%	35.5%	36.1%	46.0%	35.5%	34.6%	32.4%	27.5%	33.9%	31.9%	35.3%	40.0%	45.2%	44.1%	38.2%	49.3%
\$187.66	\$173.67	\$180.53	\$171.06	\$160.30	\$159.41	\$159.36	\$157.16	\$167.94	\$177.59	\$231.05	\$187.34	\$205.68	\$195.13	\$197.61	\$184.57	\$193.62	\$197.66	\$195.09	\$200.85	\$203.60
\$139.72	\$144.05	\$102.01	\$99.21	\$117.04	\$111.32	\$97.22	\$100.49	\$106.45	\$106.92	\$123.41	\$111.07	\$117.47	\$111.06	\$123.32	\$106.75	\$105.26	\$117.91	\$119.96	\$127.93	\$125.06
\$55.85	\$44.52	\$41.90	\$44.40	\$64.88	\$74.47	\$65.51	\$51.13	\$77.22	\$56.06	\$93.37	\$59.25	\$63.07	\$74.80	\$64.04	\$64.29	\$75.21	\$95.04	\$92.22	\$83.43	\$96.97
\$34.38	\$24.31	\$19.36	\$23.99	\$39.97	\$41.10	\$34.48	\$36.30	\$48.99	\$37.95	\$42.69	\$36.04	\$32.27	\$37.64	\$39.29	\$37.67	\$42.09	\$53.25	\$52.87	\$48.81	\$61.66

Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19
775	755	734	689	736	772	788	818	800	822	829	891	887	871	765	707	799	872	903	935	919
57	50	51	49	54	58	61	68	72	73	73	72	71	66	67	63	66	66	76	70	74
3	3	4	6	6	6	6	6	3	3	2	3	1	0	1	0	0	0	0	0	0
687	640	537	441	494	526	632	681	715	725	720	803	787	747	635	455	581	680	793	845	873
48	41	40	31	35	41	48	60	59	65	65	69	67	64	54	47	52	47	65	58	69
2	2	2	2	2	4	5	3	1	2	1	3	1	0	1	0	0	0	0	0	0
53,785	52,020	41,774	31,604	38,172	40,665	50,477	50,238	56,079	57,378	54,304	60,928	60,978	58,478	49,367	32,798	43,107	51,802	61,054	62,140	64,344
19,875	19,329	13,242	9,060	14,340	14,817	17,713	24,875	35,382	27,815	23,536	32,445	26,881	25,896	18,316	10,916	18,868	21,586	26,478	34,301	42,374
2,350	2,215	2,194	1,814	2,170	2,272	2,564	2,568	2,758	2,863	3,024	3,133	2,776	2,740	2,267	1,937	2,600	2,744	3,412	3,518	3,795
947	829	698	613	856	942	1,025	1,292	1,554	1,359	1,596	1,949	1,392	1,384	743	662	1,077	1,181	1,467	1,788	2,182
19,500	18,515	15,363	11,710	14,214	14,881	18,413	18,520	19,999	20,458	19,587	22,004	21,601	21,184	17,680	12,035	16,065	19,066	22,767	23,000	23,606
7,388	7,008	4,909	3,559	5,440	5,649	6,663	9,203	12,830	10,223	8,974	12,212	9,839	9,552	6,521	4,150	7,207	8,191	10,000	12,522	15,486
37.9%	37.9%	32.0%	30.4%	38.3%	38.0%	36.2%	49.7%	64.2%	50.0%	45.8%	55.5%	45.5%	45.1%	36.9%	34.5%	44.9%	43.0%	43.9%	54.4%	65.6%
40.3%	37.4%	31.8%	33.8%	39.4%	41.5%	40.0%	50.3%	56.3%	47.5%	52.8%	62.2%	50.1%	50.5%	32.8%	34.2%	41.4%	43.0%	43.0%	50.8%	57.5%
\$209.91	\$218.45	\$203.06	\$196.41	\$194.93	\$190.45	\$216.22	\$219.86	\$227.24	\$206.59	\$213.04	\$211.17	\$221.16	\$212.86	\$214.08	\$191.72	\$190.66	\$195.68	\$192.26	\$200.92	\$203.61
\$125.96	\$127.45	\$111.44	\$114.24	\$111.28	\$111.84	\$115.46	\$118.38	\$123.45	\$129.23	\$118.76	\$124.89	\$132.96	\$118.85	\$123.81	\$118.74	\$118.0	\$116.78	\$112.22	\$111.45	\$114.10
\$79.53	\$82.68	\$64.88	\$59.69	\$74.60	\$72.30	\$78.24	\$109.25	\$145.78	\$103.24	\$97.61	\$117.20	\$100.74	\$95.98	\$78.96	\$66.11	\$85.53	\$84.07	\$84.45	\$109.39	\$133.57
\$50.76	\$47.70	\$35.45	\$38.61	\$43.90	\$46.37	\$46.16	\$59.56	\$69.56	\$61.34	\$62.68	\$77.69	\$66.67	\$60.03	\$40.58	\$40.58	\$48.88	\$50.26	\$48.25	\$56.64	\$65.61

Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21
957	1,041	1,124	1,054	1,036	935	858	923	898	1,026	1,028	1,014	1,008	1,047	1,109	1,085	1,049	1,008
84	83	88	89	83	79	77	78	78	72	80	79	73	78	80	78	73	78
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
876	963	1,069	1,007	952	825	713	724	627	888	981	989	972	1,005	1,076	1,062	1,002	949
73	77	85	83	78	68	61	70	62	57	73	74	71	72	77	73	68	64
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
63,702	68,552	76,702	75,515	71,789	59,881	51,097	52,040	39,141	62,562	68,845	69,161	66,451	66,511	74,359	72,035	71,468	62,589
33,816	34,654	49,909	37,107	33,463	21,413	18,457	20,246	21,975	28,096	44,779	55,302	49,255	45,714	60,781	49,655	44,110	31,605
3,784	3,705	4,030	4,010	4,242	3,638	3,477	3,871	2,839	4,155	4,500	4,906	4,547	4,659	5,463	5,005	4,658	4,487
1,862	2,018	2,651	2,152	1,974	1,375	1,415	1,580	1,569	2,073	2,835	3,403	3,065	2,865	4,243	3,214	2,523	1,850
23,534	24,970	28,199	27,744	26,556	22,387	19,376	20,075	14,525	23,727	25,554	26,044	24,999	25,300	28,568	27,810	27,288	24,323
12,571	12,904	18,656	13,915	12,345	8,056	7,130	7,942	8,098	10,876	16,849	20,726	18,581	17,474	23,334	19,116	16,740	12,069
53.4%	51.7%	66.2%	50.2%	46.5%	36.0%	36.8%	39.6%	55.8%	45.8%	65.9%	79.6%	74.3%	69.1%	81.7%	68.7%	61.3%	49.6%
49.2%	54.5%	65.8%	53.7%	46.5%	37.8%	40.7%	40.8%	55.3%	49.9%	63.0%	69.4%	67.4%	61.5%	77.7%	64.2%	54.2%	41.2%
\$207.47	\$200.18	\$202.66	\$210.42	\$210.81	\$200.80	\$196.99	\$187.62	\$198.03	\$195.14	\$201.20	\$210.37	\$209.69	\$211.38	\$220.15	\$222.90	\$230.45	\$219.79
\$118.87	\$116.48	\$118.94	\$119.99	\$116.62	\$118.11	\$114.38	\$110.43	\$110.84	\$113.18	\$117.04	\$126.04	\$130.40	\$131.53	\$136.63	\$134.97	\$133.67	\$136.78
\$110.82	\$103.45	\$134.08	\$105.53	\$98.0	\$72.26	\$72.49	\$74.23	\$110.41	\$89.45	\$132.66	\$167.42	\$155.86	\$145.99	\$179.82	\$153.21	\$141.37	\$109.06
\$58.49	\$63.44	\$78.24	\$64.39	\$54.27	\$44.64	\$46.55	\$45.07	\$61.26	\$56.47	\$73.73	\$87.43	\$87.90	\$80.88	\$106.11	\$86.67	\$72.40	\$56.39

Waynesville

NORTH CAROLINA SMOKIES

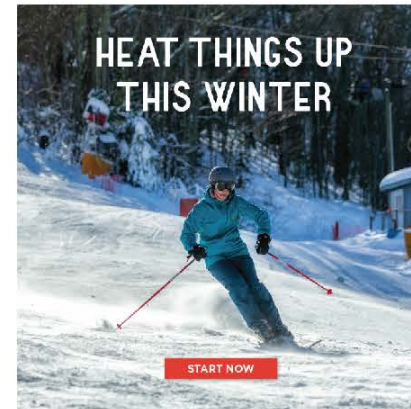
QUARTERLY MARKETING REPORT: October 1, 2020-December 31, 2020





- Despite earlier impacts of COVID-19 on travel, by Q4 2020 we actually saw 0.61% increase in year-over-year organic visits to Waynesville webpages. While traffic increased slightly, the average session duration and pages per session were down 6% and 8% each year over year.
- Q4 2020 traffic to Waynesville blogs was 58.2% higher than in Q4 2019. 3 new blogs were published in Q4 2020.
- Opening rates for eNewsletters were exceptionally high—82.4% for October and 94.6% for November.
- Google Ads launched on November 4 and were paused on December 17. Facebook ads launched on October 13 and were paused on December 17.
- Display overall had an average CTR of .71%, 1.5x the industry average.

On December 17, 2020, paid ads were paused in an effort to conserve advertising dollars during the holidays and talks of another shutdown. Organic social media, blogs, and email continued.



Waynesville Website Traffic Overview

Oct 1, 2020 - Dec 31, 2020



Q4 sessions to Waynesville landing pages decreased 18.5% year-over-year due to a shift in marketing strategy (see explanation below). Despite earlier impacts of COVID-19 on travel, by Q4 2020 we saw a 0.61% increase in overall organic visits to Waynesville webpages. The strongest growth came from organic traffic to blog pages, as evidenced on the following slide.

Q4 2020 was much different than the previous year. Paid advertising started in mid-October and was paused in mid-December. We also focused more heavily on remarketing to website visitors and nurturing existing relationships. While traffic decreased YOY, we saw an 8% increase in average time on page, indicating users are more engaged.

Paid traffic from the Waynesville Co-Op helped to offset declines in traffic from other sources, particularly from November through mid-December, prior to campaigns being paused.

Waynesville Email Leads: 127

Year-Over-Year Website Traffic

Sessions
21,013

↓ -18.5% from previous year

Pageviews
69.6K

↓ -25.0%

Avg. Session Duration
02:45

↓ -5.9%

Users

17,690

↓ -18.1%

Pages / Session

3.3

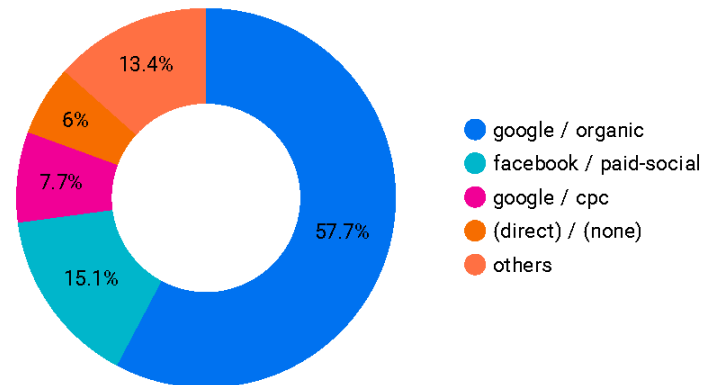
↓ -7.9%

Bounce Rate

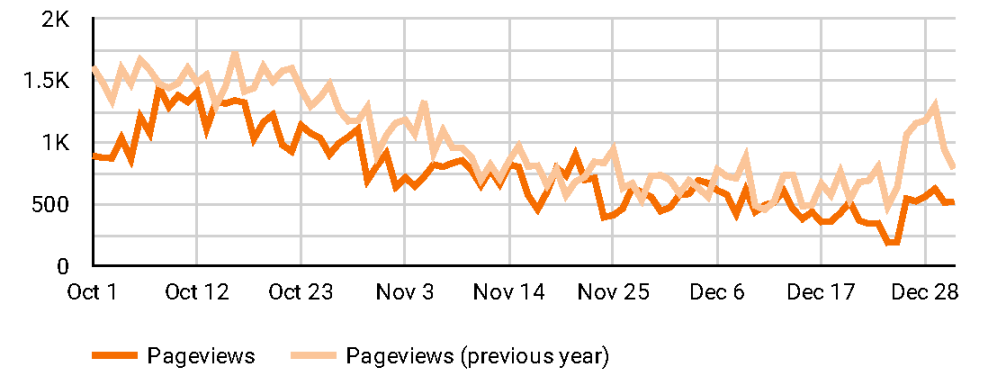
50.30%

↑ 11.7%

Top Acquisition Channels



Pageviews



Top Landing Pages

Landing Page

Acquisition

Sessions ▾

Users

Behavior

Bounce Rate

Pages / Session

Avg Session Duration

Landing Page	Sessions ▾	Users	Bounce Rate	Pages / Session	Avg Session Duration
/waynesville/	6,997	6,289	44.68%	3.88	00:03:16
/waynesville/things-to-do/	4,342	3,888	36.25%	4.56	00:04:00
/waynesville/shopping/	1,243	1,149	35.96%	3.55	00:03:09
/waynesville/places-to-eat/	1,162	1,080	38.3%	3.33	00:03:07
/blog/waynesville-holiday-fun-in-waynesville/	900	805	66.22%	2.05	00:01:39

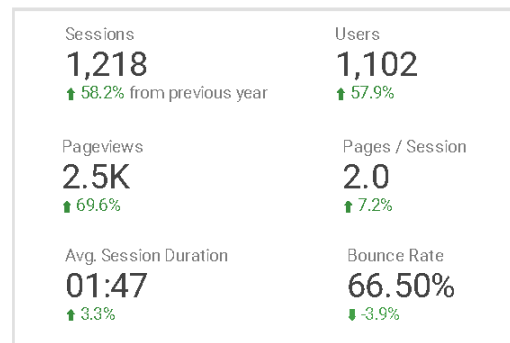


In Q4, three new Waynesville blogs were developed—a guide to renting a mountain cabin, a holiday shopping guide for unique gift-givers, and a winter golf feature. The holiday shopping guide received the most pageviews of these three.

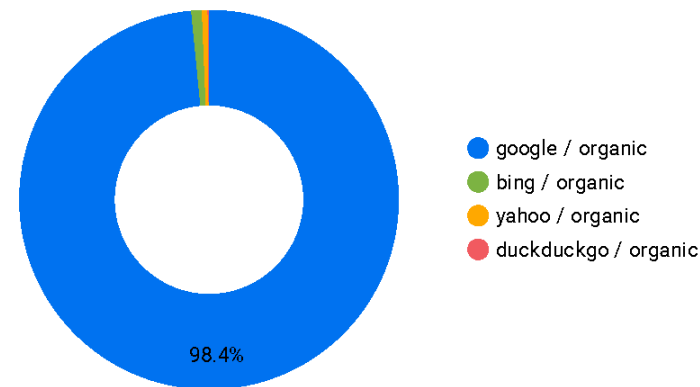
Q4 organic blog traffic outperformed last year's results by a considerable margin. Sessions were up 58.2%. Pageviews were up 69.6%. After clicking through to read blogs, users spent more time on the site, visited more pages on the site, and bounced at a lower rate.

The top performing blog was the winter holiday guide (originally published in 2018), which generated 849 sessions, an incredible result that indicates the long term value of this particular piece of content. Waynesville's neighborhood overview and dog-friendly Waynesville activities also performed well, driving users to more than 2 pages per session.

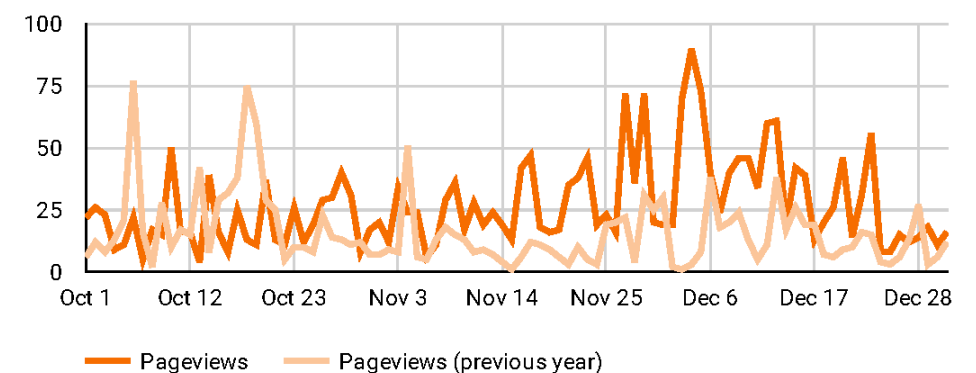
Year-Over-Year Website Traffic



Top Acquisition Channels



Pageviews



Top Landing Pages

Landing Page	Sessions ▾	Users	Bounce Rate	Pages / Session	Avg Session Duration
/blog/waynesville-holiday-fun-in-waynesville/	849	762	65.49%	2.08	00:01:39
/blog/waynesville-neighborhood-tour/	76	73	69.74%	2.43	00:02:33
/blog/waynesville-dog-friendly-things-to-do-in-waynes...	74	65	59.46%	2.07	00:02:22
/blog/waynesville-boyd-mountain-christmas-tree-farm...	66	61	72.73%	1.41	00:01:04
/blog/award-winning-latte-artist-opens-coffee-shop-in-...	44	40	86.36%	1.25	00:00:49

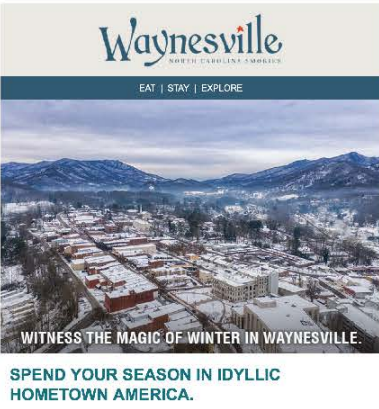
There were two Waynesville eNewsletters developed and deployed in Q4. The first deployed on October 7 and pushed readers to learn more about the autumn adventures in Waynesville that make the town a great spot for a reset. The second deployed on November 18 and shared the magic of a winter spent exploring Waynesville.

Both emails drove 741 sessions to Waynesville pages on the site. The most-visited page was Places to Stay with 211 sessions. Users who visited this page stayed on the site for nearly 3 minutes and visited nearly 3 pages during each session, keeping our bounce rate low. The Waynesville home page (110) and Shopping page (109) both saw a healthy number of sessions with low bounce rates. These results lead to huge yearly gains for each metric, but it's important to note that zero eNewsletters were deployed in Q4 of 2019.

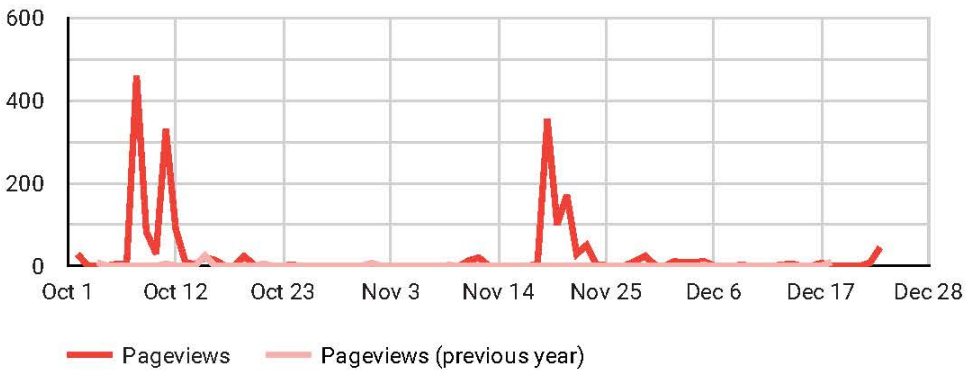
Opening rates for both deployments were extremely high—82.4% for October's mailing and 94.6% for November's. The industry average is 17.7%. Of those who opened the eNewsletter, approximately 14% clicked through to Waynesville pages on the site. The most clicked links were events related, whether they linked to a specific event or the events page. Places to Eat and Places to Stay links were clicked often as well.

Year-Over-Year Website Traffic

Sessions	Users
741	543
↑ 3,121.7% from previous year	↑ 2,368.2%
Pageviews	Pages / Session
2.0K	2.7
↑ 3,042.2%	↓ -2.5%
Avg. Session Duration	Bounce Rate
02:20	50.74%
↑ 32.4%	↓ -22.2%



Pageviews



Top Landing Pages

Landing Page
/waynesville/places-to-stay/
/waynesville/
/waynesville/shopping/
/waynesville/places-to-eat/
/event/annual-waynesville-christmas-tree-lighting/

Acquisition

Sessions	Users
211	175
110	93
109	98
97	84
46	43

Behavior

Bounce Rate	Pages / Session	Avg Session Duration
43.6%	2.95	00:02:42
64.55%	2.29	00:01:10
43.12%	2.88	00:02:32
51.55%	3	00:02:31
43.48%	2.5	00:01:24



Google Display Remarketing Ads launched on November 4 and were paused on December 17. These campaigns were focused on remarketing to past website visitors. There was roughly a 5-day delay after the ad launch for the internal remarketing audience to grow large enough for the campaign to begin producing traffic.

This is the first time we've run Google Display Remarketing for the Waynesville Co-Op; so a year-over-year comparison is not available.

Our display remarketing campaign had an average click-through-rate (CTR) of 0.73%, which is higher the industry average of 0.47%. Of note, our 300x600 banner ads had spectacular CTRs of 3.45% and 3.89%.

Year-Over-Year Website Traffic

Sessions	Users
1,620	1,178
Pageviews	Pages / Session
2.2K	1.3
Avg. Session Duration	Bounce Rate
42	82.35%

Campaign Performance

Impressions

267,819

CTR

0.7%

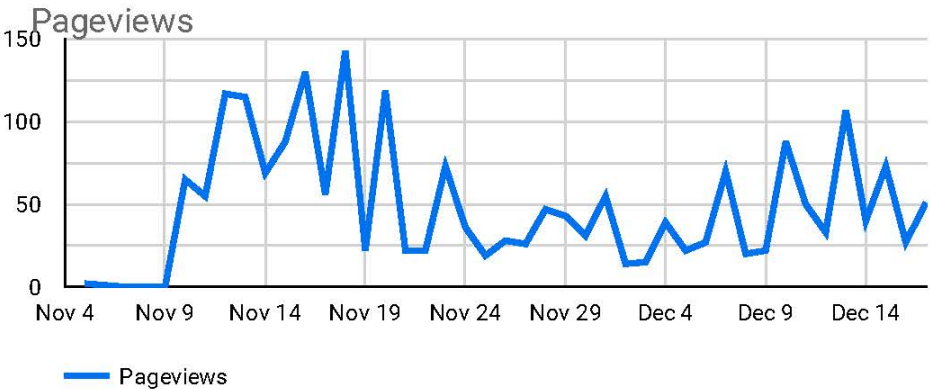
Avg. CPC

\$0.5



Fun in Waynesville

Waynesville, NC in the winter is the very best way to explore the NC Smoky Mountains!



Top Landing Pages

Campaign	Landing Page	Acquisition	Sessions	Behavior	Bounce Rate	Pages / Session	Avg Session Duration
WAY Co-op Fall-Winter 2020 Display Campaign	/waynesville/		1,300		83%	1.31	00:00:43
WAY Co-op Fall-Winter 2020 Display Campaign	/waynesville/things-to-do/		216		81.48%	1.32	00:00:27
WAY Co-op Fall-Winter 2020 Display Campaign	/waynesville/places-to-stay/		35		88.57%	1.14	00:00:20

Facebook Ads ran from mid-October through mid-December. Despite having a much shorter run time, overall sessions were only down by 3.6% compared to Q4 2019. While traffic remained stable, users viewed 26% fewer pages and had 36% shorter sessions.

In Q4 2020, we focused more heavily on remarketing and generating newsletter signups. Ads driving traffic to the newsletter landing page resulted in fewer pageviews, with visitors leaving the site after signing up. This is normal when landing pages are used to achieve a specific goal, and those visitors were ultimately added to our remarketing pool.

Of the 127 Waynesville email leads, 119 (93.7%) were from Facebook ads.

Our winter carousel ad drove the most traffic to the website during Q4; it was responsible for 59% of all clicks from Facebook across all ad sets.

Year-Over-Year Website Traffic

Sessions	Users
3,182	2,619
↓ -3.6% from previous year	↓ -8.2%
Pageviews	Pages / Session
5.5K	1.7
↓ -28.8%	↓ -26.1%
Avg. Session Duration	Bounce Rate
43	73.76%
↓ -36.4%	↑ 23.4%

Campaign Performance

Impressions

290,564

CTR (all)

1.7%

Cost per landing page view

1.0



Post engagements

3.9K

Experience Waynesville

Sponsored

You won't soon forget a winter spent in Waynesville. Experience it for yourself.



Go for a wintertime hike.

Learn More

Take in the snowy views.

Michelle Caiazza and 49 others

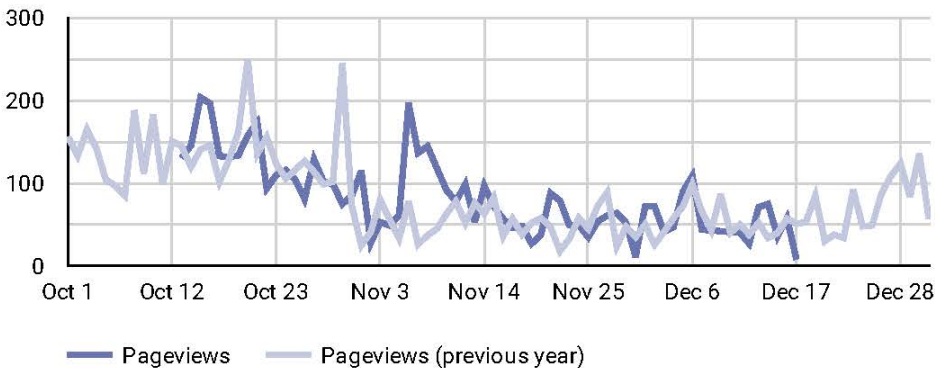
5 Comments 5 Shares

Like

Comment

Share

Pageviews



Top Landing Pages

Campaign	Destination Page	Acquisition		Behavior	
		Sessions	Bounce Rate	Pages / Session	Avg Session Duration
waynesville-coop-winter-2020	/waynesville/places-to-stay/	14	64.29%	6.21	00:03:25
waynesville-coop-winter-2020	/waynesville/things-to-do/	14	85.71%	3.21	00:01:37
waynesville-coop-fall-2020	/waynesville/places-to-stay/	13	53.85%	6.38	00:00:29
waynesville-coop-fall-2020	/waynesville/places-to-stay/...	8	100%	1	00:00:00
waynesville-coop-winter-2020	/waynesville/places-to-eat/	7	100%	2.43	00:00:00



Organic Facebook results for Q4 showed impressive growth in impressions, engagements, and post link clicks which is consistent with seasonal trends. Organic impressions specifically totaled 22,620, a growth of 63.40%. We also observed an increase in Engagement by 696.97% or a total of 6,304. Post link clicks displayed the greatest level of improvement, which indicates users are engaging with the content as well as clicking through to the website.

The top-performing posts of Q4 highlighted seasonal Waynesville events such as the Night Before Christmas celebration and the revised Apple Harvest Festival. The post for Christmas day was also among the top-performing posts for the quarter. Around the holiday season, we tend to see a rise in engagement with posts promoting local events—they're a hit! This continued in 2020, despite events looking a little different this year.

Follower Growth

Likes

14,763

New likes

972

Checkins

0

Talking about

47

Post Reach and Engagement

Total impressions of posts

313,183

Content clicks

4,717




Comments

131

Shares

123

Top Performing Content

Post full picture	Total impressions ▾	Content clicks	Total post reactions	Shares
	3,283	179	77	29
	1,205	58	57	4
	921	15	27	7

2020 MID-YEAR
VISIT NC SMOKIES
RECAP



QUICK ACTION IN A GLOBAL PANDEMIC

As we rolled into 2020, we were prepping for a strong spring and summer. Then came the COVID-19 pandemic, quarantines, masks, and shelter in place. Of course, travel was hit first and hit hard. We acted quickly to readjust.

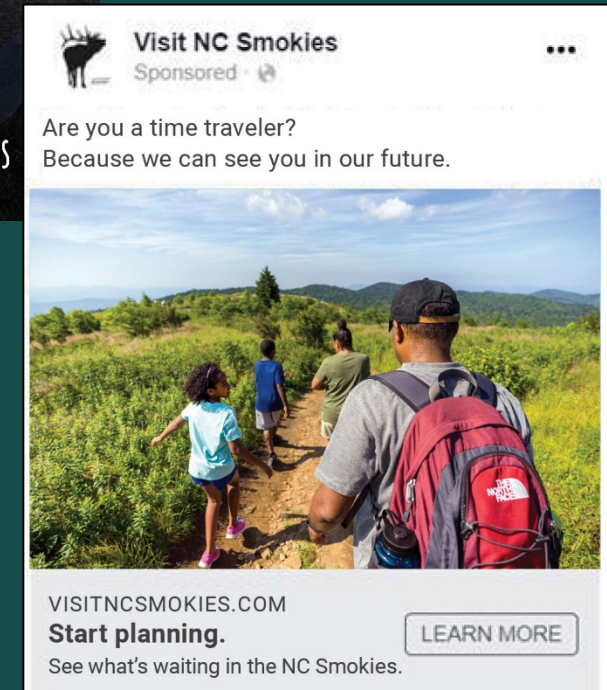
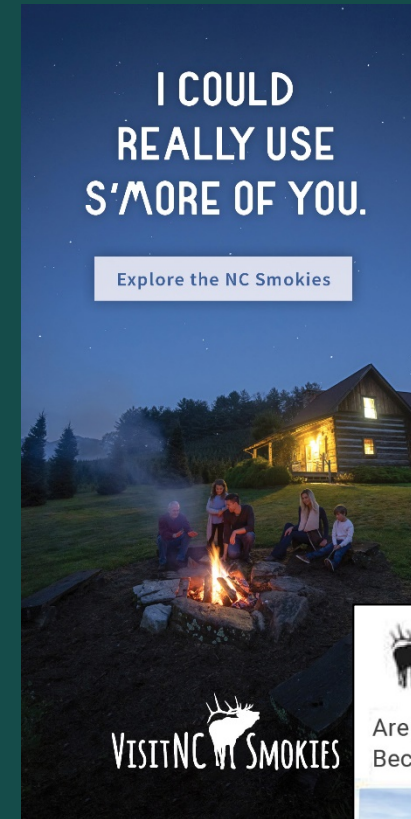
As travelers settled into quarantine, we turned our attention to organic messaging. We added an alert bar on the website homepage linking to COVID-19 resources. We refreshed social content calendars, slowing our posting frequency, and focusing content on nature, memories, and fun facts.

We transformed our digital channels into a virtual destination, offering followers a sense of escape and keeping the NC Smokies top of mind until it was time to return.

CAUTIOUSLY REEMERGING FROM CRISIS

With so much unpredictability in the world and an overload of messages, the TDA wanted to offer a sense of familiarity and a lighthearted escape from the chaos. In May, we reentered the market with recovery-minded “Pickup Line” messaging featuring iconic vistas, local wildlife, and outdoor activities situated in wide-open spaces.

The campaign kicked off with local print placements during Tourism Week and a direct mail postcard to the existing Haywood TDA database. Digital display, paid search, and paid social ads were targeted at prospective visitors in select drive markets. We started with those one to two hours away as well as intercept targeting of people seeking day trips. We then cautiously widened our geographic targeting to drive markets three to four hours away as the phases of opening and traveler interest progressed.



The HCTDA launched the "NC Smokies Hiking Safety Tips"

In response to the increasing number of new visitors to our mountain towns and trails. The campaign includes a free orange safety whistle with branded breakaway lanyard and a safety tips card. All items are available at the Visitors Center (1110 Soco Road) in Maggie Valley.



Re-Designed Mountain Heritage Trout Map



Mountain Heritage Trout Waters



The Mountain Heritage Trout Waters Program was established by the NC General Assembly in 2007 as a means to encourage trout fishing as a heritage tourism activity. Maggie Valley is designated as 1 of 17 Mountain Heritage Trout Cities in the program.

Residents and Non Residents are **required to purchase a 3-day, \$8 fishing license to fish in the designated Mountain Heritage Trout Waters**. There are no additional license requirements for fishing in Mountain Heritage Trout Waters. Children under 16 do not need a license. This special 3-day license can be purchased:

By phone at (888) 248-6834. Phone lines are open Mon - Fri, 8am - 5pm.

Online anytime at <https://www.ncwildlife.org/Fishing/Learn-Resources/Programs/Mountain-Heritage-Trout-Waters-Program>

> Purchase License & Permits > Option 2: New Customer Search > Add Customer > Enter Info > Continue > Inland Fishing Only > Short Term > Mtn Heritage Trout 3-Day Fish

- You do not need any additional licenses if you already have a NC Inland or Lifetime Fishing License
- Our Visitor Center **DOES NOT** sell any fishing licenses.
- License is **ONLY** valid in Mountain Trout Water locations.
(Therefore is not valid at Lake Junaluska, Cherokee, etc)

No poles? No problem! Swing by Visit NC Smokies Haywood County Visitor Center located at 1110 Soco Rd, Maggie Valley, NC 28751 to check out poles with a \$5 cash deposit per pole. Return poles within 3 days to receive your deposit back.



Haywood County is 1 of only 2 **headwater** counties in the entire United States. Headwater means that all of the water originates in the county and flows out, no water flows into the county from elsewhere.



Haywood County Swimming Holes

SUNBURST SWIMMING HOLE - (35.3735485, -82.9365153) With easy access right on Hwy 215, Sunburst is one of the easiest swimming holes to get to with plenty of parking. It is the perfect spot to unload a cooler or grill. You'll find an upper and lower swimming hole, as well as plenty of rocks and beach areas to relax. Sunburst Campground is located across the road and offers a great picnic area.

SKINNY DIP FALLS - (35.322248, -82.8303678) Milepost 417 on the Blue Ridge Parkway, the trail head is across the road from the Looking Glass Overlook parking area. Don't let the name fool you - clothing is strongly suggested at this popular swimming hole! Picturesque and very cold this hole offers several jumps and great places to wade in more shallow waters. The hike is short and suitable for all ages.

LOWER FALLS, GRAVEYARD FIELDS - (35.3210039, -82.8460705) Milepost 418 on the Blue Ridge Parkway, here you'll find the perfect combination of hiking and swimming. The 3.2 mile hike offers multiple waterfall features and the lower falls is a great swimming area to splash around in. This is a very popular hiking area so make sure to plan for heavier crowds on hot summer days.

MIDNIGHT HOLE - (35.7514974, -83.1095094) From the parking lot follow Big Creek trail for about 1.4 miles, Midnight Hole is on your left. This deep and scenic pool sits at the base of a 6ft waterfall. There are a number of large rocks around the pool that many enjoy jumping off of.



BEST. SCIENCE. LAB. EVER.

BRING CLASS TO THE NC SMOKIES



VISITNC  SMOKIES

**EMBRACE
UNUSUAL**

NEW CAMPAIGN

**EMBRACE
UNUSUAL**

**DITCH THE FAKE
ZOOM BACKGROUND**

WORK REMOTE IN
THE NC SMOKIES



VISITNC  SMOKIES

**EMBRACE
UNUSUAL**

**BETCHA WON'T FIND A
BETTER PLAYGROUND**

TAKE RECESS TO
THE NC SMOKIES



VISITNC  SMOKIES

**EMBRACE
UNUSUAL**

**MEET SOME WILD
NEW COWORKERS**

WORK REMOTE IN
THE NC SMOKIES



VISITNC  SMOKIES

**EMBRACE
UNUSUAL**

DITCH THE FAKE ZOOM BACKGROUND

COME TO THE
NC SMOKIES

VISITNC  SMOKIES

EMBRACE
UNUSUAL

BEST. SNOW. DAY. EVER.

TAKE RECESS TO
THE NC SMOKIES

VISITNC  SMOKIES.COM

EMBRACE
UNUSUAL

CREATE A BRAND NEW MORNING ROUTINE

COME TO THE
NC SMOKIES

VISITNC  SMOKIES

EMBRACE
UNUSUAL

BEST. SNOW DAY. EVER.

TAKE RECESS TO
THE NC SMOKIES

VISITNC  SMOKIES

EMBRACE
UNUSUAL

VISIT NC RECOVERY MARKETING GRANT



\$100,000 was granted to the HCTDA to be spent within VisitNC Co-op Advertising from October — December 2020

Youtube : Video & Digital Display Ads

- November & December

Travel Focused Mobile Ads

- December

Accuweather Digital Display Ads

- December

Cox Media OTT Video Ads

- October, November & December

Southern Living ¼ Page Ad

- December

Outside Magazine ¼ Page Ad

- December

Instagram through VisitNC

- November

VisitNC.com Native Advertising

- October, November & December

EDPNC TOURISM RECOVERY GRANT

The HCTDA was awarded \$21,500.

In order to qualify, the HCTDA had to show losses in their promotional budgets for 2020 versus 2019. The grant was to cover COVID-19 related expenses that had not been budgeted.

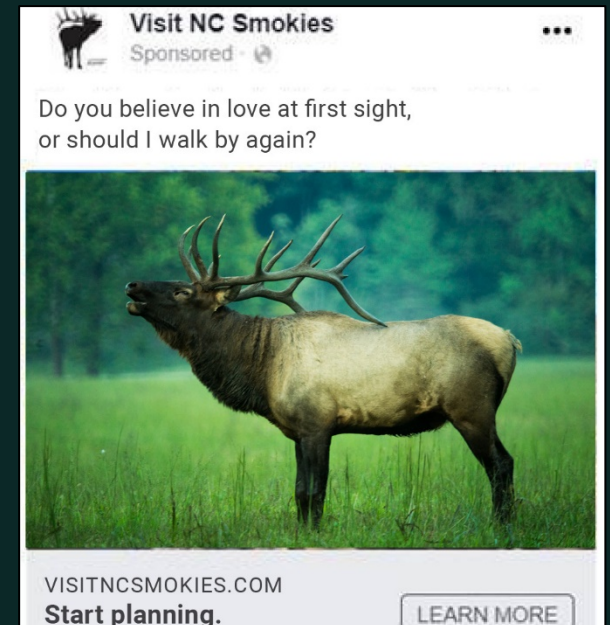
Qualifying uses are only for promotion (advertising and marketing) efforts to promote tourism as the state continues to reopen.

Examples of promotions covered:

Postcard Mailer:



Social & Google Ads:



DEER PARK BRAND GRANT

The HCTDA in conjunction with the Haywood Waterways Association was awarded \$2,500.

As a Blue Ridge Parkway Association member, the HCTDA submitted a grant application for the Haywood Waterways Association. The project had to support protection, preservation and sustainability to help minimize the environmental impact of our visitors.

Project:

The HCTDA will work with the Haywood Waterways Association to implement two water conservation and sustainability measures in the Pigeon River Watershed of Haywood County.

We will use \$2,000 to purchase native trees and shrubs suitable for streamside habitats, along with soil and mulch. The remaining funds (\$500) will be used for printing coasters with the title “Love Your Watershed”



Wayfinding Signs

HCTDA in partnership with each town funded 23 wayfinding signs throughout Haywood County.



HCTDA Grants 2020-2021

3%

Haywood Co. Greenway Planning Study - \$30,000

1%

Canton 28716

Lake Logan Outdoor Space Enhancements - \$5,000

1%

Clyde 28721

Visit Clyde Brochure- \$7,500

1%

Lake Junaluska 28745

Lake Junaluska Seasonal advertising- \$22,000

Discover Magazine 2021 - \$4,000

Total = \$26,000

HCTDA Grants 2020-2021

1%

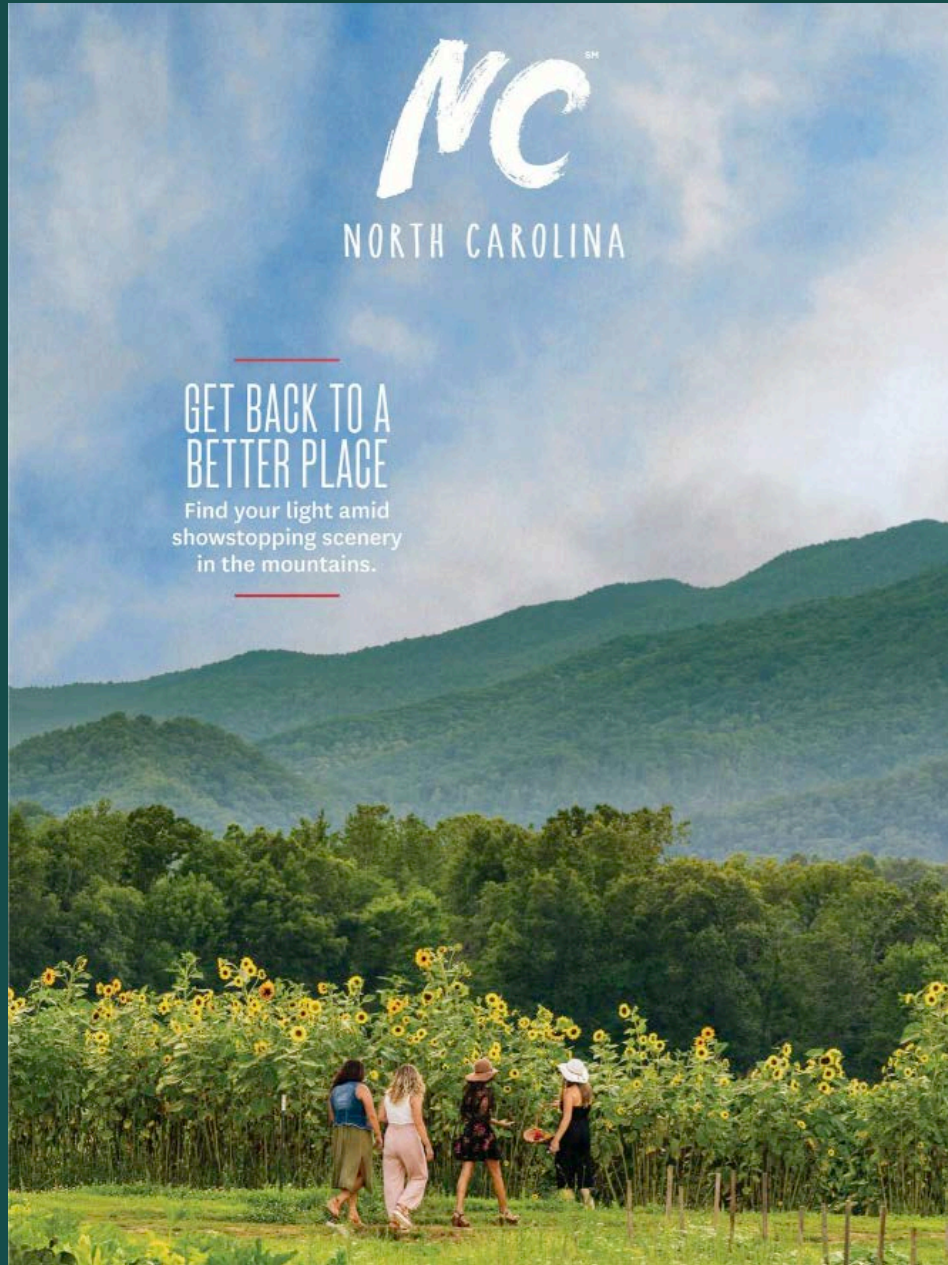
Maggie Valley 28751

Winter Days Decorations - \$3,430
Maggie Valley Fall Days - \$10,000
WNC Jeepfest 20- \$3,500
WNC Jeepfest 21- \$6,060
Destination Marketing - \$114,000
Total = \$136,990

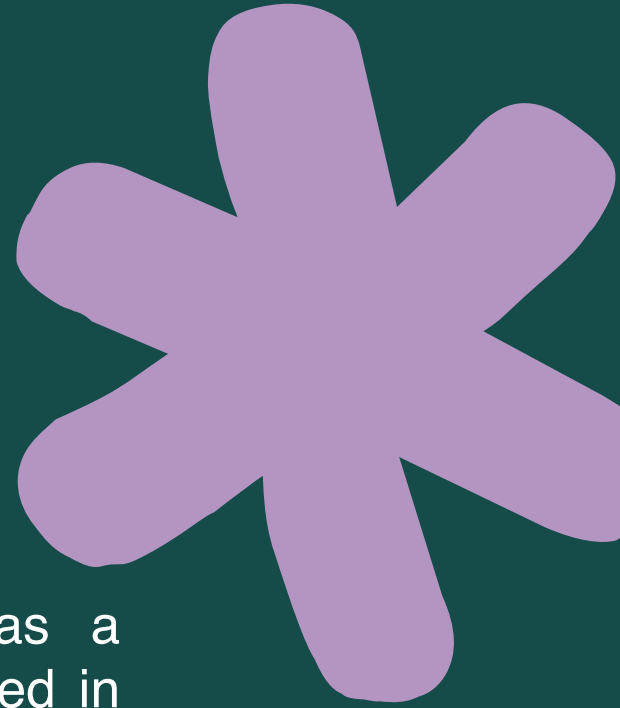
1%

Waynesville 28785/86

Destination Marketing - \$99,020
Portable Stage (Smoky Mtn Event Center) - \$10,000
Event Space Enhancement (Shelton House) - \$25,150
2021 Farmers Market Marketing - \$3,000
Frog Level Improvements - \$5,600
DWA Street Dance - \$1,000
Night Before Christmas - \$1,500
Total = \$145,270



Every year the HCTDA staff has a chance to pitch ideas to be featured in the North Carolina Visitor Guide. Ten Acre Garden in Canton made the cover of the mountain version of the 2021 travel guide.





2021 Visitor Guide



TOWN OF WAYNESVILLE BOARD OF ALDERMEN
REQUEST FOR BOARD ACTION
Meeting Date: March 23, 2021

SUBJECT: Public hearing to discuss Mountain Housing Opportunities request for a grant through the Town of Waynesville's affordable housing policy.

AGENDA INFORMATION:

Agenda Location: Public Hearing
Item Number: D5
Department: Administration
Contact: Jesse Fowler, Assistant Town Manager
Presenter: Jesse Fowler, Assistant Town Manager

BRIEF SUMMARY:

Mountain Housing Opportunities (MHO) is seeking to take advantage of the Town of Waynesville's Affordable Housing Policy and is requesting a grant from the Town of Waynesville to offset the development costs associated with infrastructure development for their future development located at 333 Howell Mill Road.

This grant request would be for the approximate amount of up to \$167,153.60. This grant would require two budget amendments. The first would be an appropriation of \$57,153.60 from the General Fund Balance in order to pay for MHO's water and sewer system development fees. The second would be an appropriation of \$110,000 from the General Fund Balance to the Sewer Fund in order to cover the costs of sewer infrastructure materials costs and installation which would extend the Town of Waynesville's sewer system down Abel Lane in order to connect to the development site at 333 Howell Mill Road. Materials would be purchased by the town of Waynesville and Labor would be provided by the Town as an in-kind grant.

MOTION FOR CONSIDERATION:

1. To award an Affordable Housing Grant to Mountain Housing Opportunities to offset development fees and costs associated with the infrastructure development of their 333 Howell Mill Development.

FUNDING SOURCE/IMPACT:

1. \$57,153.60 from the General Fund Balance to cover system development fees
2. \$110,000 from the General Fund Balance to cover materials and installation of sewer infrastructure.


Autumn Lyvers, Finance Director

3/16/2021

Date

ATTACHMENTS:

1. Mountain Housing Opportunities Affordable Housing Policy Application

2. Town Of Waynesville Adjusted Cost Estimate
3. Town of Waynesville Affordable Housing Policy
4. Budget Amendment

MANAGER'S COMMENTS AND RECOMMENDATIONS:

Mountain housing Opportunities is a nonprofit Community Development Corporation that specializes in the development of low to moderate income housing developments. Their proposed 333 Howell Mill Road development will bring 84 affordable units to the Town of Waynesville ranging from 40% to 80% Haywood County AMI. It can be seen in their application that some of their single bedroom units will be rented for as low as \$388 a month. Previous Affordable Housing Policy Grants that have been awarded by the Town of Waynesville have weighed the benefit of having the grant repaid over a certain number of years through the tax base increase associated with the new construction. Mountain Housing Opportunities has stated that they would be taking advantage of their non-profit tax-exempt status, and so there would be no real increase in tax base. However, Town staff believes that the affordability of this development provides a public good to the Town of Waynesville which is equal to or greater than that benefit in tax base.



IN REQUEST FOR

AFFORDABLE HOUSING INCENTIVE GRANT

SEWER & WATER EXTENSION | 333 HOWELL MILL RD





January 27, 2021

Town of Waynesville, NC
16 South Main Street
P.O. Box 100
Waynesville, NC 28786

Waynesville Town Employees and City Officials,

It is with great enthusiasm that Mountain Housing Opportunities, Inc. (MHO) is submitting the following **grant request in the amount of \$306,750.00** for sewer and waterline extension regarding our potential affordable housing development, "Balsam Edge", at 333 Howell Mill Road.

MHO has been developing affordable housing for 32 years in the Western North Carolina region with a seasoned and talented staff. Through development, new construction, renovation, and acquisition, MHO now owns a total of 1,134 affordable rental units.

As MHO continues to prioritize the creation of affordable housing throughout Western North Carolina, we are eager to recognize and act upon the intense need for housing in our region's more rural areas and the towns that anchor them. Producing quality housing affordable to low income individuals so that all may be able to continue to live and participate in their community is central to our mission and an ideal we are excited to help bring to Waynesville.

With our proposed development, Balsam Edge will bring **84 affordable, family units** to the Town of Waynesville. All units will be serving those earning below 80% of Area Median Income (AMI), with one, two, and three bedroom units targeting a range of **income levels from 40% AMI to 80% AMI**.

Thank you for the opportunity to submit this incentive grant for project infrastructure, and we look forward to continuing to move Balsam Edge toward completion in Waynesville.

Sincerely,

Adeline Wolfe
Project Manager & Real Estate Developer

Contents

- I Request Summary | 01
- II Developer Qualifications | 03
- III Project Narrative | 05
- IV Financial Narrative | 07
- V Grant Request | 09

Addenda

- A. Multi-family Portfolio
- B. Architectural & Site Design Package
- C. Pro Forma
- D. Club House Elevation Re-Design

I Request Summary

Project Summary



MHO's development at 333 Howell Mill Road, Balsm Edge, will be an 84 unit, family oriented apartment community near the intersection of Russ Avenue and Howell Mill Road. It adheres to the underlying UR-HM density requirements. Upon completion, the site will include 3 residential buildings, a community building with communal amenity space, a picnic/grilling area, a play ground, and 1.75 parking spaces per unit. Total average property affordability will be 55% of AMI with no unit targeting greater than a household income of 80% AMI.

Unit Summary and Affordability

Unit Types	Quantity	Rent
One Bedroom		
40% AMI	6	388
50% AMI	4	504
60% AMI	10	621
80% AMI	2	721
Subtotal	22	
Affordability	54.55%	
Two Bedroom		
40% AMI	9	469
50% AMI	10	609
60% AMI	19	749
80% AMI	4	849
Subtotal	42	
Affordability	55.24%	
Three Bedroom		
40% AMI	6	539
50% AMI	2	701
60% AMI	9	863
80% AMI	3	963
Subtotal	20	
Affordability	56.00%	
Total Units	84	
Percent 1BR	26%	
Average Total Affordability	55.24%	

Financial Summary

Project Working Timeline

- On-going | Due Diligence & Pre-development
- May 2021 | Final LIHTC app due & COMMITMENT OF FUNDS
- December 2021 | Final Construction Drawings
- June 2022 | Financial Closing
- June 2022- August 2023 | Construction
- Summer 2023 | Lease Up

Current Sources of Funds

9% LIHTC Equity.....	\$10,034,500
USDA 538 Construction/Perm Loan.....	2,606,587
Secondary Soft Debt.....	1,840,000
Town of Waynesville Grant.....	306,750
Total Development Cost.....	\$14,787,837

Preliminary application for the 9% Low Income Housing Tax Credit (LIHTC) program has been submitted as of January 24th and is under review. Debt in addition to permanent financing will be a conglomerate of soft mezzanine debt. Under this category, the project has qualified for Rental Production Program Loans (RPP) and is in discussion with Dogwood Health Trust about possible loan opportunities.

For gap financing in regards to sewer and water extensions, MHO is asking for grant money from the Town of Waynesville’s affordable housing incentive program in the amount of \$306,750, to be confirmed in writing by May of 2021.

II Developer Qualifications

Mountain Housing Opportunities | Developer



64 Clingman Avenue
Suite 101
Asheville, NC 28801

Ph: 828.254.0120
Fax: 828.254.0120
www.mtnhousing.org

Mountain Housing Opportunities, Inc. has been operating as a nonprofit organization for the creation and improvement of affordable housing in Western North Carolina since 1988. Our community Investment arm that oversees the production of multi-family units has financed approximately \$100 million in affordable housing assets and has developed a total of 1,134 units, with 212 additional units scheduled to come online in early Spring of this year upon the completion of the Lee Walker Heights redevelopment. Throughout each development, quality of design and resident life have been at the forefront of our process.

Development Team

MHO's current development team working on Balsam Edge will include:

Cindy Visnich Weeks, Vice President and Director of Community Investments. Ms. Visnich-Weeks has 30+ years of affordable housing and development experience and a master's degree in community and economic development.

Geoffrey Barton, Director of Real Estate Development, oversees the development team. Geoffrey is a licensed architect and has over 9 years of affordable housing and development experience.

Rich Olejniczak, Senior Real Estate Developer, will assist with project management. Rich has a master's in social work and over 25 years of affordable housing and development experience.

Adeline Wolfe, Real Estate Developer will be project manager. Adeline has two years of affordable housing experience and a masters degrees in Sustainable Real Estate Development and Preservation Studies from Tulane University.

Aaron Green, Enterprise Rose Architectural Fellow, will help ensure that the architectural and site plans meet the specific needs of both the project and Waynesville zoning standards.

Completed Projects

Displayed below are a summary of our three most recent affordable multi-family developments, with the entirety of our multi-family portfolio available for viewing in addendum A.

East Haven Apartments

- Location: Swannanoa, NC
- Completed: 2020
- Units: 95



Eagle Market Place

- Location: Asheville, NC
- Completed: 2019
- Units: 62
- Commercial Space: 9,000 SF



Copyright: SnapWerx LLC

Villas at Fallen Spruce

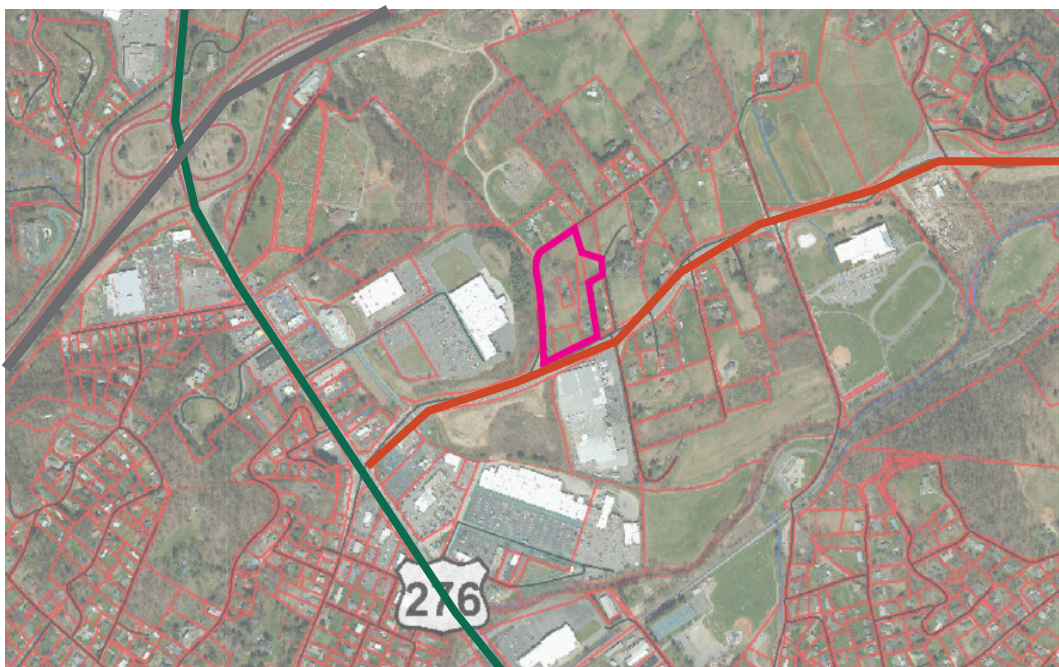
- Location: Asheville, NC
- Completed: 2015
- Units: 55



III Project Narrative

Balsam Edge will introduce 84 affordable, family targeted units to Waynesville, NC. The site's position on Howell Mill Road has been targeted as a prime multi-family development area by the Planning Division, reflected in its Howell Mill Urban Residential Zoning designation. Development plans for the site are in direct congruence with the Town's intentional housing expansion plans in regards to land use. Furthermore, it is positioned to provide rents affordable to workers of surrounding industries with a presence in Waynesville and throughout Haywood County.

Taking into account the preservation of Waynesville's natural beauty and environmental standards, Balsam Edge will be built following EnergyStar guidelines for all buildings. Additionally, current site plans have used the topography as an amenity to preserve view corridors to the surrounding mountain area and will incorporate native plant species into the landscaping.



- Great Smoky Mountains Expressway
- Howell Mill Road
- Russ Avenue



Project Timeline

On-going | Due Dilligence & Pre-development

May 2021 | Final LIHTC app due & COMMITMENT OF FUNDS

December 2021 | Final Construction Drawings

June 2022 | Financial Closing

June 2022- August 2023 | Construction

Summer 2023 | Lease Up

Unit Summary & Affordability

Again, the intent of Balsam Edge is to target low and moderate income families in Waynesville typically excluded from most market rate and luxury developments. Very low income persons and workforce families alike will have units affordable to them. Additionally, 12 ADA accessible units will be included.

Unit Types	Quantity	Rent
One Bedroom		
40% AMI	6	388
50% AMI	4	504
60% AMI	10	621
80% AMI	2	721
Subtotal	22	
Affordability	54.55%	
Two Bedroom		
40% AMI	9	469
50% AMI	10	609
60% AMI	19	749
80% AMI	4	849
Subtotal	42	
Affordability	55.24%	
Three Bedroom		
40% AMI	6	539
50% AMI	2	701
60% AMI	9	863
80% AMI	3	963
Subtotal	20	
Affordability	56.00%	
Total Units	84	
Percent 1BR	26%	
Average Total Affordability	55.24%	

Site plans (existing and proposed), Elevations, Floorplans, Tentative Clubhouse Plans, and Projected Buildout may be found in the attached package corresponding to **Addendum B**.

IV Financial Narrative

Target Market

Market Analysis and following information courtesy of:
T. Ronald Brown: Research & Analysis

	<u>30 percent</u>	<u>40 percent</u>	<u>60 percent</u>	<u>80 percent</u>	<u>Total*</u>
Total demand					
1 bedroom	110	88	52	52	296
2 bedroom	155	123	73	73	415
3 bedroom	91	72	43	43	244
4 bedroom	31	25	15	15	84
Total	387	308	182	182	1,039
Supply					
1 bedroom	0	11	20	0	31
2 bedroom	0	3	20	0	23
3 bedroom	0	0	0	0	0
4 bedroom	0	0	0	0	0
Total	0	14	40	0	54
Net demand					
1 bedroom	110	77	32	52	265
2 bedroom	155	120	53	73	392
3 bedroom	91	72	43	43	244
4 bedroom	31	25	15	15	84
Total	387	294	142	182	985
Capture rates					
1 bedroom	2.7%	0.0%	9.4%	0.0%	2.3%
2 bedroom	6.5%	5.0%	49.3%	19.2%	14.3%
3 bedroom	5.5%	0.0%	25.8%	14.0%	9.0%
4 bedroom	0.0%	0.0%	0.0%	0.0%	0.0%
Total	4.7%	2.0%	28.2%	11.0%	8.5%

Sources & Uses

Sources

9% LIHTC Equity.....	\$10,435,648
USDA 538 Construction/Perm Loan.....	4,028,164
Secondary Soft Debt/ Gap Equity.....	287,996
Town of Waynesville Grant.....	306,750

Total Development Cost.....\$15,058,558

Uses

Hard Costs.....	\$ 11,479,358
Sewer/ Water Extension.....	306,750
Financing & Due Diligence.....	402,211
Legal & Compliance.....	370,310
Other Soft Costs.....	1,229,000
Land.....	950,000
Reserves.....	320,928

Total Development Cost.....\$14,787,837

Preliminary application for the 9% Low Income Housing Tax Credit (LIHTC) program has been submitted as of January 24th and is under review. MHO has established a working relationship with Dogwood Health Trust in regards to possible financing opportunities. Along with in- Additionally, the project has pre-qualified for RPP funds from the state program.

Working Pro Forma and Cash Flow Analysis may be viewed in attachment labeled **Addendum C.**

V Grant Request

The grant request amount comes from estimates generated by our project civil engineer, Civil Design Concepts (CDC). With current conditions, the property is not serviced by the county sewerage system and will have to tie into an existing manhole at the end of Abel lane across the street adjacent to Sonoco Plastics. Proposed civil work takes into account the extension down Abel lane, boring under Howell Mill Road, and extension onto the property for creation of another manhole. On-site extensions to proposed buildings have been absorbed into in-house site costs.

In anticipation of potential future development around the Howell Mill Corridor, MHO is in support of creating an easement on the parcel to ensure town access for future expansion.

Request Amount

In respect to current labor and material cost estimations, MHO is requesting \$306,750.00 to be used for the proposed sewer line extension and manhole creation. Grant funds are requested to be confirmed by written commitment no later than the First of May 2021.

Projected Tax Base

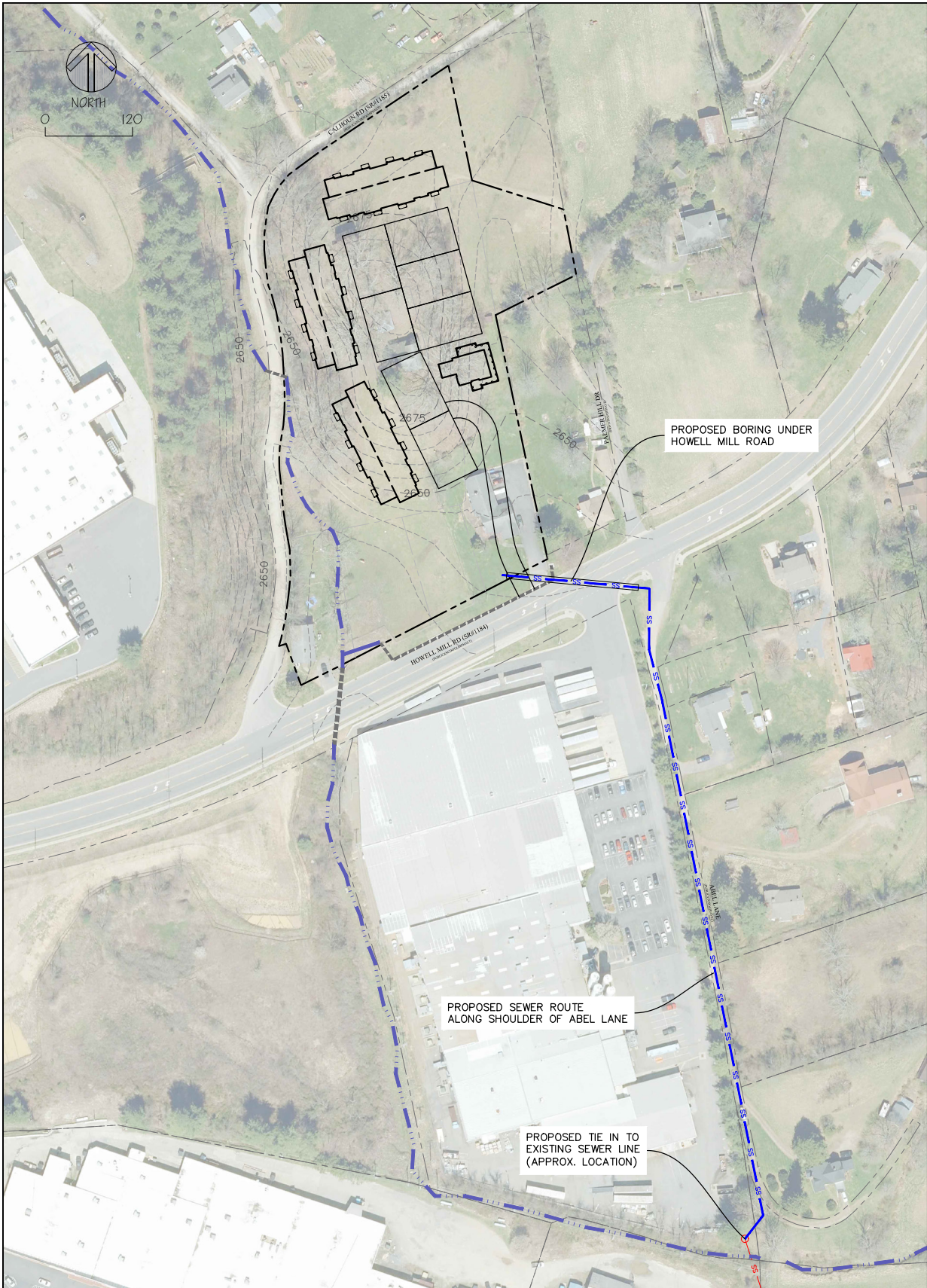
In response to the projected tax base at build out criteria, the calculation is as follows:

Currently, assessed taxable value on the land is \$343,900 with an annual property tax of \$2,377 based on current rates. Using the NCHFA approved method for valuation of affordable housing properties, Balsam Edge is estimated to be valued at \$3,281,527 based upon year one net operating income and an 9% cap rate. While affordable housing developments often qualify for a level of property tax exemptions the project with current Haywood County tax rates will generate \$18,814.09 in property taxes at the maximum level. Again, for the purpose of transparency, the project would be eligible as an affordable project for property tax exemption, but as negotiation with the town may dictate, the propensity for tax base impact is at least in part there in addition to the innumerable social benefit the project will supply.

Existing Sewer Lines



Proposed Sewer Extension



Estimated Cost



**MHO - HOWELL MILL
DECEMBER 2020**

FEASIBILITY COST ESTIMATE SEWER EXTENSION TO SITE

ITEM #	DESCRIPTION	UNIT	QTY	UNIT COST	TOTAL AMOUNT
SITE, GRADING, & PAVING					
1	Mobilization/General Requirements	LS	1	\$5,000	\$5,000
2	Demolition	LS	1	\$2,000	\$2,000
3	Clearing and Grubbing	LS	1	\$1,000	\$1,000
4	8" ABC Stone for Road Repair	SY	1,400	\$16	\$22,400
				SUBTOTAL	\$30,400
EROSION CONTROL					
5	Seeding	LS	1	\$1,000	\$1,000
6	Erosion Control	LS	1	\$5,000	\$5,000
				SUBTOTAL	\$6,000
SEWER LINE					
7	Sewer System Extension (with associated appurtenances)	LF	1,200	\$90	\$108,000
8	Maintenance of Access	LS	1	\$10,000	\$10,000
9	Bore and Jack	LF	200	\$400	\$80,000
10	Sanitary Sewer Service	EA	5	\$1,200	\$6,000
11	Tie-In to Public Sewer	EA	1	\$5,000	\$5,000
				SUBTOTAL	\$209,000
SUBTOTAL					\$245,400
CONTINGENCY (25%)					\$61,350
TOTAL					\$306,750
NOTES:					
1. This estimate is based off of the CDC bulletin: "MHO - HOWELL MILL - SEWER EXTENSION EXHIBIT - DECEMBER 2020"; estimate costs listed were established on the date as noted above. Due to cost variations over time, this estimate is only valid for 90 days past the estimate date. 2. The ENGINEER maintains no control of labor costs, materials, equipment or services furnished by others, the Contractor(s)' methods for determining prices, or competitive or market conditions. The estimates herein for project and construction costs represent the ENGINEER'S best judgment, and are based on his experience and qualifications as a Professional Engineer who possesses familiarity with the construction industry. The ENGINEER does not guarantee the accuracy of the cost estimates, which may vary from bids or actual project and construction costs. 3. Soft Costs (ie. Engineering, Surveying, Legal, and Development Fees) are not included in the above estimate. 4. Asbestos survey and abatement costs (if necessary) are not included in the above estimate. 5. Dry utility costs (removal, relocation, coordination, new services, etc) are not included in this estimate. 6. Possible easement acquisition costs (for utility connections and other offsite encroachments) are not included in this estimate.					



Gary Caldwell, Mayor
 Julia Freeman, Mayor Pro Tem
 Clarence "Chuck" Dickson, Alderman
 Jon Feichter, Alderman
 Anthony Sutton, Alderman

Robert W. Hites, Jr. Town Manager
 William E. Cannon, Jr., Town Attorney

February 4, 2021

TOWN OF WAYNESVILLE ADJUSTED COST ESTIMATE

Mountain Housing Opportunities Development: 333 Howell Mill Road

System Development Fees (Water):

84 Bedroom(s) x 120gpd/bedroom x \$2.62 (current water rate) = \$26,409.60

System Development Fees (Sewer):

84 Bedroom(s) x 120gpd/bedroom x \$3.05 (current sewer rate) = \$30,744.00

System Development Fee Total: \$57,153.60

Note: This is assuming the proposed 84 Bedroom complex

ITEM #	DESCRIPTION	UNIT	QTY	UNIT COST	TOTAL AMOUNT
SITE, GRADING, & PAVING					
1	Mobilization/General Requirements				\$0
2	Demolition				\$0
3	Clearing and Grubbing				\$0
4	8" ABC Stone for Road Repair	Tons	320		\$8,000.00
				SUBTOTAL	\$8,000.00
EROSION CONTROL					
5	Seeding	LS	1		\$500.00
6	Erosion Control	LS	1		\$500.00
				SUBTOTAL	\$1,000.00
SEWER LINE					
7	Sewer System Extention (with associated appurtenances)	LF	1,100		\$35,000.00
8	Maintenance of Access	LS	1		\$0
9	Bore and Jack	LF	200		\$40,000.00
10	Sanitary Sewer Service	EA	5		\$1,500.00
11	Tie-In to Public Sewer	EA	1		\$2,500.00
				SUBTOTAL	\$88,000.00
SUBTOTAL					\$88,000.00
CONTINGENCY (25%)					\$22,000.00
TOTAL					\$110,000.00

TOTAL: \$167,153.60

TOWN OF WAYNESVILLE AFFORDABLE HOUSING POLICY

POLICY STATEMENT:

It is the policy of the Town of Waynesville to promote affordable rental and owner occupied housing within its corporate limits. In the spirit of this policy the Town Board may find it necessary to stimulate development of affordable housing opportunities by offering incentive grants to offset development costs associated with the construction and occupancy of such housing. Such grants may be used to offset the cost of expenses including, but not limited to: environmental testing, clearing, grading, stormwater mitigation, water/wastewater/power line extensions road construction and buying down the construction cost of the project, closing costs and sales price and rental subsidies.

CRITERIA FOR INCENTIVE CONSIDERATION:

The Town will entertain requests for incentives on a case by case basis and will weigh their merit according to the following:

- Incentives may be granted for location and construction of a specific affordable housing development where the Town's participation will have an immediate impact on the ability of low to moderate income residents to rent or purchase dwellings. The Town will evaluate projects to determine the economic feasibility of such a development and the extent to which the Town may reasonably provide grants or loans. The Town shall determine the "gap" between the construction cost of the development and the rental or sales price for persons who qualify under HUD guidelines as having 80% of the median household income for moderate income and assess its ability bridge the "gap".
- The Town will evaluate the impact of the request on the rental or sales price of the development to determine the extent to which it may aide in lowering rents or sales prices to a meaningful level.
- The dwelling design and floorplan will be studied to insure that it is efficiently and economically designed and it is energy efficient and economical to maintain.
- The applying party must be a business, nonprofit corporation or a CHDO (Community Housing Development Organization) with a successful track record in the development and construction of low to moderate income housing.
- The business, nonprofit or CHDO must be willing to guarantee, through contract, that 20% of the rental units will be available to low to moderate income persons for a period of twenty (20) years and that housing sale prices will be set to attract low to moderate income persons through the sell-out of the development.
- The recipient party shall reimburse the Town for any grants should the project not be completed. If only a portion of the project is completed the Town shall be reimbursed for that percentage of the project grant not completed.

- The Town shall approve any sale or assignment of the development to another qualifying party.
- The Town will take into consideration the tax value of the development in determining its ability to offer grants to affordable housing developments.

PROCEDURES:

In concert with GS 160A-456 (b) and GS 157-4.1 the Town adopts the following procedures for requesting an affordable housing grant or loan:

The Applicant shall provide the following information in order to be considered for an affordable housing grant:

- A. Name, address and list of officers of the development entity.
- B. Number of years entity has been in business and list of affordable housing projects completed.
- C. Site Plan, dwelling floorplans and elevations, energy efficient features, phasing, projected buildout, proforma of development, projected unit costs, rents and sales prices.
- D. Target market,
- E. Funding sources
- F. Projected tax base at buildout

The project will be evaluated based on the efficiency of design, energy efficiency of the dwellings and cost. The staff will compare the unit cost or rents with the prices that the eligible clients can afford to determine the “gap” that needs to be funded.

The staff will determine the Town’s ability to meet the gap and estimate the payback in property taxes necessary to restore the grants of funds to Town’s fund balance.

The staff will recommend a course of action to the Town Board.

Should the Board wish to present the proposal to the Public it will set a date for a public hearing to solicit input. After such a hearing the Board will determine the amount of a grant to offer the applicant and direct the town attorney to prepare a contract outlining the terms of the grant.

The grant shall be paid to the applicant as construction progresses if the grant is to construct infrastructure. If the grant is to buy down the cost of the dwellings, the grants will be paid as the dwellings are completed.

Policy Effective Date: January 2019

Gavin A. Brown, Mayor

Ordinance No. 0-04-21

Amendment No. 11 to the 2020-2021 Budget Ordinance

WHEREAS, the Board of Aldermen of the Town of Waynesville, wishes to amend the 2020-2021 Budget Ordinance.

NOW, THEREFORE, BE IT ORDAINED by the Board of Aldermen of the Town of Waynesville that the 2020-2021 Budget Ordinance be amended as follows:

General Fund:

Increase the following revenues:

Other Financing Sources

Fund Balance Appropriated	103900-493992	\$ 167,154
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(Additional revenues needed to award an affordable housing grant to Mountain Housing Opportunities to offset development fees and cover the costs of sewer infrastructure materials and installation.)

Increase the following appropriations:

Special Appropriations

Donations & Contributions	105300-536910	\$ 57,154
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Other Financing Uses

Transfer to Sewer Fund	109800-599620	\$110,000
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Total General Fund appropriations increase		<u>\$167,154</u>
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(Appropriation of \$167,154 includes: \$57,153.60 from the General Fund Balance in order to pay for MHO's water and sewer system development fees, and \$110,000 from the General Fund Balance to the Sewer Fund in order to cover the costs of sewer infrastructure materials and installation.)

Adopted this 23rd day of March 2021.

Town of Waynesville

J. Gary Caldwell
Mayor

Attest:

Eddie Ward
Town Clerk

Approved As To Form:

William E Cannon Jr
Town Attorney

Ordinance No. 0-05-21

Amendment No. 12 to the 2020-2021 Budget Ordinance

WHEREAS, the Board of Aldermen of the Town of Waynesville, wishes to amend the 2020-2021 Budget Ordinance.

NOW, THEREFORE, BE IT ORDAINED by the Board of Aldermen of the Town of Waynesville that the 2020-2021 Budget Ordinance be amended as follows:

Sewer Fund:

Increase the following revenues:

Other Financing Sources

Transfer from General Fund 623900-493910 \$ 110,000

(Interfund transfer from the General Fund to cover the costs of sewer infrastructure materials and installation for Mountain Housing Opportunities as part of the affordable housing grant program.)

Increase the following appropriations:

Sewer Maintenance

Capital Improvements 627121-545900 \$110,000

Total Sewer Fund appropriations increase \$110,000

(Costs of sewer infrastructure materials and installation to extend the Town of Waynesville's sewer system down Abel Lane to connect to the development site at 333 Howell Mill Road.)

Adopted this 23rd day of March 2021.

Town of Waynesville

J. Gary Caldwell
Mayor

Attest:

Eddie Ward
Town Clerk

Approved As To Form:

William E Cannon Jr
Town Attorney

TOWN OF WAYNESVILLE BOARD OF ALDERMEN
REQUEST FOR BOARD ACTION
Meeting Date: March 23, 2021

SUBJECT: Budget Amendment for SRT Equipment

AGENDA INFORMATION:

Agenda Location: New Business
Item Number: E6
Department: Police Department
Contact: Lt. Chris S. Chandler
Presenter: Lt. Chris S. Chandler

BRIEF SUMMARY:

This Budget Amendment is being requested to address a very important need. Being a police officer is an inherently dangerous job with the possibility of encountering an unknown life and death situation in a moment's notice. Being a member of the Special Response Team (SRT) comes with an even greater risk. As a member of the SRT, officers are commonly utilized to perform at a higher level in a known high-risk situation. The SRT is called on to serve high risk warrants, make dynamic entry's, and bring calm to an already volatile situation, above and beyond what the Patrol Officer is trained to do. This purchase is for Entry Vests and specialized weapons retention holsters for the SRT. With greater risks comes the need for more advanced equipment. We have been very fortunate to have had these vests donated in the past, but they are now out of date and need to be replaced.


Five of these vests were purchased from the Materials and Supplies line item with careful consideration to the budgetary impact. By utilizing the requested Budget Amendment and pulling from other designated law enforcement funds, we will be able to purchase five additional vests which will properly equip the entire SRT with an in-date entry vest.

MOTION FOR CONSIDERATION:

Approve Budget Amendment as presented.

FUNDING SOURCE/IMPACT:

Total cost of entry vests (\$12,200) and holsters (\$2,908) to be funded with restricted funds for law enforcement purposes: Water Shed Law Enforcement Funds \$4,860, Police Department Donations \$2,200, SWAT Funds \$8,048.


Autumn Lyvers, Finance Director

03/15/2021
Date

ATTACHMENTS:

Budget Amendment No. 9 to the 2021-2021 Budget Ordinance

MANAGER'S COMMENTS AND RECOMMENDATIONS:

Ordinance No. 0-03-21

Amendment No. 9 to the 2020-2021 Budget Ordinance

WHEREAS, the Board of Aldermen of the Town of Waynesville, wishes to amend the 2020-2021 Budget Ordinance.

NOW, THEREFORE, BE IT ORDAINED by the Board of Aldermen of the Town of Waynesville that the 2020-2021 Budget Ordinance be amended as follows:

General Fund:

Increase the following revenues:

Restricted Intergovernmental Revenue

Other Police Grants 103350-434311 \$ 15,108

(Revenue needed to purchase SRT Holsters and 5 additional SRT Entry Vests due to current vests reaching expiration date. This revenue is restricted for law enforcement purposes: Water Shed Law Enforcement Funds \$4,860, Police Department Donations \$2,200, SWAT Funds \$8,048.)

Increase the following appropriations:

Misc. Police Grant

Equipment 104315-545500 \$ 15,108

(Purchase of SRT Holsters (\$2,908) and 5 additional Entry Vests (\$12,200) for the Special Response Team due to current equipment reaching expiration date. A total of ten replacement vests will be purchased: 5 vests purchased with currently budgeted funds, and 5 purchased using restricted funds and donations detailed above.)

Total General Fund appropriations increase \$ 15,108

Adopted this 23rd day of March 2021.

Town of Waynesville

J. Gary Caldwell
Mayor

Attest:

Eddie Ward
Town Clerk

Approved As To Form:

William E Cannon Jr
Town Attorney

TOWN OF WAYNESVILLE BOARD OF ALDERMEN
REQUEST FOR BOARD ACTION
Meeting Date: March 23, 2021

SUBJECT: Special Event Application for the Drug Epidemic Awareness Walk (Walk Across America)

AGENDA INFORMATION:

Agenda Location: New Business
Item Number: E7
Department: Administration
Contact: Jesse Fowler, Assistant Town Manager
Presenter: Jesse Fowler, Assistant Town Manager

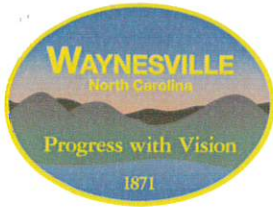
BRIEF SUMMARY: We have received a special event application for the **Drug Epidemic Awareness Walk (Walk Across America)**. This event is organized by the Share Project and will be a short walk through downtown Main Street in order to raise awareness to the drug epidemic currently faced in America. This event was approved for 2020 but had to be postponed due to COVID-19. Staff has amended their original application and the event is now scheduled for May 16, 2021.

MOTION FOR CONSIDERATION: Motion to approve the special event: Drug Epidemic Awareness Walk (Walk Across America) scheduled for May 16, 2021.

FUNDING SOURCE/IMPACT:

ATTACHMENTS:

MANAGER'S COMMENTS AND RECOMMENDATIONS:



Application for Special Events Permit

I. General Information

EVENT NAME:

EVENT DATE(S):

LOCATION

IF THIS EVENT IS A PARADE
OR ROAD RACE

SET-UP TIME (START/END):

EVENT HOURS:

DISMANTLE HOURS
(START/END):

ESTIMATED ATTENDANCE:

BASIS ON WHICH THIS ESTIMATE IS
MADE:

COMPREHENSIVE GENERAL LIABILITY
INSURANCE REQUIRED: \$1,000,000.

Note: If event is more than three days in duration, and not in the public right-of-way, you will also need a temporary event permit. Contact the Waynesville Police Dept. at 828-456-5363 for more information.

Please provide a full route description and map

Verbal Support

Please attach proof of insurance (or applicable rider).

II. Applicant and Sponsoring Organization Information

SPONSORING ORGANIZATION
NAME:

ARE YOU A NON PROFIT
CORPORATION?

No

Yes

If yes,
are you

501c(3)

501c(6)

Place of
Worship

APPLICANT
NAME:

ADDRESS:

PHONE:

ON-SITE
CONTACT:

ADDRESS:

PHONE #:

CELL PHONE #:

EMAIL:

The SHARE Project

in process

Michele Rogers - Lisa Falbo

56 Montgomery St

CITY: Waynesville

STATE: NC

ZIP: 28780

828.243.9958

FAX#:

EMAIL:

info@theshareproject.org

Michele Rogers

TITLE:

Same

828.243.9958

Michele@Selecthomeswnc.com

III.	Brief Description of Event
Drug Awareness Walk - This is a national movement. There are hundreds across the US. Currently there are 2 in NC (Kalamazoo & Wilmington) but none in Western NC. This is a county-wide event with lots of support.	
IV.	Street Closure Request (Attach map of the Street Closure)

List any street(s) (or lanes of streets) requiring temporary street closure as a result of this event.

Include street name(s) indicating beginning and endpoints of the closing, day, date and time of closing and reopening:

1. Academy
2. Maywood
- 3.

V.	Event Details
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YES NO

- ☐ ☒ Does the event involve the sale or use of alcoholic beverages?
If yes, has the ABC permit been obtained? Yes ☐ No ☐ Please provide a graphic of the area where alcoholic beverages will be purchased or consumed (i.e. beer garden layout)
- ☐ ☒ Does the event involve the sale of food? _____
If "YES", has the health department been notified? _____ Have you applied for a temporary permit? _____
- ☐ ☒ Does the event involve the sale of non-food items? If "YES" have you applied for a privilege license? _____
- ☐ ☒ Will there be musical entertainment at your event? If "YES" provide the following information:
Number of Stages: _____ Number of Band(s): _____ Amplification? _____
Note: If amplification is used, you will be required to perform a pretest for compliance with the noise ordinance.
- ☐ ☒ Do you plan to use an existing occupied building? Address _____
- ☐ ☒ Do you plan to use an existing vacant building? Address _____
- ☒ ☐ Will there be any tents or canopies in the proposed event site? Please provide the following information:
Approx. Number of Tents: 1 @ courthouse Will any tent exceed 400 sq. feet in area? ☐ NO ☐ YES
- ☐ ☒ Does the event involve the use of pyrotechnics? Explain _____
- ☐ ☒ Will you provide portable toilets for the general public attending your event? If so, how many and where will they be located? courthouse
- ☒ ☐ Will you require electrical hookup for the event? Generators? _____
- ☐ ☒ Will you require access to water for the event? Explain _____
- ☐ ☒ Will admission fees be charged to attend this event? If "YES", provide the amount(s) of all tickets. _____
- ☐ ☒ Will fees be charged to vendors to participate in this event? If "YES", please provide the amount(s). _____
- ☒ ☐ Will signs and/or banners be displayed as part of the event? If "YES" have you applied for a sign permit? _____
- ☐ ☒ Will inflatable parade balloons be used for the event? Provide details if necessary.

VI. Additional Questions

How will **parking** be accommodated for this event?

public

Notes:

1. Parking and buildings involved may be examined for ADA compliance.
2. You may be required to provide a shuttle if the event places undue demands on surrounding parking areas.

How will **trash** be contained and removed during and after the event?

yes

Volunteers: Will you require Civilian Police Volunteers for your event?

Apply for this permit at least 60 days prior to your special event. (30 days for a neighborhood street closing)

Return to:

Amie Owens, Assistant Town Manager
Town of Waynesville
16 S. Main Street, P.O. Box 100, Waynesville, NC 28786
Telephone: (828) 452-2491
Fax No. : (828) 456-2000
Email Address: aowens@waynesvillenc.gov

VIII. Special Information for Applicants

- * Do not announce, advertise or promote your event until you have an approved and signed permit.
- * You will be required to notify property owners affected by the event at the time a special events permit is issued with a copy of any correspondence provided to the Town for the permit file.
- * **Only chalk may be used on streets – no permanent paint. No permanent alterations to the street will be permitted.**
- * The Town has an ordinance prohibiting the use of tobacco and e-cigarettes in the business districts and all parks of the Town. The Applicant is to communicate this information to all vendors and participants. Permanent signs are in place in these districts and parks.
- * The Town has an ordinance allowing animals at festivals. Any incidents should be reported to the Police Department.
- * The Applicant shall be responsible for hiring and paying off-duty law enforcement officers, or reimbursing the Town for the costs of providing on-duty law enforcement officers, to appropriately police street closures. For festivals, the Applicant shall be additionally responsible for hiring and paying off-duty law enforcement officers, or reimbursing the Town for the costs of providing city staff, including but not limited to: on-duty law enforcement officers, to provide internal festival security and for hiring and paying necessary emergency medical technicians.
- * The Assistant Town Manager, in consultation with the Waynesville Police Department, shall determine the number of officers needed to appropriately monitor street closures and for internal security, and with the Fire Department to determine the number of emergency medical technicians needed, and the time when such services shall commence and end.

FOR INTERNAL USE ONLY:

Application received:

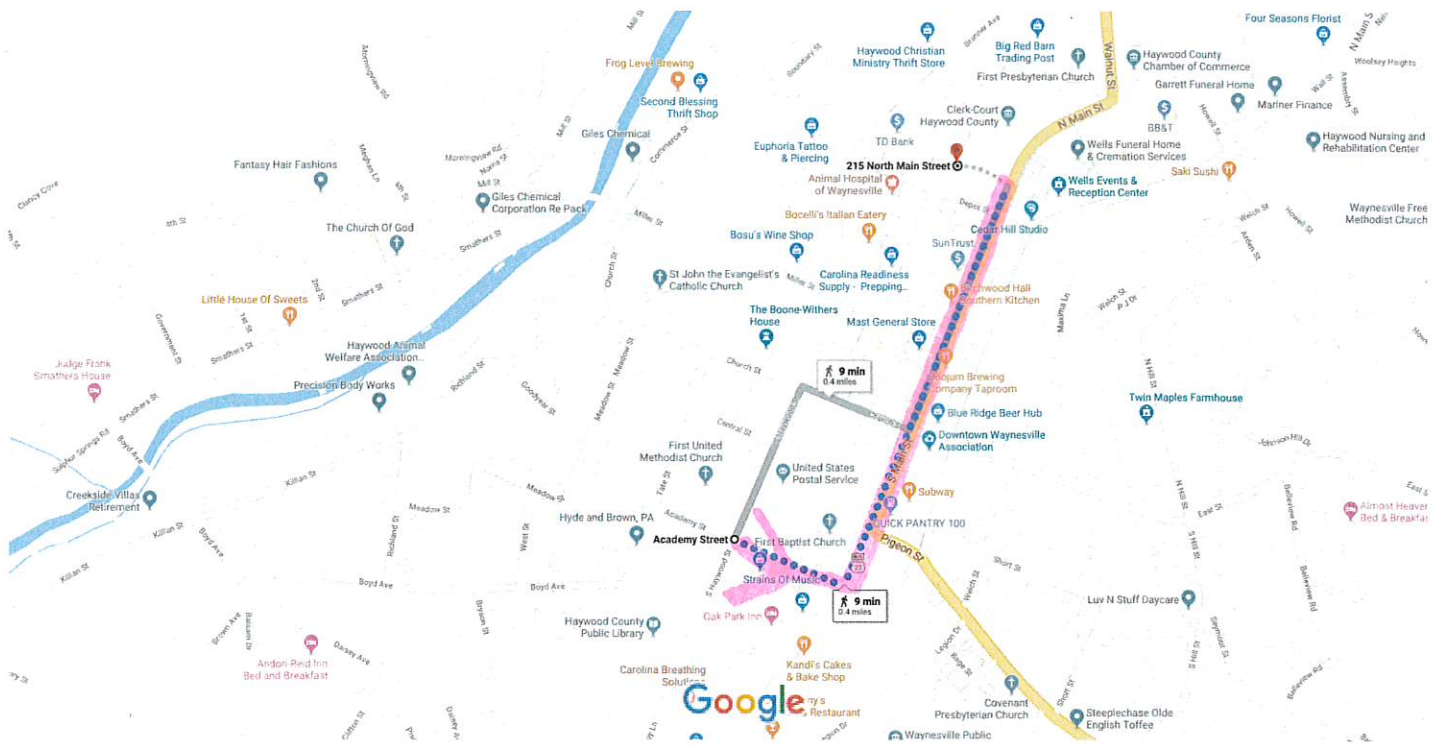
Application approved:

Application denied:



Academy St, Waynesville, NC 28786 to 215 North Main Street, Waynesville, NC

Walk 0.4 mile, 9 min



Map data ©2020 200 ft



via S Main St

9 min

0.4 mile



via S Haywood St and N Main St

9 min

0.4 mile

All routes are mostly flat

**TOWN OF WAYNESVILLE BOARD OF ALDERMEN
REQUEST FOR BOARD ACTION
Meeting Date: March 23, 2021**

SUBJECT: Budget amendment to fund Habitat for Humanity's Affordable Housing Grant

AGENDA INFORMATION:

Agenda Location: New Business
Item Number: E8
Department: Administration
Contact: Jesse Fowler, Assistant Town Manager
Presenter: Jesse Fowler, Assistant Town Manager

BRIEF SUMMARY:

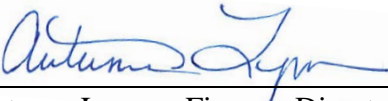
At the January 12, 2021 meeting, the Board of Aldermen approved a grant to Habitat for Humanity through the Town's Affordable Housing Policy in the amount of \$75,412. \$45,412 of this grant was to be paid to Habitat for Humanity through the General Fund Balance, and \$30,000 was to be paid through in-kind services. Habitat for Humanity had awarded a bid for services for infrastructure development prior to the Board's January 12 meeting. Therefore, rather than granting in-kind services in the amount of \$30,000, staff is requesting that Board approve a budget amendment of \$30,000 from the General Fund Balance to be granted to Habitat for Humanity to help offset their costs associated with water and sewer infrastructure development.

MOTION FOR CONSIDERATION:

Motion to approve a budget amendment of \$30,000 in order to offset the cost infrastructure development at Habitat for Humanity's Sylvan Street development

FUNDING SOURCE/IMPACT:

Total cost of project \$75,412 to be appropriated from the General Fund Balance, \$45,412 of which was approved on January 12, 2021 and \$30,00 of which was voted on today.

 Autumn Lyvers, Finance Director	3/15/2021 Date
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ATTACHMENTS:

Budget Amendment

MANAGER'S COMMENTS AND RECOMMENDATIONS:

Ordinance No. 0-06-21

Amendment No. 10 to the 2020-2021 Budget Ordinance

WHEREAS, the Board of Aldermen of the Town of Waynesville, wishes to amend the 2020-2021 Budget Ordinance.

NOW, THEREFORE, BE IT ORDAINED by the Board of Aldermen of the Town of Waynesville that the 2020-2021 Budget Ordinance be amended as follows:

General Fund:

Increase the following revenues:

Other Financing Sources

Fund Balance Appropriated	103900-493992	\$ 30,000
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(Additional revenues needed to award a low-income housing grant to Habitat for Humanity. \$45,412 of the total \$75,412 grant award was budgeted in January 2021.)

Increase the following appropriations:

Special Appropriations

Donations & Contributions	105300-536910	\$ 30,000
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Total General Fund appropriations increase	\$ 30,000
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Adopted this 23rd day of March 2021.

Town of Waynesville

J. Gary Caldwell
Mayor

Attest:

Eddie Ward
Town Clerk

Approved As To Form:

William E Cannon Jr
Town Attorney

TOWN OF WAYNESVILLE BOARD OF ALDERMEN
REQUEST FOR BOARD ACTION
Meeting Date: March 23, 2021

SUBJECT: Readdressing Board of Aldermen meetings via Zoom

AGENDA INFORMATION:

Agenda Location: New Business
Item Number: E9
Department: Administration
Contact: Jesse Fowler, Assistant Town Manager
Presenter: Jesse Fowler, Assistant Town Manager

BRIEF SUMMARY: At the 2021 Board of Aldermen Budget Retreat, the Board chose to extend the policy of hosting their regular scheduled meetings via zoom through the Month of March. Town staff is requesting the Board's guidance, whether to continue hosting the regular scheduled Board of Aldermen meetings via Zoom or to host them in person in the Town Board room located at 9 south Main Street.

MOTIONs FOR CONSIDERATION:

1. Motion to continue hosting regular scheduled Board of Aldermen meetings via Zoom
2. Motion to host regular scheduled board of Aldermen Meetings in the Town Board room located at 9 South Main Street

FUNDING SOURCE/IMPACT:

ATTACHMENTS:

MANAGER'S COMMENTS AND RECOMMENDATIONS:

RESOLUTION #_____

A RESOLUTION REQUESTING THE NC DEPARTMENT OF TRANSPORTATION TO RE-PAVE MAIN STREET FROM LEGION DRIVE TO WALNUT STREET AND PIGEON STREET FROM MAIN STREET TO SOUTH HILL STREET (NC 276).

WHEREAS, NC 276 is a major corridor through the Central Business District of Waynesville; and

WHEREAS, NC 276 serves as the primary roadway for commercial vehicles and visitors to Waynesville's Downtown; and

WHEREAS, the weight and volume of these vehicles on these sections of NC 276 have damaged significant areas of Main and Pigeon Streets through the Central Business District and;

WHEREAS, The Town of Waynesville has expended over \$157,000 in engineering design to replace sections of water line in Pigeon Street in preparation for the milling and re-paving of the Pigeon Street (NC 276) by NC DOT; and

WHEREAS significant delay in the milling and re-paving of Main and Pigeon Streets (NC 276) will damage the base of the highway so that re-pavement of the roadway will be far more expensive for NC DOT; **NOW THEREFORE**

BE IT RESOLVED BY THE BOARD OF ALDERMEN THAT IT; request the NC Department of Transportation to re-pave NC 276 from its intersection with Walnut Street to its intersection with South Hill Street during the 2021-22 fiscal year.

Adopted this the 23rd day of March 2021

Town of Waynesville

Gary Caldwell, Mayor

Attest: _____
Eddie Ward, Town Clerk