



Town of Waynesville, NC

Board of Aldermen Regular Meeting

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

Date: June 8, 2021 Time: 6:00 p.m.

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(828) 452-2491 eward@waynesvillenc.gov

A. CALL TO ORDER - Mayor Gary Caldwell

1. Welcome/Calendar/Announcements

B. PUBLIC COMMENT

C. Approval of Minutes – May 25, 2021 regular meeting

Motion: To approve the minutes of the May 25th regular meeting as presented (or as corrected)

D. CALL FOR PUBLIC HEARING

2. To consider Text Amendments to the Land Development Standards for compliance with NCGS 160D

- Olga Grooman, Attorney Anna Stearns

Motion: To call for a Public Hearing to be held on Tuesday June 22, 2021 at 6:00 pm or as closely thereafter as possible in the Town Hall Board Room located at 9 South Main Street Waynesville, to consider Text Amendments to Land Development Standards for compliance with 160D

3. To consider a Text Amendment to Land Development Standards Section 2.5.3 – Table of Permitted Uses and Section 17.3 – Definitions.

- Byron Hickox, Land Use Administrator

Motion: To call for a Public Hearing to be held on Tuesday June 22, 2021 at 6:00 pm or as closely thereafter as possible in the Town Hall Board Room located at 9 South Main Street Waynesville, to consider Text Amendments to Land Development Standards Section 2.5.3 – Table of Permitted Uses and Section 17.3 – Definitions.

E. PUBLIC HEARING

4. Public Hearing to receive input on an agreement to provide Premier Magnesia with an incentive to locate a new process in Waynesville.

- Rob Hites, Town Manager

Motion: To receive input from the Public on the proposal and approve its submission as part of the package of incentive offered to Premier Magnesia.

5. To consider the adoption of the Fiscal Year 2021-2022 budget.

- Rob Hites, Town Manager

Motion: To accept the input from the public, and direct staff to make any changes that have been requested from the Board.

F. NEW BUSINESS

6. Resolution for receiving Federal Funds under the American Rescue Plan Act (ARPA)

- Autumn Lyvers, Finance Director

Motion: To approve Resolution No.# R-05-21 for receiving Federal Funds under the American Rescue Plan Act (ARPA)

7. Capital budget request to update the Finance drive-thru drawer and audio

- Autumn Lyvers, Finance Director

Motion: To approve capital purchase of KSI 5000 model transaction drawer and enhanced audio features at a cost of \$11,808.00.

8. Acceptance of Proposal for administration of Downtown Municipal Service District

- Town Manager Rob Hites

Motion: To accept the proposal of the Downtown Waynesville Association and authorize that a contract be negotiated for Board approval during the June 22nd meeting.

9. Manager's Report

- Town Manager Rob Hites

Update on third party review of Town electric utility billing

- Jesse Fowler, Assistant Town Manager

TOWN OF WAYNESVILLE – REGULAR SESSION AGENDA

June 8, 2021

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10. Town Attorney Report

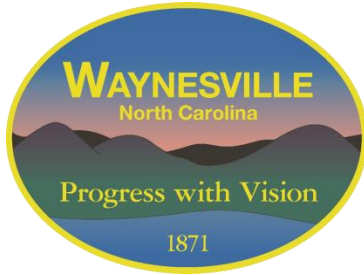
- Town Attorney William Cannon

G. COMMUNICATIONS FROM THE MAYOR AND BOARD

H. CLOSED SESSION

Motion: To enter into Closed Session to consider the acquisition of property in accordance with GS-143-318.11(a)(5). A second item is to receive an update from the staff on the location of a business in accordance with GS 143-318.11(a)(4).

H. ADJOURN



TOWN OF WAYNESVILLE

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CALENDAR

June 2021

2021	
Sunday June 6th – 9th	FUMC Bible Times Vacation Bible School
Tuesday June 8	Board of Aldermen Meeting – Regular Session
Tuesday June 22	Board of Aldermen Meeting – Regular Session
Friday June 25	Friday Night Street Dance – Main Street – 6:30
Saturday July 3	Stars & Stripes Kids Patriotic Parade – Main Street – 11:00 am
Monday July 5	Town Offices Closed – Independence Day
Friday July 9	Friday Night Street Dance – Main Street – 6:30
Tuesday July 13	Board of Aldermen Meeting – Regular Session
Friday July 23	Folkmoor Parade – Main Street – 4:30 pm
Friday July 23	Friday Night Street Dance – Main Street – 6:30 pm
Saturday July 24	International Day – Main Street – 10:00 am
Tuesday July 27	Board of Aldermen Meeting – Regular Session
Friday August 6	Friday Night Street Dance – Main Street – 6:30
Saturday August 7	Sarge's Annual Downtown Dog Walk
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
Saturday September 18	Fall Rockin Block Party – Main Street – 7:00 pm
Saturday September 25	Power of Pink – Commerce Street Frog Lever – 9:00 – 11:00 am
Friday September 24	Friday Night Street Dance – Main Street – 6:30
Tuesday September 28	Board of Aldermen Meeting – Regular Session
Saturday October 9	38 th Annual Church Street Art & Crafts – Main Street – 10:00 am
Tuesday October 12	Board of Aldermen Meeting – Regular Session
Tuesday October 26	Board of Aldermen Meeting – Regular Session
Saturday October 30	Treats on the Street – Main Street – 5:00 pm
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
Thursday & Friday November 25 & 26	Town Offices Closed - Thanksgiving
Friday December 3	Waynesville Christmas Tree Lighting – Main Street - 6:00 pm
Monday December 6	Waynesville Christmas Parade – Main Street - 6:00 pm
Saturday December 11	Night Before Christmas – Main Street – 6:00 p.
Tuesday December 14	Board of Aldermen Meeting – Regular Session
December 23, 24 & 27th	Town Closed – Christmas Holidays

Board and Commission Meetings – June 2021

ABC Board	ABC Office – 52 Dayco Drive	June 15 3 rd Tuesday 10:00 AM
Board of Adjustment	Town Hall – 9 S. Main Street	June 7 1 st Tuesday 5:30 PM
Downtown Waynesville Association	UCB Board Room – 165 North Main	June 24 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	June 2 1 st Wednesday 2:00 PM
Planning Board	Town Hall – 9 S. Main Street	June 21 3 rd Monday 5:30 PM
Public Art Commission	Town Hall – 9 S. Main Street	June 10 2 nd Thursdays 4:00 PM
Recreation & Parks Advisory Commission	Rec Center Office – 550 Vance Street	June 16 3 rd Wednesday 5:30 PM
Waynesville Housing Authority	Waynesville Towers – 65 Church Street	June 8 2 nd Tuesday 3:30 PM

MINUTES OF THE TOWN OF WAYNESVILLE BOARD OF ALDERMEN

Regular Meeting

May 25, 2021

THE WAYNESVILLE BOARD OF ALDERMEN held a regular meeting on Tuesday, May 25, 2021 at 6:00 p.m. in the Town Hall Board Room located at 9 South Main Street Waynesville, NC.

A. CALL TO ORDER

Mayor Gary Caldwell called the meeting to order at 6:05 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
Eddie Ward, Town Clerk
Town Attorney William E Cannon, Jr.
Jeff Stines, Public Services Director
Autumn Lyvers, Finance Director

The following media representatives were present:

Becky Johnson, The Mountaineer
Chad Nesbitt, Skyline News

1. Welcome/Calendar/Announcements

Mayor Gary Caldwell welcomed everyone and referred the board to the calendar and mentioned the Rockin' Block Party at 7:00 pm on Saturday May 29, and the Oasis Shriners Spring Ceremonial Parade at 2:00 pm on Saturday June 5th. All Town offices will be closed on Monday May 31st for Memorial Day.

B. PUBLIC COMMENT

Town Attorney William E Cannon, Jr. asked if anyone had public comments and opened the Public Comment period at 6:07 pm.

Erich Overhultz
26 Davis Lane
Waynesville, NC 28786

Mr. Overhultz talked about the upcoming Planning Board meeting and an item that is on the agenda. He encouraged the Board to think about the effect of low barrier shelters being allowed in residential areas would have on the citizens of Waynesville. He said the citizens of Waynesville did not ask for this proposed change and encouraged all citizens to take the time to study the Town's Land Use Plan, and become familiar with the zoning in each district, and what is allowed in those districts.

**Lisa Overhultz
26 Davis Lane
Waynesville, NC 28786**

Ms. Overhultz expressed her concerns about freedom of speech and being allowed to speak at Board meetings.

**Peggy Hannah
268 Hemlock Street
Waynesville, NC 28786**

Ms. Hannah spoke about people who are in jail and the charges against them. She asked the Board for an actual number of people who are homeless in Waynesville. She asked how could the Board state that there are more shelters needed for the homeless without knowing that number. She stated that the programs in place should be utilized rather than implementing more. She asked the Board to have a meeting with citizens and be open with them.

**Sherry Morgan
PO Box 1496
Waynesville, NC 28786**

Ms. Morgan voiced concerns about the Homelessness Task Force, and low barrier shelters. She said she felt that this process of rezoning for the low barrier shelters has not been thought out thoroughly and has come about too fast. Ms. Morgan said she had polled 150 residents in Waynesville, and not one person was in favor of the low barrier shelters. She asked to Board to carefully consider the consequences of allowing these shelters in residential areas.

**Joey Reece
108 Maple Street
Waynesville, NC 28786**

Mr. Reece addressed activities of the Homelessness Task Force and freedom of speech in Board meetings.

Attorney Cannon closed the Public Hearing at 6:25 pm.

C. CONSENT AGENDA: *All items below are 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 of the May 11th, 2021 regular meeting
- ii. Approval of Special Event Permits – Sarge’s Dog Walk & First Methodist Vacation Bible School
- iii. Budget Amendment for purchase of Police vehicles

A motion was made by Alderman Anthony Sutton, seconded by Alderman Chuck Dickson, to approve the Consent Agenda as presented. The motion passed unanimously.

D. PRESENTATION

2. Helping Hands of Haywood presentation and Request for Allocation of ARP Funding
 - Korri McLaughlin, HHOH Board Member

Ms. McLaughlin gave a presentation to the Board asking for emergency hotel shelter funds from the Waynesville allocated American Rescue Plan funding. This funding is needed to temporarily house clients that are experiencing homeless, especially in the most complicated situations requiring a longer stay such as a disability or a serious medical condition.

Helping Hands is staffed by all volunteers and serve 40 – 50 Waynesville residents a month. Ms. McLaughlin gave statistics about the projected shelter nights for 2021 which is about 660 with a maximum of 780 ranging from \$46,200.00 to \$54,600 in actual costs. This could be individuals, couples, or families with children ranging from 1 up to 6 people in a private, non-communal room at the average price of \$70.00 per night. She asked that the Town allocate between \$25,000.00 and \$70,000.00 of the ARP funding to support Helping Hands of Haywood.

E. NEW BUSINESS

3. North Carolina Rural Water Association (NCRWA) Board of Directors
 - Jeff Stines, Director of Public Services

Jeff Stines, Public Services Director, told the Board that the North Carolina Rural Water Association Board of Directors has asked him to sit as a member. The NCRWA is a non-profit organization under the authority of the North Carolina Secretary of State and was organized to serve as the “voice of the Water and Wastewater industry. Mr. Stines said that the NCRWA offers numerous training opportunities for employees as well as several free services to assist municipalities in the industry.

A motion was made by Alderman Julia Freeman, seconded by Alderman John Feichter, to approve the support of Jeff Stines to sit on the Board of Directors for NCRWA. The motion carried unanimously.

4. Submission of 2021-22 Budget Proposal
 - Rob Hites, Town Manager

Town Manager Rob Hites presented the Board with the 2021-202 Budget Proposal. He said that this budget is one of the most unusual financial environments that budget teams statewide have encountered. For the Town of Waynesville, it was predicted that the local economy would tank. Instead, the Covid-19 pandemic created a boom in travel to the mountains and a surge in home renovation and new construction because of low interest rates.

Manager Hites said the Town has been holding off on equipment purchases for several years. This budget attempts to strike a balance between the need to replace outdated equipment with the need to keep the ad valorem tax as low as possible. The recommended tax rate for the upcoming fiscal year is .45¢ per \$100.00.

He gave a summary of the Budget including the impact of the American Recovery Plan, implementation of new pay plan, career track, and local government system. The proposal continues the use of the \$15.00 per vehicle fee paid when citizens renew their tags at DMV. This fee is roughly equal to one cent on the ad valorem tax rate. He talked about the Downtown Municipal Service District, personnel and insurance, rates, and fees, including a 10 % increase in sewer rates beginning in August billing period, and no other increase in the water or electric utilities. This increase is due to the costs incurred by the upcoming \$19,343,000 State Revolving Loan recently awarded to the Town. He said the total budget is \$35, 241,007.00.

Manager Hites asked the Board to set a date for the budget review workshop.

Autumn Lyvers, Finance Director, provided a power point to the Board and gave specifics in each category in the budget.

Assistant Town Manager Jesse Fowler thanked Ms. Lyvers for making the budget process so easy. He said that the Board typically appropriates one cent on the tax rate for Special Appropriations to non-profit organizations. This year there were 23 applicants for these appropriations. The amount requested this year is \$161,169.00, and the amount allocated is \$131,000.00. He explained the process of scoring for each applicant and asked the Board to decide how much they would like to appropriate and to which organization.

Alderman Chuck Dickson reminded the Board that the American Rescue Plan also allows grants to non-profits that have been negatively affected by Covid-19, and that would be a way to award money to non-profits.

A motion was made by Alderman Chuck Dickson, seconded by Alderman Jon Feichter, to set Thursday June 3, 2021 at 10:00 am for the budget workshop. The motion passed unanimously.

A motion was made by Alderman Jon Feichter, seconded by Alderman Julia Freeman, to call for a Public Hearing to be held on Tuesday June 8, 2021 at 6:00 pm or as closely thereafter as possible in the Town Hall Board Room located at 9 South Main Street for the proposed 2021-2022 Annual Budget. The motion carried unanimously.

F. COMMUNICATIONS FROM STAFF

Manager's Report

- Town Manager, Rob Hites

Call for Public Hearing

Manager Hites asked for the Board to call for a Public Hearing to be held on Tuesday June 8th, 2021 to discuss economic development incentives.

A motion was made by Alderman Anthony Sutton, seconded by Alderman Julia Freeman, to hold a public hearing on Tuesday, June 8th, 2021 beginning at 6:00 p.m. or as closely thereafter as possible in the Town Hall Board Room located at 9 South Main Street, Waynesville to discuss economic development incentives.

Manager Hites told the Board that the concrete blocks are here for the wall to be built in Frog Level. Because of the weight of the blocks, only 6 can be delivered at one time. The consensus of the Board was for the blocks to be sprayed natural in color once they are in place.

Manager Hites said that effective June 4, 2021, Town Engineer Preston Gregg is resigning to start his own engineering business.

8. Town Attorney Report

- William Cannon, Town Attorney

Town Attorney Bill Cannon reported that the Hazel Street property sold for \$50,000.00.

Mr. Cannon referred the Board to the memo he had sent them concerning Public Comment period and said that he felt it was at the point where a Police Officer will need to be at the Board meetings. He also told the Board there could not be a variance in the Cemetery Ordinance.

G. COMMUNICATIONS FROM THE MAYOR AND BOARD

Alderman Jon Feichter asked if there was an update on the electric issue of high bills. Assistant Manager Fowler said electric bills would be audited by Withers-Ravenell to determine what happened. There have been some connectivity issues with servers to be able to work remotely and look at the data. As of May 26th, the process should be moving along.

H. CLOSED SESSION

A motion was made by Alderman Jon Feichter, seconded by Alderman Julia Freeman to enter Closed Session at 7:26 pm in Accordance with 143-318.11 (3) (4) to consult with the Town Attorney to preserve attorney/client privilege. The motion carried unanimously.

H. ADJOURN

With no further business, a motion was made by Alderman Anthony Sutton, seconded by Alderman Julia Freeman, to adjourn the meeting at 8:00 pm. The motion carried unanimously.

ATTEST:

Gary Caldwell, Mayor

Robert W. Hites, Town Manager

Eddie Ward, Town Clerk

TOWN OF WAYNESVILLE BOARD OF ALDERMEN
REQUEST FOR BOARD ACTION
Meeting Date: June 8, 2021

SUBJECT:

Call for a Public Hearing for June 22, 2021, or other date to be proposed, to consider Text Amendments to the Land Development Standards for compliance with NCGS 160D.

AGENDA INFORMATION:

Agenda Location: Call for Public Hearing
Item Number: D2
Department: Development Services
Contact: Elizabeth Teague, Olga Grooman
Presenter: Olga Grooman, Attorney Anna Stearns

BRIEF SUMMARY:

Chapter 160D of the North Carolina General Statutes (NCGS) clarify, consolidate, and reorganize city and county-enabling statutes related to development. These statutory guidelines are currently found in NCGS 160A which will be replaced by this new legislation. Changes to Waynesville's LDS include converting all references from "160A" to "160D," required conflict of interest language, changes in timeframes for permit validity and vested rights, and updating several definitions for consistency throughout the state. Several procedural updates are also proposed in order to align the Town's Land Development Standards with best practices suggested by the UNC School of Government's analysis of 160D. These amendments need to be incorporated into local development and zoning regulations by July 1, 2021, before the Chapter 160D statutes become effective on August 1, 2021.

MOTIONS FOR CONSIDERATION:

1. Motion to call for a Public Hearing to consider Text Amendments to Land Development Standards for compliance with 160D

FUNDING SOURCE/IMPACT:

N/A

ATTACHMENTS:

1. Staff Report
2. Report from the Planning Board
3. Draft Ordinance

MANAGER'S COMMENTS AND RECOMMENDATIONS:

Board of Aldermen Staff Report

Subject: NCGS 160D Land Development Standards (LDS) text amendments
Ordinance Section: Multiple Sections of Land Development Standards
Applicant: Staff initiated Text Amendment; Development Services Department
Meeting Date: June 8, 2021

Background:

Chapter 160D was adopted by the N.C. General Assembly in 2019 to consolidate city and county statutes and create a unified set of land development regulation statutes among all cities and counties in North Carolina. Local municipalities need to be in compliance with 160D by July 1st, 2021. The law will be enacted statewide on August 1st, 2021.

In developing the proposed text amendments, the Development Services Department followed State Statutes for 160 D and the guidelines and recommendations of the UNC School of Government:

- https://www.ncleg.gov/EnactedLegislation/Statutes/HTML/ByChapter/Chapter_160d.html
- <https://www.sog.unc.edu/resources/microsites/planning-and-development-regulation/ch-160d-2019>
- Lovelady, A. and Owens, D. (2020) Chapter 160D: A New Land Use Law for North Carolina, University of North Carolina, Chapel Hill.

Staff also participated in training and collaborative discussion through the North Carolina Planners' list serve and the NC Chapter of the American Planning Association. Legal guidance has been provided by Ron Sneed and Anna Stearns. Staff presentations on 160D were made on September 21, 2020, April 19, 2021, and the Town adopted *Waynesville 2035 Planning with Purpose, Comprehensive Land Use Plan*, on September 8, 2020 after several months of Planning Board review and public hearings. The Planning Board held a public hearing on May 26, 2021 and recommends adoption of the attached ordinance.

Staff Recommended Text Changes:

Text amendments include definitions, substitution of 160A references with relevant provisions from 160D, addition of the conflict of interest standards, updated performance guarantees section, revised permit terms and process types for different development projects in chapter 15, updated vested rights section, revised chapter 16 on violations and civil penalties, and replacement of protest petitions section with public comments to match the language and requirements of 160D.

Staff submits that the attached draft ordinance be recommended to the Board of Aldermen for adoption, with proposed changes to the current Land Development Standards provided **in red**.

Consistency with the 2035 Comprehensive Land Use Plan

160D-related changes are reasonable and in the public interest because they will keep the Town of Waynesville in compliance with the current General Statutes for land use planning and zoning, and clarify definitions and procedures which should aid in land use decisions. In so doing, these text amendments will assist the Town in carrying out the community vision statement of the 2035 Comprehensive Plan:

Waynesville will enable the growth of a vibrant, healthy, and successful community – true to our history, small town culture and heritage; responsive to the changing aspirations and needs of all our citizens; purposefully built on the principles of smart growth; mindful of the gift of our rivers and creeks, farmland and mountain vistas; and attentive to the opportunities presented in regional preservation, arts and education, economic development, and land use initiatives.

Staff also submits that the proposed text amendments to the LDS are consistent with the first goal of the 2035 Comprehensive Plan:

Goal 1: Continue to promote smart growth principles in land use planning and zoning.

- Create walkable and attractive neighborhoods and commercial centers.
- Encourage in-fill, mixed use, and context-sensitive development.
- Promote conservation design to preserve important natural resources. (And to)
- Reinforce the unique character of Waynesville.

Attachments

1. Report from the Planning Board
2. Draft Ordinance
3. Consistency Statement Worksheet.

Recommended Motions

1. Motion to find that updates to the Land Development Standards are consistent with the 2035 Comprehensive Land Use Plan.
2. Motion to find that the 160D updates are in the public interest because they are in compliance with the current law.

D R A F T
ORDINANCE NO. _____

**AN ORDINANCE AMENDING THE TEXT OF THE
TOWN OF WAYNESVILLE LAND DEVELOPMENT STANDARDS**

WHEREAS, the Town of Waynesville has the authority, pursuant to Part 3 of Article 19 of Chapter 160A, now Section III of Chapter 1 of 160D, of the North Carolina General Statutes, to adopt land development regulations, clarify such regulations, and may amend said regulations from time to time in the interest of the public health, safety and welfare; and

WHEREAS, the Town of Waynesville must comply with North Carolina General Statutes to maintain Land Development regulations comply with the most up to date version of State authorization statutes known as 160D by July 1, 2021.

WHEREAS, the Town of Waynesville Planning Board has reviewed the proposed text amendments to the Land Development Standards (LDS) and recommends that it is consistent with the 2035 Comprehensive Plan and that it is reasonable and in the public interest because:

- Compliance with 160D will continue to “promote smart growth in land use planning and zoning;” (Goal #1);
- It will keep the Town of Waynesville in compliance with General Statutes for land use planning and zoning; and

WHEREAS, the Board of Aldermen find this Ordinance is consistent with the Town’s 2035 Comprehensive Plan and that it is reasonable and in the public interest to “make decisions about resources and land use in accordance with North Carolina General Statutes;” and

WHEREAS, after notice duly given, a public hearing was held on May 26, 2021 at a special called meeting of the Waynesville Planning Board, and on June 22, 2021 at the regularly scheduled meeting of the Board of Aldermen;

NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF ALDERMEN OF THE TOWN OF WAYNESVILLE, MEETING IN REGULAR SESSION ON _____AND WITH A MAJORITY OF THE BOARD MEMBERS VOTING IN THE AFFIRMATIVE, THE FOLLOWING:

That the Land Development Standards be amended as follows in compliance with statutory changes in N.C.G.S. 160D.

1. Amend Section 1.2 Authority as follows:

Specifically, principal authorization comes in the North Carolina General Statutes in Chapter ~~160A (Planning and Regulation of Development)~~ 160D (Local Planning and Development Regulation).

2. Amend Section 1.5 Consistency with All Adopted Plans as follows:

In accordance with G.S. ~~160A-382-383~~ 160D, all development plans shall be in conformance with all adopted plans (...).

3. Replace Section 2.1.1 and 2.1.2 Official Land Development Map as follows:

~~2.1.1—Official Land Development Map~~

~~A. The Official Zoning Map of the Town of Waynesville shall be known as the Official Land Development Map.~~

~~B. Each land development and overlay district shall be shown on the Official Land Development Map for the Town of Waynesville.~~

~~C. The Official Land Development Map shall be maintained in the Waynesville Planning Department and a copy shall be kept on file with the Town Clerk. The Administrator shall separately maintain the digital files that comprise the map and record all map amendments in a separate metadata file.~~

~~D. The Official Land Development Map, if printed or produced for dissemination shall show the effective date of this ordinance and bearing the words: "Official Land Development Map, Town of Waynesville, North Carolina."~~

~~2.1.2—Land Development Map as Part of Land Development Standards~~

~~The Official Land Development Map for the Town of Waynesville, and all district designations, boundaries, figures, letters and symbols shown on such maps are hereby declared to be a part of this chapter.~~

2.1.1 Official Land Development Map.

In accordance with 160D-105, the adopted zoning district boundaries and zoning overlays shall be shown on a map of the Town of Waynesville which shall be known as the Official Land Development Map, and such map is hereby incorporated into these Land Development Standards for the Town of Waynesville.

Zoning district maps and a copy of the currently effective version of any incorporated map shall be maintained for public inspection in the Waynesville Development Services Department.

The Official Land Development Map shall be maintained in the Waynesville Development Services Department and a copy shall be kept on file with the Town Clerk. Copies of the Official Land Development Map shall be provided upon request and, when certified by the town clerk in accordance with G.S. 160A-79 or G.S. 153A-50, shall be admissible into evidence and shall have the same force and effect as would the original map.

Zoning district boundaries are automatically amended to remain consistent with the incorporated map upon Board of Aldermen approval of zoning map amendments.

2.1.2 Adoption of Other Maps by Reference.

North Carolina flood insurance rate maps, watershed boundary maps, and state surface water maps officially adopted and promulgated by State and federal agencies are hereby adopted and incorporated into these Land Development Standards in their most recently adopted version by reference.

The Town of Waynesville Municipal Services District map, Powell Bill Map, Comprehensive Pedestrian Plan, Parks and Recreation Master Plan, and local and federally designated historic districts and landmarks are hereby adopted and incorporated into these Land Development Standards in their most recently adopted version by reference.

4. Amend Section 2.6.1 Historic Overlay District as follows:

C. Development Standards.

1. Historic Overlay District- General Requirements

b. When the provisions of this section and the ~~guidelines standards~~ and regulations established for each individual HOD, impose higher standards than are required for that land development district, the provisions of this section and all the applicable ~~guidelines standards~~ and regulations shall govern.

5. Amend Section 2.7 Conditional Districts as follows:

Conditional districts are districts with conditions voluntarily added by the applicant and approved in a legislative procedure by the Board of Aldermen in accordance with G.S. ~~160A-382~~ 160D.

6. Amend Section 5.2.2 Applicability and Administration as follows:

Adopted Plans or Historic ~~Guidelines Standards~~ to Take Precedence.

Where specific architectural elements are required as part of an adopted plan or associated with local historic ~~guidelines standards~~, these shall take precedence over the building design requirements of this chapter.

7. Amend Section 6.12.2 Types of Guarantees as follows and separate other information into new Section as 6.12.3:

6.12.1 General.

~~C. Terms: The financial guarantee will be renewable, in one year terms, until 50 percent of building permits have been issued within the applicable phase. When 50 percent of building permits have been issued in a particular phase, the developer may petition the town to take over ownership and maintenance of the streets and infrastructure within the phase.~~

~~C. Duration: The duration of the performance guarantee shall initially be one year, unless the developer determines that the scope of work for the required improvements necessitates a longer duration. In the case of a bonded obligation, the completion date shall be set one year from the~~

date the bond is issued, unless the developer determines that the scope of work for the required improvements necessitates a longer duration (160D-804.1(1a)).

D. Extension. If the improvements are not completed before the guarantee is likely to expire, the Administrator may extend the performance guarantee, or the developer may provide a new performance guarantee, for an additional period. An extension under this section shall only be for a duration necessary to complete the required improvements. If the extension is granted, the amount of the renewed performance guarantee shall not exceed 125% of the improvements yet to be completed. The new amount must be reduced for improvements that have already been completed (160D-804.1(1b)).

6.12.2 Types of Guarantees.

A. Surety Performance Bond:

- ~~3. The duration of the bond shall be until such time as the improvements are accepted by the Board of Aldermen, but shall not exceed two (2) years from date of request.~~
- ~~4. Extensions past two (2) years may be granted by the Administrator at the request of the developer subject to new cost estimates and additional guarantees possibly being required.~~

B. Letter of Credit:

1. The developer may obtain a letter of credit issued by any financial institution licensed to do business in North Carolina.
2. A satisfactory, irrevocable letter of credit as approved by the town attorney and deposited with the town clerk shall be submitted, containing the following information:
 - a. Indication that the Town is the sole beneficiary,
 - b. The amount (of the letter of credit) as approved,
 - c. Account number and/or credit number that drafts may be drawn on,
 - d. List of improvements that shall be built that the letter is guaranteeing,
 - e. Terms in which the town may make drafts on the account,
 - f. Expiration date of the letter.

~~B.~~ C. Cash or Equivalent Security:

(...)

6.12.3 Relevant Provisions:

~~C.~~A. Default by Developer:

(...)

~~D.~~B. Release of Guarantee:

(...)

E.C. Warranty Against Defects:

(...)

D. Coverage:

The performance guarantee shall be used only for the completion of the required improvements. It shall not be used for repairs or maintenance after initial completion (160D-804.1(4)). If the project has common areas that require maintenance, the developer or the entity to which the property has been officially transferred is responsible for maintaining these common areas.

E. Exclusion:

Performance guarantees associated with erosion control and stormwater control are not subject to the provisions of this section.

5. Amend Section 12.3.1 Statutory Authorizations, Findings of Fact, Purpose and Objectives as follows:

The Legislature of the State of North Carolina has in Part 6, Article 21 of Chapter 143; ~~Parts 3, 5, and 8 of Article 19 of Chapter 160A~~; Articles 7, 9, 11, and 13 of Chapter 160D and the Article 8 of Chapter 160A of the North Carolina General Statutes, delegated to local governmental units the responsibility to adopt regulations (...).

6. Amend Section 14.3.2 Planning Board Membership and Quorum as follows:

(...) one 1 or more members shall be appointed by the Haywood County Commissioners as set forth in ~~G.S. 160A-362~~ G.S. 160D-307 to provide for proportional representation of residents within the Extraterritorial Jurisdiction.

7. Amend Section 14.4.2 Board of Adjustment Membership and Quorum as follows:

The Board shall not pass upon any decision relating to an appeal from a decision, order, requirement, or determination of town officials or an application for a variance or ~~conditional use permit~~ special use permit when there are less than four-fifths (4/5) of the board members with jurisdictional authority present.

8. Amend Section 14.5.1 Historic Preservation Powers and Duties as follows:

The Historic Preservation Commission of Waynesville shall have the following powers and duties to be carried out in accordance with the terms of this ordinance of ~~G.S. Chapter 160A, Article 19, Part 3~~ G.S. Chapter 160D, Article 9, Part 4 (...).

9. Insert new section to 14.6 Meetings and General Procedures:

14.6.7 Conflict of Interest Policy.

- A. Governing Board. - A governing board member shall not vote on any legislative decision regarding a development regulation adopted pursuant to this Chapter where the outcome of the matter being considered is reasonably likely to have a direct, substantial, and readily identifiable financial impact on the member. A governing board member shall not vote on any zoning amendment if the landowner of the property subject to a rezoning petition or the applicant for a text amendment is a person with whom the member has a close familial, business, or other associational relationship.
- B. Appointed Boards. - Members of appointed boards shall not vote on any advisory or legislative decision regarding a development regulation adopted pursuant to this Chapter where the outcome of the matter being considered is reasonably likely to have a direct, substantial, and readily identifiable financial impact on the member. An appointed board member shall not vote on any zoning amendment if the landowner of the property subject to a rezoning petition or the applicant for a text amendment is a person with whom the member has a close familial, business, or other associational relationship.
- C. Administrative Staff. - No staff member shall make a final decision on an administrative decision required by this Chapter if the outcome of that decision would have a direct, substantial, and readily identifiable financial impact on the staff member or if the applicant or other person subject to that decision is a person with whom the staff member has a close familial, business, or other associational relationship. If a staff member has a conflict of interest under this section, the decision shall be assigned to the supervisor of the staff person or such other staff person as may be designated by the development regulation or other ordinance.
- D. No staff member shall be financially interested or employed by a business that is financially interested in a development subject to regulation under this Chapter unless the staff member is the owner of the land or building involved. No staff member or other individual or an employee of a company contracting with a local government to provide staff support shall engage in any work that is inconsistent with his or her duties or with the interest of the local government, as determined by the local government.
- E. Quasi-Judicial Decisions. - A member of any board exercising quasi-judicial functions pursuant to this Chapter shall not participate in or vote on any quasi-judicial matter in a manner that would violate affected persons' constitutional rights to an impartial decision maker. Impermissible violations of due process include, but are not limited to, a member having a fixed opinion prior to hearing the matter that is not susceptible to change, undisclosed ex parte communications, a close familial, business, or other associational relationship with an affected person, or a financial interest in the outcome of the matter.
- F. Resolution of Objection. - If an objection is raised to a board member's participation at or prior to the hearing or vote on a particular matter and that member does not recuse himself or herself, the remaining members of the board shall by majority vote rule on the objection.
- G. Familial Relationship. - For purposes of this section, a "close familial relationship" means a spouse, parent, child, brother, sister, grandparent, or grandchild. The term includes the step, half, and in-law relationships. (2019-111, s. 2.4.)

10. Amend Section 15.2.3 as follows:

15.2.3 Permit/Process Type

Permit/ Process Type	Section	Permit/Process Type	Reviewing Agency	Public Notification (15.3)	Approving Agency	Appeal Process	Permit Period	Permit Extension
Certificate of LDS Compliance	15.6.1	Administrative	Admin.	None	Admin.	BOA	6 months 12 months	6 months Re-submit
Temporary Use Permit	15.6.2	Administrative	Admin.	None	Admin.	BOA	See 4.7 4.6	n/a
Certificate of Occupancy	15.6.3	Administrative	Admin.	None	Admin.	BOA	n/a	n/a
Modification of Dimensional Standards	15.6.4	Administrative	Admin.	None	Admin.	BOA	n/a	n/a
Grading Permit	15.7.1	Administrative	Admin.	None	Admin.	BOA	6 months 12 months	Re-submit
Floodplain Development Permit	15.7.2	Administrative	Admin.	None	Admin.	BOA	1-year 12 months	Re-submit
Stormwater Permit	15.7.3	Administrative	Admin.	None	Admin.	BOA	1-year 12 months	Re-submit
Site Plan/Design Review (Minor)	15.8.1	Administrative	Admin.	None	Admin.	BOA	1-year 2 years	1-year Up to 3 years max.*
Site Plan/Design Review (Major)	15.8.2	Quasi-judicial Administrative	Admin.	1,2,4	Planning Board	Superior Court	1-year 2 years	1-year Up to 3 years max.*
Subdivision (Minor)	15.9.1	Administrative	Admin.	None	Admin.	BOA Superior Court**	30 days to file plat	Re-submit
Subdivision (Major)	15.9.2	Quasi-judicial	Admin.	1,2,4	Planning Board	BOA	1-year to Final Plat	6 months
Subdivision (Major)	See 15.9.2, 15.9.3, and 15.9.4							
Subdivision (Major)- Preliminary Plat	15.9.3	Administrative	Admin.	None -1,2,4	Planning Board Admin.	BOA Superior Court**	1-year to final plat 2 years to final plat	6 months Up to 3 years max.*
Subdivision (Major)- Final Plat	15.9.4	Administrative	Admin.	None	Admin.	BOA Superior Court**	30 days to file plat	Re-submit
Special Use Permit	15.10	Quasi-Judicial	Planning Board	1,2,5	Planning Board	Superior Court	1-year 2 years	1-year Up to 3 years max.*
Designation of Historic Landmarks/Districts	15.11.1	Legislative	HPC	1,2,3	Board of Aldermen	Superior Court	n/a	n/a
Certificate of Appropriateness (Minor)	15.11.2	Administrative	Admin.	None	Admin.	HPC	6 months 12 months	Re-submit
Certificate of Appropriateness (Major)	15.11.3	Quasi-Judicial	Admin.	1,2,4	HPC	BOA	6 months 12 months	Re-submit
Appeal of Administrative Decision	15.12	Quasi-Judicial	BOA	1,4	BOA	Superior Court	30 days to Appeal	n/a

Variance	15.13	Quasi-Judicial	BOA	1,4	BOA	Superior Court	30 days to Appeal	n/a
Text Amendment	15.14	Legislative	Planning Board	1,2,3,4	Board of Aldermen	Superior Court	n/a	n/a
Map Amendment (Rezoning)	15.14	Legislative	Planning Board	1,2,3,4	Board of Aldermen	Superior Court	n/a	n/a
Conditional District	15.15	Legislative	Planning Board	1,2,5	Board of Aldermen	Superior Court	May be rescinded after 2 years 2 years	n/a Up to 3 years max.*
Vested Right	15.16	Legislative	Planning Board	1,2,4	Board of Aldermen	None	2-5 years	Up to 5 years total

* See Section 15.16.3

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11. Amend Section 15.5 General Requirements for Quasi-Judicial Hearings and Decisions as follows:

15.5- General Requirements for ~~Quasi-Judicial~~ Evidentiary Hearings and ~~Quasi-Judicial~~ Decisions.

A quasi-judicial decision ~~is a process that involves~~ decision involving the finding of facts regarding a specific application of an ordinance and ~~that requires~~ the exercise of discretion when applying the standards of the ordinance. Quasi-judicial decisions include, ~~but are not limited to~~, decisions involving variances, special use permits, ~~certificates of appropriateness~~, and appeals of administrative determinations. In accordance with G.S. ~~160A-393-160D-1-2, -1402~~, decisions on the approval of site plans and subdivisions ~~and~~ are quasi-judicial in nature if the ordinance authorizes (...).

12. Amend Section 15.5.1 Standards of Conduct as follows:

Standards for Conduct of ~~Quasi-judicial~~ Evidentiary Hearings.

An evidentiary hearing is a hearing to gather competent, material, and substantial evidence in order to make findings for a quasi-judicial decision required by an ordinance.

C. (...) All decisions shall be based on competent, ~~material, and substantial~~ evidence entered in as part of the record.

13. Amend Section 15.6.1 Certificates of Land Development Standards (LDS) Compliance as follows:

G. Permit Validity: Upon the approval of the Certificate of Land Development Standards Compliance, the applicant shall have ~~six (6) months~~ ~~one (1) year~~ to obtain a building permit or otherwise begin the permitted use.

H. Permit Extension: ~~The Administrator may grant a single extension of this time period of up to six (6) months upon submittal by the applicant of sufficient justification for the extension.~~ Renewal of an expired certificate shall require the same application procedure as the initial permit. No further development activity shall be performed until the new certificate is issued.

14. Amend Section 15.7.1 Grading Permit (Sedimentation and Erosion Control) as follows:

H. Permit Validity: When work under a grading permit is not ~~completed~~ substantially commenced within ~~six (6) months~~ one (1) year following the date of issuance of the grading permit, the grading permit shall be deemed expired.

15. Amend Section 15.7.3 Stormwater Permits as follows:

G. Permit Validity: When a stormwater permit is issued in association with a project requiring a building permit, the stormwater permit shall expire upon the expiration or revocation of the building permit. When a stormwater permit is issued for a project that does not require a building permit, the stormwater permit shall expire if work is not initiated within twelve (12) months of the date of issuance of the permit. ~~or if work stops for a twelve (12) month period.~~

16. Amend Section 15.8.1 Site Plan/Design Review (Minor) as follows:

H. Permit Validity: Upon the approval of the Minor Site Plan, the applicant shall have ~~one (1) year~~ two (2) years to obtain a building permit.

I. Permit Extension: ~~The Administrator may grant a single extension of this time period of up to one (1) year upon submittal by the applicant of sufficient justification for the extension.~~ Pursuant to 160D-108.1(e)(2), the Administrator may provide an extension for a period exceeding two (2) years but not exceeding five (5) years where warranted in light of all relevant circumstances, including, but not limited to: the size and phasing of development, the level of investment, the need for the development, economic cycles, and market conditions or other considerations. These determinations are in the sound discretion of the Administrator and shall be made following the same application procedure as the initial approval. No further development activity shall be performed until the extension approval is issued.

17. Amend Section 15.8.2 Site Plan/Design Review (Major) as follows:

B. Process Types: ~~Quasi-judicial (see also 15.4)~~ Administrative

36. **Decisions/Findings of Fact:** Following the public hearing the ~~commission~~ Planning Board may approve, deny or approve with conditions the application for a Major Site Plan. No Major Site Plan shall be ~~granted~~ approved unless the ~~commission~~ Planning Board finds each of ~~it complies with~~ the following ~~findings of~~ facts to be true:

1. The plan is consistent with the adopted plans and policies of the Town;
2. The plan complies with all applicable requirements of this ordinance; and
3. ~~There exists adequate infrastructure (transportation and utilities) to support the plan as proposed;~~
The plan has infrastructure as required by the ordinance to support the plan as proposed;
4. ~~The proposed plan conforms to the character of the neighborhood, considering the location, type and height of buildings or structures and the type and extent of landscaping on the site; and~~

~~5. The application will not substantially injure the value of adjoining or abutting property, and will not be detrimental to the use or development of adjacent properties or other neighborhood uses.~~

J. Review Period by ~~Commission~~ Planning Board: Applications for Major Site Plans shall be acted upon within ninety (90) days after filing, otherwise the application shall be deemed approved and a permit shall be issued. An extension of time may be granted by mutual consent of the ~~commission~~ Planning Board and the applicant.

L. Permit Validity: Upon the approval of the Major Site Plan, the applicant shall have ~~one year~~ two (2) years to obtain a building permit.

M. Permit Extension: ~~Upon the approval of the Major Site Plan, the applicant shall have one (1) year to obtain a building permit. Failure to secure building permits for the permitted work within this time shall render the compliance void. Any change to the approved plans that has not been authorized by the Administrator shall invalidate the certificate of land development standards compliance and any subsequent building permits. Pursuant to 160D-108.1(e)(2), the Administrator may provide an extension for a period exceeding two (2) years but not exceeding five (5) years where warranted in light of all relevant circumstances, including, but not limited to, the size and phasing of development, the level of investment, the need for the development, economic cycles, and market conditions or other considerations. These determinations are in the sound discretion of the Administrator and shall be made following the same application procedure as the initial approval. No further development activity shall be performed until the new approval is issued.~~

18. Amend Section 15.9.1 Minor Subdivisions as follows:

F. Appeals. ~~Notwithstanding the provisions of section 15.12.2 below, when an applicant disagrees with Appeals of the decisions of the Administrator, the applicant may, within thirty (30) days after the receipt of the decision in writing, request that the application be forwarded to the Planning Board for determination at the next regularly scheduled meeting of the Board. The request must be made in writing and delivered to the Town Clerk. shall be heard by the Board of Adjustment in accordance with section 15.12- Appeals of the decision of the Planning Board shall be made to the Superior Court of Haywood County. Such an appeal must be made in writing within thirty (30) days of the receipt of the decision by the property owner.~~

...

I. The minor subdivision process is not intended to permit the avoidance of improvements, infrastructure or other standards imposed for major subdivisions. Therefore, when an application for minor subdivision approval is made by an applicant who has previously obtained minor subdivision approval for an adjacent parcel of land in the previous two years, the application shall be treated as an application for, and conform to the requirements of, a major subdivision set forth below.

19. Amend Section 15.9.2 Major Subdivisions as follows:

The ~~minor~~ major subdivision review process is required for those divisions of land into eight (8) or more lots or which require dedication of public utilities and/or public streets.

A. Process Types: ~~Quasi-judicial (See also 15.4).~~ Administrative

B. Pre-Application Procedure: It is required that every applicant for a Major Subdivision meet with the Administrator in a conference prior to the submittal of an application. The purpose of this conference is to provide clarification and assistance in the preparation and submission of plats for approval. It is recommended that the applicant provide a sketch plan (15.4.2) and ~~Environmental survey (15.4.1)~~ to the Administrator prior to or at the pre-application conference. The provision of a sketch plan will allow the Administrator an opportunity to review the proposal before the applicant expends funds on the preparation of a detailed Subdivision Plan.

C. Required Application Information: Environmental Survey (15.4.1) and Preliminary Plat.

~~**D. Determination of Completeness:** The Administrator shall review the application to ensure that it is complete, prepare a report and recommendation on the application, and schedule the matter for a public hearing before the Community Appearance Commission.~~

~~**E. Public Notification:** Level 1, 2 and 4.~~

~~**F. Neighborhood Meeting (15.3.7):** Optional.~~

~~**G. Public Hearing:** The Planning Board shall hold a hearing on the proposal. The applicant and other property owners likely to be materially affected by the application shall be given an opportunity to be heard.~~

~~**H. Decisions/Findings of Fact:** Following the public hearing the commission may approve, deny or approve with conditions the application for a Major Subdivision. No Major Subdivision shall be granted unless it complies with the following findings of fact:~~

- ~~1. The plan is consistent with the adopted plans and policies of the Town;~~
- ~~2. The plan complies with all applicable requirements of this ordinance;~~
- ~~3. There exists adequate infrastructure (transportation and utilities) to support the plan as proposed; and~~
- ~~4. The application will not substantially injure the value of adjoining or abutting property, and will not be detrimental to the use or development of adjacent properties or other neighborhood uses.~~

~~**I. Review Period by Planning Board:** The Planning Board shall take action (approve or deny approval) within thirty-two (32) days of the public hearing on the matter. Should the Planning Board fail to act on the preliminary plat within the prescribed period, the applicant may seek preliminary plat approval by the Board of Aldermen at the next regularly scheduled meeting of the aldermen.~~

~~**J. Decisions:** If the Planning Board approves the Major Subdivision, the applicant will be directed to proceed to the preparation of a Preliminary Plat (15.4.4). If the Planning Board disapproves or approves conditionally the plat, the reasons for such action shall be stated in writing and entered in the records of the Planning Board. The applicant may make changes and submit a revised plat which revision shall be submitted, review and acted on in accordance with the procedures set forth in this section.~~

~~K. **Appeals:** An appeal from the decision of the Planning Board regarding a Major Subdivision request may be made by an aggrieved party and shall be made to the Superior Court of Haywood County in the nature of certiorari. Any such petition to the Superior County shall be filed with the court no later than thirty (30) days after the applicant receives the written copy of the decision of the Planning Board.~~

~~L. **Permit Validity:** Approval of a Major Subdivision Plan shall be valid for one (1) year from the date of approval. A Preliminary Plat shall be presented for approval prior to the end of this one (1) year period.~~

~~M. **Permit Extension:** The Administrator may grant a single extension of this time period of up to six (6) months upon submittal by the applicant of sufficient justification for the extension.~~

C. Preliminary Plat Approval: The Planning Board shall review and either approve or deny the major subdivision applicant's preliminary plat in accordance with the procedure set forth in section 15.9.3 below. Engineering, including a compliant Stormwater Plan (12.5) and Construction Documents (15.4.4) shall be submitted after Planning Board review.

D. Final Plat: Once all infrastructure improvements are installed or financially guaranteed as required by Section 6.13 below, the Final Plat shall be presented for approval in accordance with Section 15.9.4 below.

20. Amend Section 15.9.3 Preliminary Plat as follows:

15.9.3. Preliminary Plats for Major Subdivision:

A. Process Types: Administrative.

B. Permit Required Before Any Land-Disturbing Activity: No ~~such~~ land-disturbing activity shall take place until a Preliminary Plat has been approved.

~~**C. Pre-Application Procedure:** Prior to applying for a Preliminary Plat or and submitting plans, the applicant is encouraged to meet with the Administrator. The purpose of this meeting is to discuss any specific engineering detail necessary for consideration prior to the preparation of the Preliminary Plat.~~

~~**D.C. Required Application Information:** Environmental Survey (15.4.1) and Preliminary Plat (15.4.4) prepared by a registered land surveyor, licensed landscape architect or licensed engineer.~~

D. Determination of Completeness: The Administrator shall review the application to ensure that it is complete, prepare a report and recommendation on the application, and schedule the matter for a public hearing before the Planning Board.

~~**E. Determination of Conformity:** Following submittal of the application and accompanying data, the information shall be reviewed by the Administrator for compliance with the requirements of this ordinance and with the Manual of Specifications. Provided the application is complete, applications shall be reviewed and acted upon by the staff and notice given the applicant within thirty (30) days of receipt of the application.~~

E. Public Notification: Level 1, 2 and 4.

F. Neighborhood Meeting (15.3.7): Optional.

G. Public Hearing: The Planning Board shall hold a hearing on the proposal. The applicant and other property owners likely to be materially affected by the application shall be given an opportunity to be heard.

H. Decisions/Findings of Fact: Following the public hearing the board may approve, deny or approve with conditions the application for a Major Subdivision. No Major Subdivision shall be approved unless the commission finds each of the following facts to be true:

1. The plan is consistent with the adopted plans and policies of the Town;
2. The plan complies with all applicable requirements of this ordinance; and
3. The plan has infrastructure as required by the ordinance to support the plan as proposed.

~~F.I. Substantial Changes:~~ Substantial Changes from the approved ~~major subdivision plan preliminary plat~~ shall require additional review by the Planning Board. Substantial changes shall include, ~~but not be limited to~~ redesign of streets, increasing the number of lots, altering the design of more than twenty (20) percent of the lots, and/or reducing the number of lots by twenty (20) percent. ~~All other changes shall be considered minor modifications subject to review by the Administrator.~~

~~H.J. Appeals.~~ ~~Appeals of the decisions of the Administrator shall be heard by the Board of Adjustment in accordance with section 15.12.~~ An appeal of the decision to approve or deny a Preliminary Plat or a substantial change to an approved Preliminary Plat may be made by an aggrieved party to the Superior Court of Haywood County no later than thirty (30) days after the applicant receives the written copy of the decision.

K. Permit Validity: Unless substantial work has commenced or a building permit has been obtained, approval of a preliminary plat expires two (2) years from the date such approval was granted.

L. Permit Extension: The applicant may apply for an extension of the approval period. The Planning Board may approve an extension of the time required to file the final plat up to a total of five (5) years from the date the initial application was approved where warranted in light of all relevant circumstances, including, but not limited to, the size and phasing of development, the level of investment, the need for the development, economic cycles, and market conditions or other considerations. No further development activity shall be performed until the new approval is issued.

21. Amend Section 15.9.4 Final Plats as follows:

15.9.4. Final Plat for Major Subdivision:

G. Appeals: ~~Appeals of the decisions of the Administrator shall be heard by the Board of Adjustment in accordance with Section 15.12.~~ An appeal of the decision to approve or deny a Final Plat or to approve or deny a substantial change to an approved Preliminary Plat may be made by an aggrieved party to the Superior Court of Haywood County no later than thirty (30) days after the applicant receives the written copy of the decision.

J. Permit Validity: Final plats for major subdivisions ~~that have been granted approval~~ must be recorded within thirty (30) days following approval or the approval becomes invalid. No lots shall be sold prior to approval by the town and recording of the Final Plat for the subdivision.

K. Permit Extension: ~~The Administrator may grant a single extension of this time period of up to six (6) months upon submittal by the applicant of sufficient justification for the extension. Re-submit.~~

22. Amend Section 15.10.3 Effect of Decisions as follows:

B. Permit Validity: ~~6 months~~ two (2) years to obtain building permit. Such permit shall remain valid as long as a valid building permit exists for the project.

C. Permit Extension: ~~6 months—one time only.~~ The applicant may apply for an extension of the approval period. The Planning Board may approve an extension of the time required to file the final plat up to a total of five (5) years from the date the initial application was approved where warranted in light of all relevant circumstances, including, but not limited to, the size and phasing of development, the level of investment, the need for the development, economic cycles, and market conditions or other considerations. No further development activity shall be performed until the new approval is issued.

23. Amend Section 15.11.2 Certification of Appropriateness – Minor Works ~~for Local Landmarks and Local Historic Districts~~ as follows:

A. Applicability: Minor works are those exterior changes that do not involve substantial alterations, additions or removals that could impair the integrity of the ~~local landmark~~ property and/or ~~locally designated~~ historic district as a whole.

E. Once an application containing all needed elements is submitted, the Administrator shall review the application and approve or deny it based on compliance with the standards contained in this chapter and in any applicable ~~Design Review Guidelines or other standards that may apply.~~

I. Permit Validity: ~~6 months~~ one (1) year.

J. Permit Extension: ~~None—must~~ Re-submit.

24. Amend Section 15.11.3 Certification of Appropriateness – ~~Major Works for Local Landmarks and Local Historic Districts~~ as follows:

B. (...) This advice shall be on the commission's ~~Design Review Guidelines or other standards that may apply~~, the nature of the area where the proposed project will take place, and other relevant factors.

F. (...) No Certificate of Appropriateness shall be granted unless the commission finds that the application complies with the principles of the **Design Review Guidelines** adopted by the commission for review of changes and new construction.

I. Delay in Demolition of Local Landmarks and Buildings within Local Historic Districts: An application for a certificate of appropriateness authorizing the demolition, removal or destruction of a designated **local** landmark or a building, structure or site within a **local** historic district may not be denied except as provided below:

~~**L. Permit Validity:** 6 months—one (1) year.~~

~~**M. Permit Extension:** None—must Re-submit.~~

25. Amend Section 15.12.1 Applicability as follows:

This process is hereby established to provide an appeal process for parties aggrieved by any order, requirement, decision or determination, **other than the decision to approve or deny a minor subdivision plat**, made by an administrative officer charged with enforcing the provisions of this ordinance. **For appeals of decisions regarding minor subdivision plats, see 15.9.1(F).**

26. Amend Section 15.13.3 Formal Review as follows:

A. Action by the Board of Adjustment:

1. Upon receipt of the request for a variance from the Administrator, the board of adjustment shall hold ~~a quasi-judicial~~ **an evidentiary** hearing on the request.

27. Amend Section 15.14.2 Review by Planning Board as follows:

B. Additional Public Notification for Large Scale Amendments: (...) When this occurs, the town may use the expanded published notice provisions found in the North Carolina General Statutes at Section ~~160A-384~~ **160D-601**.

28. Replace Section 15.14.3 Protest Petitions as follows:

~~**15.14.3 Protest Petitions.**~~

- ~~**A. Qualification of Protest:** In accordance with G.S. 160A-385(a)(2) a valid protest petition must be signed by the owners of either twenty percent (20%) or more of the area included in the proposed change, or five percent (5%) of a 100 foot wide buffer extending along the entire boundary of each discrete or separate area proposed to be rezoned. A street right-of-way is not to be considered in computing the 100 foot buffer area as long as that street right-of-way is 100 feet wide or less.~~
- ~~**B. Effect of Protest Petition of Board of Aldermen Vote:** With a valid protest petition, the amendment shall not become effective except by favorable vote of three fourths (¾) of all the members of the Board of Aldermen.~~

~~C. **Duly Signed Petition Required:** No protest against any proposed amendment shall be valid or effective unless it is on a form provided by the Town actually bearing the signatures of the required number of property owners and stating that the signers do protest the proposed change or amendment. All such petitions shall be filed in the office of the Town Clerk for validation at or before 12:00 noon not less than 3 working days prior to the date of the hearing.~~

~~D. **Withdrawal of Protest Petition:** Any qualified property owner who signed the protest petition may withdraw their protest against a proposed zoning amendment any time prior to the meeting at which the rezoning will be considered.~~

15.14.3. Public Comment

Zoning regulations may from time to time be amended, supplemented, changed, modified, or repealed. If any resident or property owner in the local government submits a written statement regarding a proposed amendment, modification, or repeal to a zoning regulation, including a text or map amendment that has been properly initiated as provided in G.S. 160D-601, to the clerk to the board at least two business days prior to the proposed vote on such change, the clerk to the board shall deliver such written statement to the governing board. If the proposed change is the subject of a quasi-judicial proceeding under G.S. 160D-705 or any other statute, the clerk shall provide only the names and addresses of the individuals providing written comment, and the provision of such names and addresses to all members of the board shall not disqualify any member of the board from voting (160D-603).

29. Amend Section 15.14.4 Consideration by the Board of Aldermen as follows:

B. Additional Public Notification for Large Scale Amendments: (...) When this occurs, the town may use the expanded published notice provisions found in the North Carolina General Statutes at Section ~~160A-384~~ 160D-601.

30. Amend Section 15.14.5 Plan Consistency as follows:

In accordance with G.S. ~~160A-383~~ 160D-604(d); -605(a); -701, all such amendments shall be made in accordance with the Comprehensive Land ~~Development~~ Use Plan and any other officially adopted development plan.

31. Amend Section 15.15 Conditional Districts as follows:

Conditional Districts (Section 2.6) are districts with conditions voluntarily added by the applicant and approved in a legislative procedure by the Board of Aldermen in accordance with G.S. ~~160A-382~~ 160D.

32. Amend Section 15.15.2 Formal Review as follows:

- D. The applicant will have a reasonable opportunity to consider and respond to any conditions and site-specific standards proposed by either the Planning Board or the Board of Aldermen prior to final action. In accordance with G.S. ~~160A-382(b)~~ 160D.

33. Replace Section 15.16 Vested Right as follows:

~~15.16- Vested Right.~~

~~15.16.1 Purpose and Applicability.~~

~~The zoning vested right is a right which is established pursuant to NCGS 160A[OG1] 385.1 to undertake and complete the development and use of property under the terms and conditions of an approved site specific development plan. Obtaining a zoning permit or preliminary plat subdivision approval through the vested rights procedure gives the applicant the right to start construction of the development as approved an additional two (2) to five (5) years to begin and/or complete work as appropriate.~~

~~15.16.2 Vested Right Procedures.~~

~~A.—Process Type: Legislative.~~

~~B.—Pre Application Procedure: The applicant shall meet with the planning department prior to submitting an application to inquire about specific zoning requirements and obtain the proper application forms. The applicant shall be advised of all necessary information and requirements of the vested rights procedure[OG1].~~

~~C.—Required Application Information: Master Plan (15.4.3).~~

~~D.—Determination of Completeness: The Administrator shall review the application and accompanying site plan for compliance with the requirements of this chapter and other applicable regulations and schedule the matter for a public hearing before the Board of Aldermen.~~

~~E.—Public Notification: Level 1, 2 and 4.~~

~~F.—Formal Review: Following a public hearing, the Board of Aldermen shall take one of the following actions:~~

~~1.—Approve the vested rights request. The Administrator is then directed to issue a vested rights zoning permit.~~

~~2.—Approve the vested rights request subject to conditions which are necessary to protect the public health, safety and welfare. The Administrator is then directed to issue the vested rights zoning permit subject to the changes in the site plan to be made by the developer.~~

~~3.—Table the vested rights request pending the submittal of additional information.~~

~~4.—Deny the vested rights request.~~

~~G.—Appeals: None.~~

~~15.16.3 Vested Right Duration—Effect of Approval.~~

~~A.—**Maximum Term:** A zoning right that has been vested as provided in this section shall remain vested for a period of two (2) to five (5) years as approved by the Board of Aldermen.~~

~~B.—**Building Permit/Preliminary Plan Required:** Upon issuance of a building permit/preliminary plan approval, the expiration provisions for those permits shall apply, except that neither shall not expire or be revoked because of the running of time while a zoning vested right under this section is outstanding. A zoning vested right shall terminate at the end of the applicable vesting period with respect to buildings and uses for which no valid building permit applications have been filed. {062}~~

~~C.—**Town May Terminate Vested Rights Early:** The town may terminate the zoning vested rights upon payment to the affected landowner of compensation for all costs, expenses and other losses incurred by the landowner, including, but not limited to, all fees paid in consideration of all financing and all architectural, legal and other fees incurred after approval by the town.~~

~~D.—**State or Federal Regulation Not Bound by Vested Right:** The zoning vested right may be terminated upon the enactment or promulgation of a state or federal law or regulation that precludes development as contemplated in the site specific development plan. In such a case the Board of Aldermen may, by ordinance, after notice and a hearing, modify the affected provisions upon a finding that the change in state or federal law has a fundamental effect on the plan.~~

~~E.—**Shall Run with the Property:** A zoning vested right is not a personal right but shall attach to and run with the applicable property. After approval of a site specific development plan, all successors to the original landowner shall be entitled to exercise such right while applicable.~~

~~F.—**Vested Right Not Exclusive:** Nothing in this section shall prohibit the revocation of the original approval or other remedies for failure to comply with applicable terms and conditions of the approval or this chapter.~~

15.16 Permit Choice and Vested Rights.

15.16.1 Permit Choice.

- A. If an applicant submits a complete application for a development permit or approval and a development regulation changes between the time the application was submitted and a decision is made, the applicant may choose whether the application will be judged under the previously existing or modified rule (160D-108(b)).
- B. When a development requires the issuance of multiple permits, the applicant may, for a period of up to 18 months, choose for each permit whether to proceed under the rule that existed at the time of application for the initial permit or under a modified rule.
- C. For the purposes of this subsection, an erosion and sedimentation control permit or a sign permit do not count as an initial application for a development permit.

15.16.2 Vested Rights: Generally.

- A. Pursuant to NC G.S. 160D-108, a zoning vested right is the right to undertake and complete the development and use of property as it was approved despite a subsequent change in applicable regulation. If the development regulation changes after the application has been approved, the project may continue under the old rule as initially approved.
- B. A statutory vested right is established when:
 - 1. A site-specific vesting plan is approved; or

2. A final plat is approved for the initial phase of a multi-phase development; or
3. A development agreement is approved pursuant to NC G.S. Chapter 160D, Article 10; or
4. When a development permit has been issued for all other types of development.

15.16.3 Vested Right Terms.

A. Duration:

Type of Permit/Right	Term
Building Permit	6 months
Development Approval	12 months
Site-Specific Vesting Plan	2-5 years
Multi-Phase Development	7 years from first site plan approval
Development agreement	Per agreement negotiated pursuant to NCGS 160D, Article 10
Development discontinuation	2 years

A vested right for a site-specific vesting plan remains vested for a period of 2 years from the date of the first development approval or permit issued for the site. Pursuant to 160D-108.1(e)(2), the Administrator may provide an extension for a period exceeding two (2) years but not exceeding five (5) years where warranted in light of all relevant circumstances, including, but not limited to, the size and phasing of development, the level of investment, the need for the development, economic cycles, and market conditions or other considerations. These determinations are in the sound discretion of the Administrator and shall be made following the same application procedure as the initial approval.

B. A development permit or approval expires and the vested rights terminate at the time specified in subsection A, unless the work authorized by the permit has substantially commenced. For the purpose of this section, the **substantial commencement** of work shall be determined by the Administrator based on any of the following:

1. The development has received and maintained a valid erosion and sedimentation control permit and conducted grading activity on a continuous basis that has not been discontinued for longer than 30 days; or
2. The development has created substantial on-site infrastructure; or
3. The development has received and maintained a valid building permit.

C. Pursuant to NC G.S. 160D-108, even if work has substantially commenced, a development approval still expires if development work is intentionally and voluntarily discontinued for a period of not less than 24 consecutive months.

15.16.4 Definitions:

For the purpose of this section, the following definitions apply:

- A. **Development-** as defined in Section 17.4 of this ordinance
- B. **Development permit-** an administrative or quasi-judicial approval that is written and that is required prior to commencing development or undertaking a specific activity, project, or development proposal, including any of the following:
 - 1. Zoning permits.
 - 2. Site plan approvals.
 - 3. Special use permits.
 - 4. Variances.
 - 5. Certificates of appropriateness.
 - 6. Plat approvals.
 - 7. Development agreements.
 - 8. Building permits.
 - 9. Subdivision of land.
 - 10. State agency permits for development.
 - 11. Driveway permits.
 - 12. Erosion and sedimentation control permits (NC G.S. 143-755(e)(1)).
- C. **Multi-phase development-** a development containing 25 acres or more that is both of the following:
 - 1. Submitted for development permit approval to occur in more than one phase
 - 2. Subject to a master development plan with committed elements showing the type and intensity of use of each phase (NC G.S. 160D-108(j)).
- D. **Site-specific vesting plans-** for the purposes of this chapter, the following types of development approvals are site-specific vested plans:
 - 1. Any development for which a special use permit is required;
 - 2. Major subdivisions;
 - 3. Major and minor site plans;
 - 4. Conditional zoning.

15.16.6. Relevant provisions:

- A. **Run with the Property:** A zoning vested right is not a personal right but shall attach to and run with the applicable property. All successors to the original landowner may exercise such right under the same conditions and for the same time that the original applicant could have exercised such right.
- B. **Town May Terminate Vested Rights Early:** The town may terminate the zoning vested rights upon payment to the affected landowner of compensation for all costs, expenses and other losses incurred by the landowner, including, but not limited to, all fees paid in consideration of all financing and all architectural, legal and other fees incurred after approval by the town.
- C. **Not Exclusive:** Nothing in this section shall prohibit the revocation of the original approval or other remedies for failure to comply with applicable terms and conditions of the approval or this chapter.
- D. **Hazard:** The town may terminate the zoning vested right if it determines after a public hearing that natural or man-made hazards are on or in the immediate vicinity of the property, and if not corrected, these hazards would pose a serious threat to the public health, safety, and welfare.

- E. **State or Federal Regulation Not Bound by Vested Right:** The zoning vested right may be terminated upon the enactment or promulgation of a state or federal law or regulation that precludes development as contemplated in the site-specific vesting plan. In such a case the Board of Aldermen may, by ordinance, after notice and a hearing, modify the affected provisions upon a finding that the change in state or federal law has a fundamental effect on the plan.

34. Amend Section 16.1.2 Notice of Violation as follows:

- A. Whenever the Administrator has reasonable cause to believe that a person is violating any of the provisions of this ordinance or any plan, order, or condition issued pursuant to this chapter, that official shall immediately notify ~~that person of the violation~~ each of the following, as applicable:
1. the holder of any development approval for the property;
 2. the landowner; and
 3. the person undertaking the work or activity that is the cause of the violation.
- B. ~~Such notice of violation shall be in writing and shall be served by personal delivery or certified or registered mail, return receipt requested.~~

The notice of violation shall be delivered by personal delivery, electronic delivery, or first-class mail. The notice of violation may also be posted on the property.

35. Delete Section 16.2.3 Criminal Penalties and renumber subsequent Sections:

~~Pursuant to GS § 14-4, any person, firm, or corporation convicted of violating the provisions of this Ordinance shall, upon conviction, be guilty of a misdemeanor and shall be fined an amount consistent with the General Statutes.~~

36. Add the following to Section 17.3 Definitions, Use Type:

Dwelling- any building, structure, manufactured home, or mobile home, or part thereof, used and occupied for human habitation or intended to be so used, and includes any outhouses and appurtenances belonging thereto or usually enjoyed therewith.

Dwelling- Accessory. A ~~smaller, secondary~~ dwelling unit either detached or attached, such as a garage apartment or cottage, designed for occupancy by one or two persons ~~not exceeding 750 square feet of gross floor space~~ and located on a lot with an existing single-family dwelling. Said units shall not exceed one per lot.

37. Amend and add to Section 17.4 Definitions, General as follows:

Building. ~~Any structure built for support, shelter or enclosure for any occupancy or storage.~~ A structure with a roof and walls built for permanent use. When used in reference to a residential structure, any one- or two-family dwelling or portion thereof, including townhouses, that is used, or designed or intended to be used for habitation for living, sleeping, cooking, or eating purposes or any combination thereof, including accessory structures (NC Building Code: Residential Code Sec 202)

Administrative decision. A decision made in the implementation, administration, or enforcement of development regulations that involve the determination of facts and the application of objective standards set forth in Chapter 160D of the NC G.S. and the Town of Waynesville Code of Ordinances.

Quasi-judicial decision. A decision involving the finding of facts regarding a specific application of an ordinance and that requires the exercise of discretion when applying the standards of the ordinance. The term includes, but is not limited to decisions involving variances, special use permits, or certificates of appropriateness. (160D-102(28)).

Legislative decision. The adoption, amendment, or repeal of a regulation under NC G.S. Chapter 160D or Town of Waynesville Code of Ordinances. The term also includes the decision to approve, amend, or rescind a development agreement consistent with the provisions of Article 10 of the NC G.S. 160D.

Development. Any man-made change to improved or unimproved real estate, including, but not limited to: ~~buildings or other structures, mining, dredging, filling, grading, paving, excavation or drilling operations, or storage of equipment or materials.~~

- a. The construction, erection, alteration, enlargement, renovation, substantial repair, movement to another site, or demolition of any structure.
- b. The clearing, excavation, dredging, grading, filling, paving, drilling operations, mining, or alteration of land.
- c. Storage of equipment or materials.
- d. The subdivision of land as defined in this ordinance.
- e. The initiation of substantial change in the use of land or the intensity of use of land.

For stormwater calculation, development shall be considered any land disturbing activity that increases the amount of built upon area or otherwise decreases the infiltration of precipitation into the soil.

38. Amend Section 17.5 Definitions, Flood Damage Prevention as follows:

Development. Any man-made change to improved or unimproved real estate, including, but not limited to: ~~buildings or other structures, mining, dredging, filling, grading, paving, excavation or drilling operations, or storage of equipment or materials.~~

- a. The construction, erection, alteration, enlargement, renovation, substantial repair, movement to another site, or demolition of any structure.
- b. The clearing, excavation, dredging, grading, filling, paving, drilling operations, mining, or alteration of land.
- c. Storage of equipment or materials.
- d. The subdivision of land as defined in this ordinance.
- e. The initiation of substantial change in the use of land or the intensity of use of land.

For stormwater calculation, development shall be considered any land disturbing activity that increases the amount of built upon area or otherwise decreases the infiltration of precipitation into the soil.

ADOPTED this ____ Day of June, 2021.

TOWN OF WAYNESVILLE

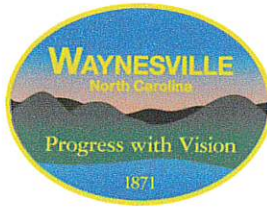
J. Gary Caldwell, Mayor

ATTEST:

Eddie Ward, Town Clerk

APPROVED AS TO FORM:

William Cannon, Town Attorney




To: Town of Waynesville Board of Aldermen
From: Susan Teas Smith, Planning Board Chair
Date: May 28, 2021
Subject: Planning Board Report on Text Amendments pertaining to NCGS 160D
Description: Recommendations for changes to the LDS in response to statutory guidelines

At a Special Called Meeting of the Planning Board on Wednesday, May 26, 2021, the Planning Board held a public hearing to consider staff-initiated text amendments to multiple sections of the Land Development Standards. The ordinance changes were prepared by staff and Attorney Ron Sneed's Office to bring the Town's Land Use Regulations into compliance with the updated NC General Statutes related to local government authority, known as 160A and re-organized as 160D. The Planning Board recommends the following:

1. The Zoning application should be approved and is consistent with the Town's 2035 Comprehensive Plan, and is reasonable and in the public interest because:
 - Proposed amendments will keep the Town of Waynesville in compliance with the current General Statutes for land use planning and zoning, and clarify definitions and procedures which should aid in land use decisions; and
 - The proposed amendments are consistent with the first goal of the 2035 Comprehensive Plan to continue to promote smart growth principles in land use planning and zoning.
 - Create walkable and attractive neighborhoods and commercial centers.
 - Encourage in-fill, mixed use, and context-sensitive development.
 - Promote conservation design to preserve important natural resources.
 - Reinforce the unique character of Waynesville.

The motion was approved unanimously by a vote of 7-0.


Susan Teas Smith, Planning Board Chair, 5/28/21
Date


Elizabeth Teague, Development Services Director, 5/28/21
Date

TOWN OF WAYNESVILLE BOARD OF ALDERMEN
REQUEST FOR BOARD ACTION
Meeting Date: June 8, 2021

SUBJECT:

Call for a Public Hearing to be held on June 22, 2021, or other date to be proposed, to consider a Text Amendment to Land Development Standards Section 2.5.3 – Table of Permitted Uses and Section 17.3 – Definitions.

AGENDA INFORMATION:

Agenda Location: New Business
Item Number: D3
Department: Development Services
Contact: Byron Hickox
Presenter: Byron Hickox

BRIEF SUMMARY:

Acting on the direction of the Board of Aldermen, the Planning Board examined the Land Development Standards' approach to congregate care facilities such as halfway houses and shelters.

At the Planning Board meetings in September, October, and November 2020 and April and May 2021, there was discussion regarding the variety of needs and the different categories and types of facilities that provide "congregate housing."

There was considerable discussion regarding the fact that the Land Development Standards does not address or define several types of shelters as well as the methods and constraints that currently apply to religious and nonprofit institutions that may try to operate such facilities.

After extensive discussion over the course of five meetings, there was a consensus regarding the addition of new definitions related to short and long-term shelters, changes to some existing definitions, as well as a consensus regarding the appropriate zoning districts in which these uses should be permitted.

At its May 26, 2021 meeting, the Planning Board recommended to the Board of Aldermen a set of text amendments related to various types of congregate care facilities.

MOTIONS FOR CONSIDERATION:

1. Motion to call for a Public Hearing to consider Text Amendments to Land Development Standards Section 2.5.3 – Table of Permitted Uses and Section 17.3 – Definitions.

FUNDING SOURCE/IMPACT:

N/A

MANAGER'S COMMENTS AND RECOMMENDATIONS:

**TOWN OF WAYNESVILLE BOARD OF ALDERMEN
REQUEST FOR BOARD ACTION
June 8, 2021**

SUBJECT: Public Hearing to receive input on an agreement to provide Premier Magnesia with an incentive to locate a new process in Waynesville.

AGENDA INFORMATION:

Agenda Location: Public Hearing
Item Number: E4
Department: Administration
Contact: Rob Hites
Presenter: Rob Hites

BRIEF SUMMARY:

Premier Magnesia asked Waynesville, Haywood County, and the State and an out of state location to propose an incentive package for the company to locate an Epsom salt process in their jurisdiction. The Town, County and State of NC propose a package of incentives that is very competitive. The Giles Chemical Division of Premier Magnesia will construct a \$14.8 million dollar Epsom salt production facility in Hazelwood. The facility will employ over 43 full time employees over the next three years. Their wages will average above the County's average wage rate. Giles will also provide health care and other benefits to its employees. The process will also use approximately 30,000 gallons per day of water from the Town and utilize approximately 6,700 gallons of sanitary sewer per day. Fifty percent of the water will remain in the final product and the rest will be emitted as steam. The Town's contribution to the package is to permit Giles Chemical to meter their effluent at the end of the manufacturing process rather than 100% of the metered water. Metering at the effluent side of the process will be permitted in both the Giles Place and the Commerce Street plant. The metering locations are subject to Premier Magnesia locating the new process at Giles Place in Hazelwood.

MOTION FOR CONSIDERATION:

Receive input from the Public on the proposal and approve its submission as part of the package of incentive offered to Premier Magnesia.

FUNDING SOURCE/IMPACT: General, Water, Sewer Funds

ATTACHMENTS: None

MANAGER'S COMMENTS AND RECOMMENDATIONS: Listen to input from the public on the Town's offer of incentives to Premier Magnesia in hopes that such a package will induce them to add a new chemical line to the Giles Operation in Waynesville.

**TOWN OF WAYNESVILLE BOARD OF ALDERMEN
REQUEST FOR BOARD ACTION
Meeting Date: 6/8/21**

SUBJECT: Public hearing to consider the 2021/2022 Fiscal Year Budget

AGENDA INFORMATION:

Agenda Location: Public Hearing
Item Number: E5
Department: Administration
Contact: Rob Hites, Town Manager
Presenter: **Rob Hites, Town Manager**

BRIEF SUMMARY:

This is a public hearing to consider public input for the 2021/2022 Fiscal Year budget. This budget totals \$35,241,007 with \$17,105,053 being requesting from the General Fund, \$3,573,200 being requested from the Water Fund, \$3,831,900 being requested from the Sewer Fund, and \$10,241,007

MOTION FOR CONSIDERATION:

Motion to accept the input from the public, and direct staff to make any changes that have been requested from the Board.

FUNDING SOURCE/IMPACT:

ATTACHMENTS:

MANAGER'S COMMENTS AND RECOMMENDATIONS:

**RESOLUTION FOR RECEIVING FEDERAL FUNDS UNDER THE AMERICAN RESCUE
PLAN ACT (ARPA)**

WHEREAS, the State of North Carolina will be appropriated funding from the federal American Rescue Plan Act (ARPA) to fund necessary Coronavirus State and Local Fiscal Recovery Funds; and

WHEREAS, the North Carolina General Assembly will provide for the distribution of funds to eligible municipal corporations, and townships; and

WHEREAS, these funds for municipalities may be used to address negative economic impacts caused by the COVID-19 public health emergency, replace lost public sector revenue, provide premium pay for essential workers, and invest in water, sewer, and broadband infrastructure; and

WHEREAS, revenue received under the ARP Act will be kept in a separate grant projects fund and will not be co-mingled with other revenue; and

WHEREAS, the Town of Waynesville will provide to the State of North Carolina and the US Treasury any unspent balance of the funds received; and

NOW, THEREFORE, BE IT RESOLVED, by the Board of Aldermen of Waynesville that we do hereby authorize the acceptance of ARP Act funding to be distributed by the State of North Carolina and by adopting this resolution affirm that the revenue will only be used for the purposes prescribed in the ARP Act guidance and any applicable regulations; and

FURTHER RESOLVED that the Town of Waynesville will comply with the procedure created by the North Carolina General Assembly and the US Treasury Department to receive funds under the act.

Adopted this 8th day of June 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: June 8, 2021

SUBJECT: Capital budget request to update the Finance drive-thru drawer and audio

AGENDA INFORMATION:

Agenda Location: New Business
Item Number: F7
Department: Finance
Contact: Autumn Lyvers, Finance Director
Presenter: Autumn Lyvers, Finance Director

BRIEF SUMMARY:

This request is to update the Finance Department's KSI drive thru transaction drawer with a newer model KSI (Ken Smith, Inc.) transaction drawer that is enabled for wireless headset audio. This update provides two key benefits to the Finance Department and its customers: 1) Access to the drawer will be at the edge of the counter and will no longer require our Customer Service Representatives to reach or strain to access the drawer contents and 2) the update allows our Customer Service Representatives to utilize headsets when interacting with customers, providing our customers an increased level of privacy and confidentiality at the drive thru window. This is especially important now that the lobby has re-opened for customer service.


The total cost is \$11,808 and includes the KSI 5000 model transaction drawer, standard two-way audio (microphone), wireless headsets (4), wireless headset switcher (1), set up and training.

MOTION FOR CONSIDERATION:

Motion to approve capital purchase of KSI 5000 model transaction drawer and enhanced audio features.

FUNDING SOURCE/IMPACT:

Costs for this request will be covered by Finance Department budget for salaries and benefits. Upon approval of the capital purchase the Finance Director will transfer \$11,808 in available budget from Salary/Benefits to Equipment 104130-545500. The additional budget capacity in salary line items is due to the increased turnover in Finance staffing over the last 12 months.


Autumn Lyvers, Finance Director

6/1/2021
Date

ATTACHMENTS:

Ken Smith, Inc. Proposal

MANAGER'S COMMENTS AND RECOMMENDATIONS:

May 20, 2021

Autumn Lyvers
Town of Waynesville
280 Georgia Avenue
Waynesville NC 28786

Dear Autumn,

Thank you for the opportunity for let KSI help you with your deal drawer and audio up grade. We are very excited about the opportunity and will do all we can to ensure your complete satisfaction.

Ken Smith, Inc. is a family-owned, privately held business operating in 1969. We partner with pharmacies, grocers, convenience store chains, banks, and credit unions to provide customized solutions for all their needs – from drive thru systems, access control systems and alarm/surveillance systems.

As a broad overview, Ken Smith, Inc proposes to install new drive-up deal drawer with two new audio consoles. One console for the deal drawer and one for the tube system lane.

Transaction Drawer

KSI proposes to install KSI's 5000 model transaction drawer.

- Ultra-high capacity
- (Access to the drawer at the edge of the counter. There's no reaching or straining)
- Hold up to 25lbs
- Only 4 moving parts
- Two-way audio



Two-way Audio

- Includes consoles as shown here
- Voice-optimized, natural sounding audio
- Intuitive lane selection
- Durable keypad
- Any number of lanes up to 16
- Privacy headset or handset options
- Easy installation using Cat 5 cable
- Compact 7" x 7.3" base
- Includes all external microphone
- Includes external speaker



Optional wireless headset.....\$ 350



Optional headset switcher.....\$ 206

The switcher allows up to four headsets to hook up to one console allowing each staff member their own headset.



Total Investment..... \$ 11,808

- ✓ Includes travel, labor and any onsite training
- ✓ Includes four wireless headsets and two headset switchers
- ✓ Includes all material needed to complete job
- ✓ Does not include any applicable taxes
- ✓ Includes one-year warranty

KSI prides itself on top shelf service and responsiveness. Through helpdesk@kensmithinc.com, you can request service 24/7. This mail is always monitored. You will also be provided with phone number for business hours and after-hours contacts for service needs.

Thank you again for the opportunity for Ken Smith, Inc, and me to be of service to you. Please contact me any time should you have any questions or need anything further.

**TOWN OF WAYNESVILLE BOARD OF ALDERMEN
REQUEST FOR BOARD ACTION
Meeting Date: 6/8/21**

SUBJECT: Acceptance of Proposal for administration of Downtown Municipal Service District

AGENDA INFORMATION:

Agenda Location: New Business
Item Number: F8
Department: Administration
Contact: Rob Hites
Presenter: Rob Hites

BRIEF SUMMARY:

In 2016 the NC General Assembly adopted GS 160A, Article 23. The article outlines the procedures to create and administer municipal service districts. The Town Board established such a district for the Downtown and has contracted with the Downtown Waynesville Association to administer the district on the Town's behalf. The statute requires a contract to extend no more than 5 years. The Town must hold a public hearing on the needs of the municipal service district (MSD) and then send out an RFP to solicit interested parties to administer the district. The Board held the hearing and the staff sent out the RFP. The Downtown Waynesville Association was the sole party to submit a proposal.

MOTION FOR CONSIDERATION:

Accept the proposal of the Downtown Waynesville Association and authorize that a contract be negotiated for Board approval during the June 22nd meeting.

FUNDING SOURCE/IMPACT: Special Tax District

ATTACHMENTS: DWA Proposal

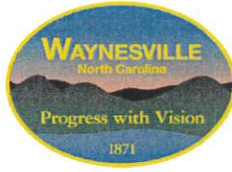
MANAGER'S COMMENTS AND RECOMMENDATIONS:

The Board has several alternatives to consider as it determines how to evaluate DWA's proposal and negotiate the terms of the contract.

Request the staff to compare the proposal with the RFP and recommend a contract that reflects the Board's goals for the Downtown Municipal Service District.

Request the Staff and one or more representatives of the Board to review the proposal and negotiate a contract with the members of the DWA.

Hold a joint meeting of the entire Board of Aldermen and officers of the DWA to review the proposal and determine the key elements of a contract to administer the Downtown Municipal Service District.



Municipal Service District Private Agency Solicitation

Request for Proposals

Description and Requested Services

The Town of Waynesville has established a Municipal Service District (MSD) as an overlay of the majority of its Central Business District. Pursuant to State of North Carolina General Statute 160A Article 23, the Town may collect an additional property tax within this district with the proceeds being used exclusively on projects, programs, and additional services within this district. The Town is therefore seeking a private or non-profit agency to enter into a contract to administer and manage the projects, programs, and services within this MSD.

Subject to approval by Waynesville Board of Aldermen and subject to the availability of funding, the Town expects to negotiate a contract for services with the selected agency during the spring of 2021.

Proposal Guidelines and Requirements

This is an open and competitive process. Proposals received after 4:00pm, Friday, May 28, 2021 will not be considered and will be returned unopened. The proposal must contain the signature of a duly authorized officer or agent of the agency submitting the proposal. One copy and one electronic copy (PDF format) and one electronic copy (PDF format) of the Proposal shall be sent or hand delivered to:

Town Manager
Town of Waynesville
16 South Main
Waynesville, NC
28786

Packages should be clearly marked as "Proposal to Administer Downtown MSD".

Contact Information

Questions concerning this application process should be addressed to Waynesville Town Manager at rhites@waynesvillenc.gov.

The private or non-profit agency selected to administer the MSD shall be responsible for the following:

- Administer the State "Mainstreet Program" on behalf of the Town of Waynesville.
- Develop and manage business retention and recruitment efforts downtown.

- Establish partnerships with town and county staff, area non-profits and others as needed to advance the MSD's goals and objectives.
- Work with property owners to identify development opportunities including upper floor use and use of properties facing Wall, Montgomery, and Haywood Streets.
- Work with the NC Main Street Program, financial institutions, town staff and others to identify additional funding opportunities for downtown development.
- Plan organize and carryout downtown activities such as promotions, events, print and electronic promotions.
- Work with Town on physical enhancement to the Streetscape in the MSD.
- Prepare and present both oral and written reports to Board of Aldermen during one of the regular meetings in April of each year. Said report shall discuss the strengths and weaknesses of the service district, including an update of the MSD's progress in attaining its short- and long-term goals and objectives.
- Carry out any other activities required by the Town such as the annual Christmas Parade and Downtown Trick or Treat. Other activities may be determined during the contract negotiations between the Town and the private/non-profit agency.
- Prepare "Special Events Permits" for the agency's sponsored events. Comment on the impact of other "Special Event Permits" that involve the impact on retail merchants, traffic flow, and number of days the streets are closed to traffic.
- Hold at least two "listening sessions" per year to gather input from members of the MSD after 5:30 pm Monday-Friday.

The Town of Waynesville is a designated "North Carolina Main Street Community", the following will be required as administrator of the Town's Main Street program: Participate in all services provided to the local community by the N.C. Main Street Center.

- Employ a full-time - 40 hour/week professional Main Street Manager as required of Mainstreet communities. The employee shall be dedicated to the MSD and will coordinate and facilitate the work of the program. Communities with a population of 10,000- 30,000 May employ two or more persons that equal one or more full-time equivalent position(s), as long as one position is a designated Mainstreet manager.
- Obtain a 501(c) 3, 4, or 6 nonprofit designation OR be designated as a department of the local municipal government.
- Provide input and broad-based support for Town sponsored district revitalization process, with strong support from both the public and private sectors.
- Establish and maintain an active Board of Directors and Committees using the Main Street Four- Point Approach® and develop a comprehensive Main Street Work Plan using the Main Street Four-Point Approach®. The Board should include at least one ex officio Board or Staff member of the Town. At least 1/3 of the Board and Executive Committee (if one is used) shall rotate off the Board for at least one year in order to encourage new ideas and vision. The nominating committee of the Board shall be made up of at least five members, three of which are selected from the Board of Directors (should the organization use an Executive Board) that are not serving on the Executive Committee. All members of the Board of Directors and Executive committee shall be owners or lessees of property within the MSD.
- Establish an annual work plan/planning process for downtown.
- Adopt and exhibit a Historic Preservation Ethic and design management program.

- Demonstrate an established vision and mission for the downtown that defines the role of the organization that will manage the downtown initiative.
- Have the Main Street Manager attend "New Main Street Manager Orientation", held each month in Raleigh, within three months of start date (if not previously attended).
- Have the Main Street Manager attend "Main Street Basic Training" each time there is a change in management (if not previously attended).
- Fund the local Main Street program through both public and private partnerships at a level allowing for full implementation of the program based on the Four-Point Approach® and the adopted annual work plan.
- Present annual work plan and budget to Town Board at least thirty days before its adoption.
- The Main Street Manager shall attend the annual Main Street Managers' Meeting.
- The Main Street Manager or their assistant shall attend two of three Tri-annual Regional Meetings each year.
- Require the Main Street Manager or Assistant, Member of the Board of Directors or Town official to attend the annual N.C. Main Street Conference - (NCMS provides each designated MS community with two complimentary registrations).
- Submit annual Statistical data in July and Budget & Salary information and Program Assessment Survey in January as requested to the NCMS Center.
- Maintain an annual membership with the National Main Street Center at a \$350 designated level.
- Reimburse the NCMS Center's staff travel expenses when they are traveling to the local community at the IRS state rate plus meals at the state per diem rate and lodging.

Selection Criteria

Selection of a private/non-profit agency will be made after thorough review of the Proposal by the Town of Waynesville staff and approval by the Board of Aldermen. Interviews of qualified applicants may be conducted, if desired, by the Town staff and or Board.

The primary considerations for selection are:

1. The agency's recent experience, knowledge, and familiarity with downtown development, including organizing and directing special events, promotion of events and the legal structure of MSDs generally.
2. The organization's experience with electronic media and its effectiveness as a communication tool.
3. Officers and Board members qualifications to manage the staff's work.
4. Ability and expertise of the agency's personnel. (If no personnel have been retained, explain the organization's approach to hiring personnel. What are the primary attributes the group is looking for?)
5. Proposed approach to administering/managing the MSD. How does the Board intend to measure their performance?
6. Quality and completeness of the proposal.

This request does not create any obligation on the part of the Town to award any contract or to

proceed with the project. In addition, the Town, if it determines that it is necessary to achieve the objectives of the Town of Waynesville, may waive requirements of the RFP, refine the criteria for selection of an agency, seek additional information from responders, and or reject any or all proposals submitted.

Submission Requirements

Interested private/non-profit agencies shall submit the following information:

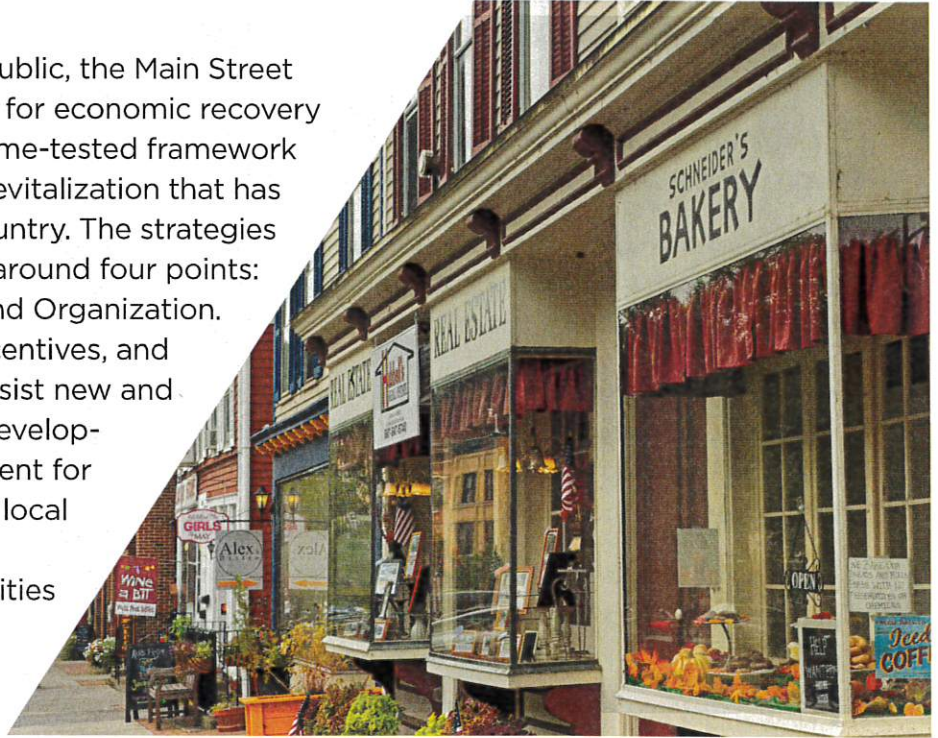
- A cover letter, signed by a manager or director in the agency, including his or her title that he or she has authority to submit the proposal on behalf of the agency.
- Agency's contact information.
- Narrative explaining the agency's qualifications for the project.
- Summary of the agency's recent experience with similar projects.
- Name and experience of the organization's officers and key personnel.
- A description of the agency's organizational structure.
- Narrative explaining the proposed approach to completing the organization's adopted scope of work.
- References: names and contact information of at least three people who can speak to the agency's qualifications to carry out its scope of work.
- Proposed budget for the first year of operation.

Contract Terms

The Town of Waynesville will negotiate contract terms upon selection. All contracts are subject to review by Town of Waynesville legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, measurement of performance and other items.

THE MAIN STREET APPROACH TO RECOVERY

As downtowns begin to reopen to the public, the Main Street Approach™ can serve as a powerful tool for economic recovery efforts. The Main Street Approach is a time-tested framework for community-driven, comprehensive revitalization that has strengthened downtowns across the country. The strategies that guide this approach are organized around four points: Economic Vitality, Design, Promotion, and Organization. Economic Vitality focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies. Keep reading to learn about Economic Vitality-related recovery activities and ideas to help your Main Street navigate the impact of COVID-19.



☐ Hold conversations with property owners.

While much of the conversation has been focused on small business owners, and rightly so, an important part of the equation is the status of the properties where business activity occurs.

- Update your building inventory. It is critical to understand the impact of COVID-19 on building tenancy.
- What space is vacant and likely to be vacant?
- Understand the property owner's outlook on recovery
- Evaluate criteria and need for repurposing space.
- Dialogue about rent concessions and hybrid rental lease agreements, like percent of sales lease arrangements or scaled rent arrangements.

☐ Revamp your recruitment strategies with a focus on new consumer habits that may present unique business opportunities for existing small business owners and new entrepreneurs.

- Health and Fitness: Expect shifts from exclusive workouts in gyms and fitness centers, but growth in home tech equipment, biking, and running accessories.
- Small Scale Production: For example, some may need kitchen equipment as a result of restaurant closures. This will also offer opportunities for greater e-commerce sales.
- Gardening and Natural/Organics: Consumers have become hyper-aware of personal health and wellness.
- Restaurants: Consider shifting to prepared foods and/or ingredients for take-home meal kits..

- Home Improvement, Décor, Kitchenware, and Tech: Increased time spent at home time has revealed flaws and greater interest in this sector.

- New Service Offerings: There are opportunities for brand new services, like community-based delivery for independent businesses, which could be a social venture for Main Street programs to offer as a co-op service.

☐ **Look ahead and think through how COVID-19 will impact and shift uses in your district.**

- Were you heavy in office/ service businesses and employees? How will more permanent work-from-home shifts impact that space?
- Will you likely experience heavy losses in restaurants? How could you pivot those spaces to uses like small-scale food production or prepared foods production?
- Will some retailers shrink inventories? Are in-store pop-ups or shared complementary businesses a possibility?
- How might you leverage permanent shifts of vacation home users to local residents for co-working spaces or new entrepreneurial endeavors?

☐ **COVID-19 has accelerated the need for businesses to reevaluate their business models. Assist businesses (directly or through partner technical assistance providers) to review:**

- What should your business model be when you come out of this?
- Is your current business model viable? If so, how can you hang on until it's viable again?
- Are there ways you can pivot all of your expertise into a better revenue stream?
- Inventories: What changes are needed? What changes to suppliers/ vendors?
- How can you reach customers? Through e-commerce solutions; delivery; pick-up; or resellers?

☐ **Interview your small business owners to better understand their recovery plans and needs.**

Account for survey fatigue by engaging in more a dialogue, which will allow you to go deeper and build relationships. We have developed [a set of interview questions](#) to get you started.

☐ **Consider expanding your entrepreneurial programming and ecosystem building efforts.**

In times of hyper-unemployment we see increases in rates of entrepreneurship. Check out our entrepreneurship ecosystem resources [here](#).

☐ **Understand local consumer psyche to gauge issues and attitudes around shopping and events, as well as new habits that may impact shopping and social engagement routines.**

- How do they feel about shopping post-reopen?
- What new habits have they developed?
- What safety concerns do they have while shopping?
- Has their economic circumstances changed as a result of job losses?
- We have developed a survey instrument for your use that you can [download here](#). If you use this survey, please let us know how it goes and what you find!

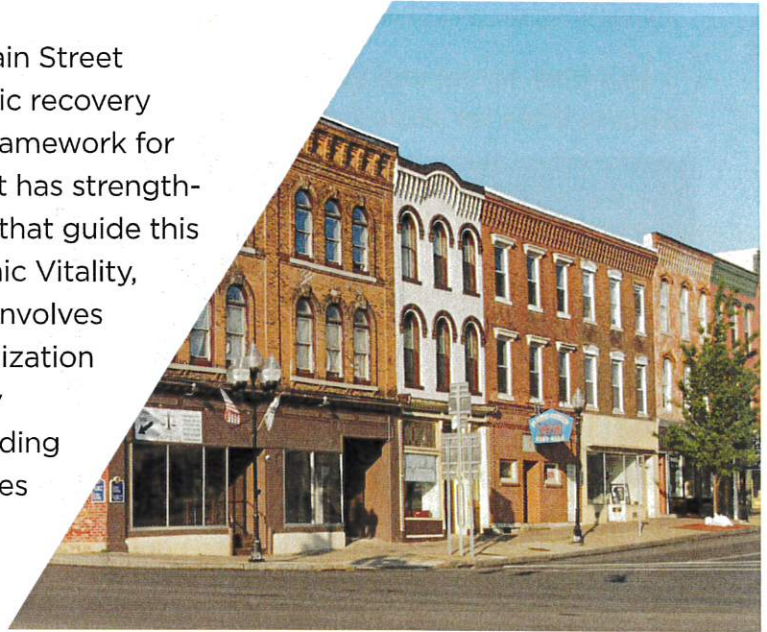


ORGANIZATION



THE MAIN STREET APPROACH TO RECOVERY

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☐ Recruit a public health official to your Board of Directors.

Offer an ex-officio slot to help guide your recovery efforts.

☐ Be prepared to advocate for your program when state and local stimulus packages are developed:

- Publish your program's annual statistics
- Create a recovery plan with a budget
- Have letters of support ready for your organization
- Reach out to your city to ensure they know your program needs continued or increased funding. Ask your coordinating program for a [letter of support](#) to your local government officials.

☐ Risk assess your budget.

Develop backup plans for revenue reductions and consider other sources of revenue, including:

- Community Foundations
- Local/Regional Corporations for small business programming and operational support
- Permission to recast special event sponsorships for alternative downtown programming and operational support

☐ Develop strategies to raise revenue now.

- Create an email campaign asking your stakeholders for donations to support Main Street. Describe how COVID-19 is impacting your downtown and your organization, share how your program is responding, and explain how you will use their donation.
- Thank everyone who has supported your organization in the past, and show photos of your recent impact, if possible.



- Make targeted asks to successful businesses or local philanthropists to ask for funding for your organization and Main Street businesses.

- Don't assume all businesses can't honor their pledge or membership to your organization. Communicate and check in with them often.

☐ Examine social entrepreneurship opportunities for added revenue.



For example, Downtown Rochester in Rochester, Mich., is selling branded face masks to benefit their Road to Recovery events and promotions.

☐ Check in with your volunteers.

Share your thoughts on your downtown's recovery and let them know they are needed now more than ever.

☐ Evaluate your organization's recovery pathway.

- Human Resources: Do you need to make cuts, furloughs, or change contracts?
- Budgets: Examine revenue sources and create ratings for their potential to decrease or increase. What expenses can be reduced to coincide with revenue projections? Review income and cash flow statements.
- Legal: Consider the status of your contracts and your lease situation.
- Insurance: Evaluate the status of future events and office visitors.

☐ Use social media tools to share news about your organization, its work, and future needs.

☐ Know your state's reopening guidelines.

For those needing guidance, be a connector and convener, but not the authority.

☐ Develop your District Recovery Plan.

See planning graphic below.



PLANNING FOR RECOVERY: AN OVERLAY TO THE MAIN STREET APPROACH



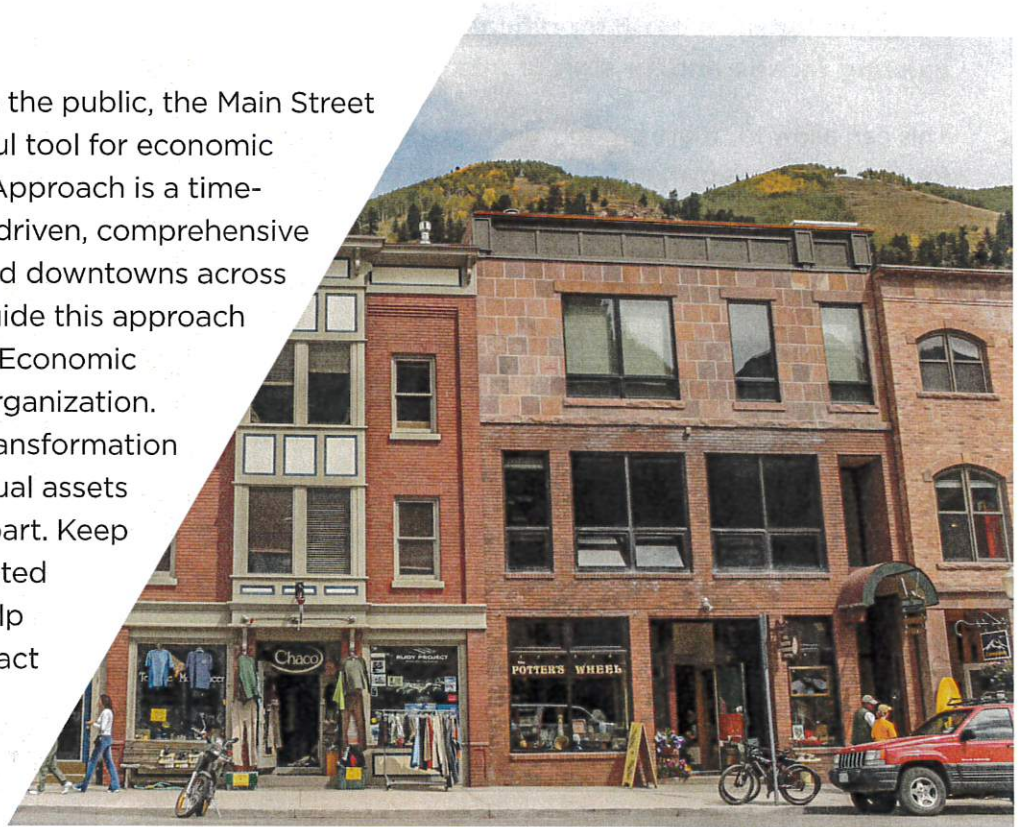
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Learn more at mainstreet.org/mainstreetforward.

THE MAIN STREET APPROACH TO RECOVERY

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☐ Evaluate the need for COVID-19-related street infrastructure.

Consider hand washing stations or temporary signage outlining social distancing reminders.

☐ Advocate for people-first streets.

Work with your local Department of Transportation to evaluate potential street closures that could allow for additional space for pedestrians, distanced outdoor seating for restaurants, additional space for sidewalk sales, and multi-modal transportation.

☐ Reopen guidelines will require many business owners to rethink their interior layouts.

Offer technical assistance as part of your design services that focus on store layouts for occupancy limitations, social distancing guidelines, and in-store check-out lines.



☐ **Work with local transit officials to ensure safe transit practices at local bus stops, transit stations, and ride-sharing operations.**

Make sure they're encouraging patrons to observe social distancing through informational signage and that areas are being regularly sanitized.

☐ **Consider short-term modifications to existing facade and/or sign grants.**

This can allow for more broadly defined design needs for small business owners trying to adhere to COVID-19 guidelines.

☐ **Leverage the growth in trail and park use.**

More and more people have embraced their local outdoor spaces and developed new recreation habits during stay-at-home orders. As part of downtown design activities, leverage this growth to push for more trails and park connectivity, Sunday street closures for safe bike and walking districts, as well as district park enhancements.

☐ **Greater design focus is needed on technology infrastructure as part of district public improvements.**

COVID-19 has resulted in likely long-term shifts to remote workforce and e-commerce sales that necessitate cell 5G and high speed fiber networks. An especially important opportunity for rural communities, this infrastructure can help small businesses access online retailing, attract remote workers to communities, and allow an existing workforce to remain competitive.

☐ **Retail, restaurant, and office spaces will need to be reimaged.**

As vacancies in these spaces occur due to remote work or business closures, think creatively about how to re-use these spaces. Converting an upper-floor office space to housing, a vacant retail space to a pop-up store, or a vacant restaurant to a new small-scale food producer will require a renewed look at space and how we maintain our historic preservation and sustainability ethos in these conversions.

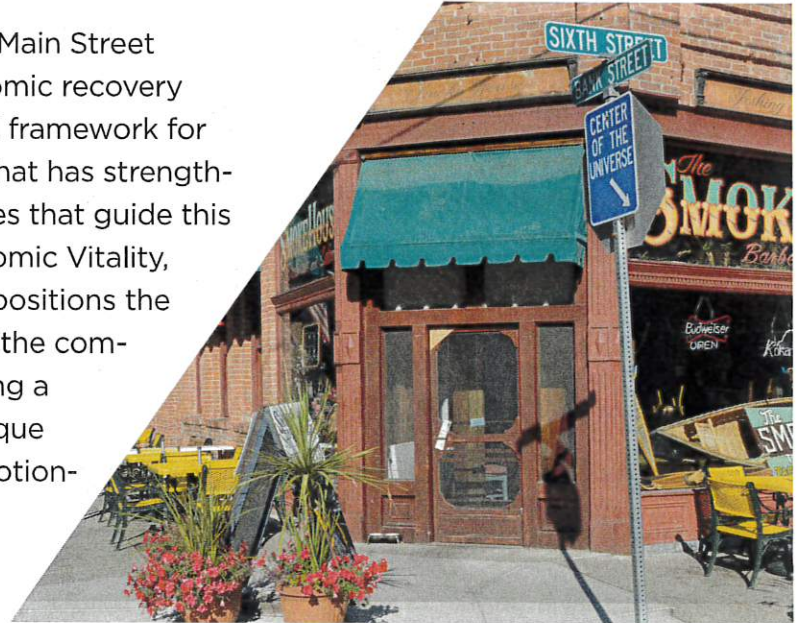


PROMOTION



THE MAIN STREET APPROACH TO RECOVERY

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Marketing and Image Building

☐ Welcome the public back to downtown

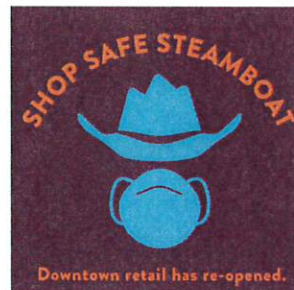
- Provide weekly updates on new segments of the economy opening downtown via local media and social media
- Keep social media channels active with updates that engage the public. Ask followers what they love most about downtown, or what they are most looking forward to seeing on Main Street.
- Promote merchandise that supports downtown and its businesses.

☐ Promote downtown (and its businesses) as a safe place to visit

- Showcase how businesses are taking precautions to keep customers and employees safe. For example, highlight hand sanitizing stations, masks worn by staff (and recommended for customers), plexi-glass barriers, curbside pickup, and caps on the number of customers allowed in each business at one time.
- Partner with your Visitor's Bureau, Chamber, or City to target in-state residents to day-trip, or vacation at home this year. Consider partnering with

nearby Main Street communities to create a package trip.

- Update your branding to reflect this focus on safety. For example, Main Street Steamboat Springs put a facemask on their downtown logo.



Retail and Business Promotions

☐ Promote Supporting Local Businesses Safely

- Highlight the benefits of supporting locally-owned businesses. Use #SupportLocalSafely on social media.
- If businesses aren't open yet, encourage curbside pickup or online purchases
- Promote downtown gift cards, especially to help businesses that don't have their own gift cards. The public may feel more comfortable buying one from the Main Street program rather than individual businesses.

- Use funding to increase the value of gift cards purchased. In Orlando's Milk District, they offered "Milk Money." Consumers were sold \$10 gift cards for just \$7.50.

☐ **Help businesses launch or improve their social media and/or web presence.**

- Host Facebook live (or similar) product demonstrations or fashion shows
- For business still closed or doing curbside pick up, encourage them to offer appointments by video.
- Help businesses develop online tools for selling their products.

☐ **Engage with customers in new ways.**

- Encourage businesses to start a customer database to reach customers directly.
- Develop loyalty programs for shoppers.
- Host a first responders "Thank You Day" or week.
- Host scavenger hunts promoting fitness as people look for clues in storefront windows. Or host a virtual scavenger hunt. Both can be done without requiring people to go into businesses.
- Advertise "Take Out Tuesdays" or a "Take Out to Win" promotions for restaurants. Post photos of people safely carrying out food, with a chance to win prizes or a free lunch.

Special Events and Festivals

☐ **Review your promotional calendar through the end of the year.**

- Your Board should review all events to determine if they should be postponed or canceled. Postpone events based on local and state guidelines for large public gatherings.
- Consider dropping any events that do not show an economic benefit for downtown businesses. Make sure any events held support your downtown's economic goals/ transformation strategies.
- For any events that are held, establish safety guidelines for attendees, such as requiring

facemasks, marking social distancing requirements, and having sanitation stations.

- Check with your insurance company on holding events, in case they exceed local guidelines.

☐ **Contact sponsors of postponed or canceled events and ask if they will commit their sponsorship dollars to other small-scale events and downtown marketing efforts.**

☐ **Provide online payments for registrations or booth rental fees to cut down on person-to-person contact.**

☐ **Shift your downtown events to accommodate safety guidelines.**

- Provide or create public spaces for community art, dance, and music classes, as well as space for artists to create and display work outside. Promote to community groups that may not have facilities that allow for social distancing.
- Instead of holding large concerts, host bands or buskers in locations throughout the district, inviting people to stroll around downtown.
- Host smaller events, including Ladies Night Out, Wine Walks, Art Walks, etc. They can be ticketed fundraising events, which can limit crowds to 100-300 people.

☐ **Develop new guidelines for your Farmers Market.**

Increase the footprint of the market, implement one-way directional signage, require facemasks, etc. Check out [these guidelines](#) from the Farmer's Market Coalition for more ideas.





Main Street **FORWARD**

PLANNING FOR RECOVERY GUIDE

May 2020



INTRODUCTION

Downtowns and urban commercial districts across the U.S. won't recover from the economic impacts of the global pandemic simply by way of government proclamations to reopen or marketing campaigns to bring customers back downtown. A return to bricks and mortar shopping, and other downtown activities, like getting a haircut, participating in a fitness class, eating in a restaurant, and attending a special event will all be greatly dependent on having an informed and strategic recovery plan. Your Recovery Work Plan will position your organization with a road map, a leadership position in the recovery, and an opportunity to secure implementation resources through advocacy.

The following graphic highlights the overall approach to crafting your Main Street *Forward* Recovery Work Plan. Since it is difficult to predict the timeline between reopening and a more settled new normal, we recommend that you initially look at your plan as a 90-day period for activities in all Four Points of the Main Street Approach that will aid in your district's recovery efforts. After the initial period, reevaluate based on remaining needs and a fresh look at your recovery inputs.



PLANNING FOR RECOVERY: AN OVERLAY TO THE MAIN STREET APPROACH



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STEP 1: THE INPUTS

Recovery must start by gathering understanding from several "inputs" that help to inform a thoughtful and strategic response to the lifting of business restrictions in your community.

A. Resident/Consumer Recovery Survey

Human psyche regarding responses to shopping downtown will be influenced by both personal and environmental conditions, which lead to habit formation. For example, have you grown used to being able to swing past your favorite downtown restaurant and have them bring your food out to your car? Have runs through the downtown and your local park taken the place of a treadmill at the gym? Research suggests that, on average, it takes 66 days for people to form a new habit, but it can range from as few as 18 days to 264 days. As such, we should anticipate that our shopping, working, and social interactions have been deeply influenced at both the conscious and subconscious levels.

To help you in this effort, we have created a [local resident survey](#) designed for your use and adaptation, to better understand current and likely consumer attitudes toward shopping and social engagement. We suggest that you use a survey platform like Survey Monkey and engage social media, local partner organizations, and the media to distribute the survey link. Analyze the responses for key trends that help you to better understand shopping needs, concerns, and opportunities that can be addressed through your Main Street *Forward* Recovery Work Plan.

B. Business Recovery Interviews

The attitudes of small business owners have also changed, so the support they need in a recovery will depend on a number of factors. These could include their feelings about existing safety guidelines, employee safety, consumer safety, liability issues, and business model shifts, such as increases in e-commerce, delivery, and pick-up strategies.

To assist you in better understanding small business needs, concerns, and potential opportunities during recovery, we have developed a [sample set of questions](#) to ask a subset of your small business owners. We recommend an interview format as you can dive deeper into your understanding of issues, which, due to the amount of survey data available, is likely more informative at this point. Be sure to also consider interviewing a highly representative sample of your businesses. For example, select 10 businesses that represent a variety of length of time in business, diversity in gender, age, and ethnicity, as well as diversity of business types.

C. Existing Transformation Strategies

One of the fundamentals that remains part of previous work plan efforts is the need to be market-based. As you consider your recovery activities, be thoughtful about activities that can support your selected Transformation Strategies. For example, if your district's market niche was geared to support residents downtown, be sure to direct additional resources and activities that are recovery-related in support of your primary targets and the small businesses that further strengthen those markets. For some districts, shifts due to COVID-19 may cause you to rethink your initial Transformation Strategies. More details on understanding your market and developing Transformation Strategies can be found [here](#).

D. National Trends

On a more macro level, no rural or urban district resides in a bubble. We are deeply influenced by trends at the national level; some will quickly go away, while others may be more rooted, to which commercial districts will need to adapt. In either case, as the proverbial saying goes, "when one door closes, another one opens." While there will be closures and changes in our normal operations, there will undoubtedly be opportunities more suited to changes in our district conditions. Thus, as you review your current market conditions, consumer, and business responses, do so with a lens of how more macros shifts in consumerism and other societal norms will influence your districts' recovery. For example, how might a more permanent number of people working from home influence a downtown largely dependent on the office worker sector? What happens with office real estate, fast casual dining, etc. as a result? Your Main Street *Forward* Recovery Work Plan may lead to a recruitment strategy geared toward new retail niches in office furniture and home décor/home technology.

E. Local, State, and National Guidelines

The last input as you are designing your Main Street *Forward* Recovery Work Plan is to consider any restrictions and guidelines imposed at each policy level that may impact your activities. For example, if guidelines on gatherings of more than 10 people are in place or occupancy levels in retail and restaurants, more considerations will be needed as to any special event plans or even short-term design assistance programs for store layouts.

STEP 2: RECOVERY WORK PLANNING

Given current conditions, the following planning process can be conducted in a virtual format over a series of webinar “meetings.”

- /// **Webinar 1** – Facilitated meeting with Board and staff to review the survey and recovery interview findings. Dialogue about their meaning, how it relates to national trends, and local reopening guidelines. (1.5 hours)
- /// **Webinar 2** – Facilitated meeting with Board and staff to evaluate current workplan for activities that should remain short-term to address COVID-19 recovery, and then construct key goals within each of the Four Points. These goals will serve as the framework for Four Points meetings. In addition, review any known activities by partner organizations. (1 hour)
- /// **Webinar 3** – Facilitated meeting with Organization group (this may be a committee, task force, loose cadre of individuals) to review activities identified as relevant given COVID-19 recovery and address new activities conforming to the goals identified by the Board. (1 hour)
- /// **Webinar 4** – Facilitated meeting with Promotion group (this may be a committee, task force, loose cadre of individuals) to review activities identified as relevant given COVID-19 recovery and address new activities conforming to the goals identified by the Board. (1 hour)
- /// **Webinar 5** – Facilitated meeting with Design group (this may be a committee, task force, loose cadre of individuals) to review activities identified as relevant given COVID-19 recovery and address new activities conforming to the goals identified by the Board. (1 hour)
- /// **Webinar 6** – Facilitated meeting with Economic Vitality group (this may be a committee, task force, loose cadre of individuals) to review activities identified as relevant given COVID-19 recovery, and address new activities conforming to the goals identified by the Board. (1 hour)
- /// **Webinar 7** – Facilitated meeting with Board, staff and Committee/Task Force Chairs to review finished “Recovery Dashboard” and discuss advocacy messaging and metrics. (1 hour)




STEP 3: THE OUTCOMES

The final step in developing your Main Street *Forward* Recovery Work Plan is to assemble a list of your program's existing activities that are relevant to recovery, any newly identified activities, and partner organization activities that will contribute to your district's recovery efforts.

The products that result from this workplan can provide a critical framework for the next 90 days of your work, serve as an advocacy tool for the resources needed to implement your plan, and provide metrics for you to measure what success looks like for your district over this phase of recovery.

As part of the Main Street *Forward* set of resources, we've created two downloadable templates below that you can use as part of the Recovery Work Plan outcomes. The [Work Plan Dashboard Template](#) is a simple messaging tool for your Board and committees to review their progress and for funders to better understand your comprehensive and strategic approach to recovery. The [Work Plan Template](#) is a tool to allow your committees/task forces to plan out the details for each of your new initiatives.

Work Plan Dashboard Template



**Main Street
FORWARD**

Community COVID-19 Recovery Work Plan
Dashboard (Three Months)

Board	Organization	Promotion	Design	Economic Vitality
KEY GOALS:	Current Initiatives:	Current Initiatives:	Current Initiatives:	Current Initiatives:
METRICS:	Partner Initiatives:	Partner Initiatives:	Partner Initiatives:	Partner Initiatives:
ADVOCACY MESSAGING:	Priority of New Initiatives:	Priority of New Initiatives:	Priority of New Initiatives:	Priority of New Initiatives:

Work Plan Template

[illegible]

Finally, once you have completed your Recovery Work Plan, [review other similar activities and examples](#) across the Main Street Network. In addition, as part of our Main Street *Forward* resources, we have created tip sheets for each of the Four Points ([Economic Vitality](#), [Design](#), [Promotion](#), and [Organization](#)) that you can review for example activities to consider in your recovery.

We would love to hear from you! Please share your own examples, graphics, and success stories as you progress through your recovery efforts. Email us at mainstreet@savingplaces.org.

Learn more at mainstreet.org/mainstreetforward

**SERVICES AGREEMENT BETWEEN THE TOWN OF WAYNESVILLE AND
DOWNTOWN WAYNESVILLE ASSOCIATION, INC.**

Part I – STATEMENT OF AGREEMENT

THIS AGREEMENT, entered into this 26th day of July, 2016, by and between the TOWN OF WAYNESVILLE, North Carolina (hereinafter referred to as “Town”) and DOWNTOWN WAYNESVILLE ASSOCIATION, INC., a nonprofit corporation organized and existing under the laws of the State of North Carolina (hereinafter referred to as “DWA”);

WITNESSETH THAT;

WHEREAS, the Town has previously, pursuant to provisions of Article 23, chapter 160A of the North Carolina General Statutes, defined and established a municipal services district consisting of all property within an area designed as Exhibit “A” to this agreement; and

WHEREAS, the Town solicited input from the residents and property owners as to the needs of the Municipal Service district; and

WHEREAS, the Town used a bid process to select a private entity to provide services, facilities, functions, or promotional and development activities in the Municipal Service District; and

WHEREAS, the Downtown Waynesville Association, INC (DWA) submitted a proposal to the Town to provide these services; and

WHEREAS, the DWA was incorporated and organized to promote, encourage and assist the revitalization and economic health and stability of the above-mentioned municipal services district; and

WHEREAS, Town and DWA have maintained an ongoing relationship for those purposes as set forth under North General Statutes 160A-536; and

WHEREAS, Town desires to continue to utilize the DWA to stimulate and promote capital investment in all types of development in the municipal services district, including, but not limited to, residential, commercial, office, retail, and industrial land uses; and

WHEREAS, Town wishes to compensate the DWA for its services in furtherance of these development purposes from the municipal services district tax levied pursuant to North Carolina General Statutes 160A-542.

NOW, THEREFORE, the parties hereto do mutually agree to the requirements and provisions of the contract as follows:

PART II – SCOPE OF SERVICES

The services of the DWA shall be directed to the following goals:

- 1) DWA shall continue to promote, encourage, and assist the revitalization and economic health and stability of the above mentioned municipal services district of Waynesville, including engaging in or assisting any “downtown revitalization project” as defined in Section 160A-536 of the North Carolina General Statutes.
- 2) DWA shall promote, encourage or assist any community development, urban development, planning, historic preservation or other similar public enterprise in or directly related to the municipal district.
- 3) DWA will provide and perform all services, facilities, functions and activities, within the reasonable bounds defined by its resources and budgetary considerations, necessary to the economic development of the municipal services district.
- 4) DWA will serve as the Town’s agent to the North Carolina Main Street Program.

PART III – SCHEDULE OF PERFORMANCE

The services of DWA, as outlined in PART II – SCOPE OF SERVICES, are to continue for a period of five years, beginning July 1st, 2016 and ending on June 30, 2021, or until the termination of this contract as provided under PART V of this contract.

PART IV – ACHIEVEMENT AND PERFORMANCE MONITORING

The DWA shall prepare and submit an annual progress report no later than April 1st from its Executive Director on its principal developmental activities under the program as outlined in the SCOPE OF SERVICES. This report shall accurately and comprehensively reflect the DWA’s progress in fulfilling requirements set forth in the SCOPE OF SERVICES and the extent to which achievement objectives have been met. This progress report shall provide both qualitative and quantitative information and be provided in a form suitable for reproduction.

PART V – COMPENSATION AND METHOD OF PAYMENT, AND TERMINATION

The DWA shall present to Town, in writing, its request for annual funding no later than April 1st of each calendar year. Town may then consider funding for DWA for the next fiscal year, beginning July 1st. Provided DWA has submitted it’s funding request as set forth herein, and Town has approved funding for DWA as set forth herein, this contract shall continue for another one year period.

Failure of DWA to present its written request for funding by April 1st of any year may result, at Town’s option, in termination of this contract effective at 12:00 p.m. June 30th of the then current year of this

contract. Town's determination to cease providing funds for DWA for any upcoming fiscal year, shall result in termination of this contract effective at 12:00 p.m. June 30th of the then current year of this contract.

For services rendered under this contract DWA shall be paid from those monies actually collected from the municipal services district tax levy as determined annually by Town. A detailed budget reflecting the total dollar amount of funding requested shall be submitted to Town as set forth herein. Upon approval, the Director of Finance will disburse the first installment of monies as contemplated by that budget. Provided that the Town's payment obligation to DWA under this contract shall not exceed that amount actually received by Town from said district tax levy.

Either party may terminate this agreement earlier than June 30, 2021 by giving notice of termination by January 1, and will become effective June 30th at 12:00 pm of the then current year of this contract.

PART VI – TERMS AND CONDITIONS

It is understood that the accounting and fiscal management procedures applicable to this contract shall be prescribed by the Director of Finance of the Town of Waynesville.

IN WITNESS WHEREOF, the Town of Waynesville and Downtown Waynesville Association, Inc. have entered into this contract as of the date first above written.

TOWN OF WAYNESVILLE

By: _____

Gavin A. Brown, Mayor

ATTEST:

Amanda W. Owens

Amanda W. Owens, Town Clerk

DOWNTOWN WAYNESVILLE ASSOCIATION, INC.

By _____
President

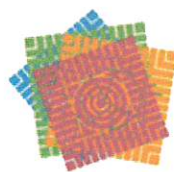
ATTEST:

By _____
Secretary





Proposal to Administer Downtown MSD



North Carolina
MAIN STREET
Community

"As a Main Street America™ Accredited program, **Downtown Waynesville Association** is a recognized leading program among the national network of more than 1,200 neighborhoods and communities who share both a commitment to creating high-quality places and to building stronger communities through preservation-based economic development. All Main Street America™ Accredited programs meet a set of National Accreditation Standards of Performance as outlined by the National Main Street Center."

May 27, 2021

To: Town of Waynesville Mayor and Alderman
16 South Main Street
Waynesville, NC 28786

Re: Proposal to Administer Downtown MSD

Dear Mayor and Members of the Board of Aldermen:

The Downtown Waynesville Association (DWA) has been a major contributor to the success the Town of Waynesville (TOW) has experienced these last several decades. Contributions to the town's success as an acclaimed "Main Street City."

It is my privilege as Chair on behalf of the Downtown Waynesville Association to submit our Request for Proposal and hope that we will continue to serve the TOW for another five years.

I am confident this is the result of the determination of the DWA to provide our Municipal Service District's citizens and merchants with exceptional experience and productivity. Our level of professionalism has served us well in the past with very positive outcomes and we will continue on this path in the future.

Please let me know if you have any questions or require further information.

Respectfully,



Carolyn J. Brunk

Chair

Downtown Waynesville Association
9 S Main Street
Waynesville, NC

Date: May 11, 2021

To: Town of Waynesville Mayor and Aldermen
16 South Main Street
Waynesville, North Carolina 28786

Re: Request of Administration of the Municipal Service District in Downtown Waynesville

Dear Mayor and Members of the Board of Aldermen:

Over the past 35 years, the Main Street movement has continued to transform the way the Downtown Waynesville community thinks about revitalization in their historic neighbourhood commercial district. Our downtown area is the traditional center for social, cultural, and economic activity. It is the broad platform, it is the core of our community. Our Main Street tells us who we are, who we were, and how the past has shaped us. We do not go to a shopping mall to learn about our past, explore our culture, or discover our identity. We do not take our family and friends to the mall when they are in town for a visit. We bring them downtown. Our Main Street is a place of shared memories where the entire community still plan comes together to live, work, and play.

It has been a great pleasure to have been involved for 30 years with the Downtown Waynesville Association and as the Executive Director since 2007. The program is a powerful leader with a proven strategy rebuilding historic small towns and places that matter, supporting local assets, and creating sustainable, vibrant communities. I endorse the current DWA Board of Directors and Committees and feel they will continue to convey the mission of the NC Main Street Program and the National Main Street Center.

You will find our assets, facts and much more on the following pages.

Thank you for this opportunity,

Buffy Phillips

Executive Director
Downtown Waynesville Association
PO Box 1409
Waynesville, North Carolina 28786

May 27th, 2021

To: The Downtown Waynesville Association Board of Directors
From: Buffy Phillips, Executive Director

It is with a mixture of emotions that I tender my resignation effectively August 6.

I look back with privilege and honor, having continued to exemplify strength, determination and tenacity in the wake of an unfortunate year. For the board member partners, property and business owners with whom we have achieved much progress toward revitalization in Downtown Waynesville.

My life has been enriched and blessed for over thirty years by the opportunity to serve in the capacity of Executive Director at DWA, I am truly grateful with plans to spend time with family and friends.

Sincerely,



Buffy Phillips

Executive Director
Downtown Waynesville Association

REFERENCES

Patsy Rogers
Branch Manager, HomeTrust Bank
patsy.rogers@htb.com 828-421-4137

Chuck Reece
HR Manager, Mountain Credit Union
chuckreece@mountaincu.org
828-558-1003

Dr LeRoy Roberson
Building owner
leroyforwaynesville@gmail.com
828-734-6742

BUDGET

[illegible]

MSD Income

Income	G/L Account	2021 Amount
Total MSD Income		\$ 98,000.00

MSD Expenses			
Event/Allocation	G/L Account	2021	
Payroll Allocation	MSD	\$ 24,000.00	
Brochure	Advertising	\$ 9,000.00	
Church Street	Advertising	\$ 3,500.00	
	Entertainment	\$ 3,500.00	
	Tent	\$ 500.00	
	Clean up	\$ 720.00	
	Misc, postage, chalk	\$ 300.00	
does not exist	Engineering	\$ -	
	Porta Johns	\$ 1,400.00	
Spring Block Party	Advertising	\$ 1,000.00	
	Entertainment	\$ 1,500.00	
	Porta Johns	\$ 400.00	
	Misc	\$ 100.00	
Fall Block Party	Advertising	\$ 1,000.00	
	Entertainment	\$ 1,500.00	
	Porta Johns	\$ 400.00	
	Misc	\$ 100.00	
Christmas Parade	Advertising	\$ 120.00	
	Float	\$ 1,275.00	
do not pay for this	Santa	\$ -	
	Awards	\$ 350.00	
	Misc	\$ 50.00	
Tree Lighting	Advertising	\$ 500.00	
do not pay for this	Decorations	\$ -	
	Misc	\$ 50.00	
Night Before Christmas	Advertising	\$ 2,500.00	
	Entertainment	\$ 3,500.00	
	Luminaries	\$ 400.00	
	Misc	\$ 50.00	
12 Days Before Chirstmas	Advertising	\$ 500.00	
	Entertainment	\$ -	
	Wagon	\$ -	
	Misc	\$ 100.00	
Fall Decorations		\$ 1,200.00	

Event/Allocation	G/L Account	2021		
Christmas Decoration		\$ 4,000.00		
July 4th	Advertising	\$ 1,000.00		
	Entertainment	\$ 1,500.00		
Includes favors for kids	Misc	\$ 300.00		
Treats on the Street	Advertising	\$ 500.00		
Street Dance 1	Advertising	\$ 150.00		
	Entertainment	\$ 1,000.00		
	Porta John	\$ 100.00		
	Misc	\$ 50.00		
Street Dance 2	Advertising	\$ 150.00		
	Entertainment	\$ 1,000.00		
	Porta John	\$ 100.00		
	Misc	\$ 50.00		
Street Dance 3	Advertising	\$ 150.00		
	Entertainment	\$ 1,000.00		
	Porta John	\$ 100.00		
	Misc	\$ 50.00		
Street Dance 4	Advertising	\$ 150.00		
	Entertainment	\$ 1,000.00		
	Porta John	\$ 100.00		
	Misc	\$ 50.00		
Winter Art Smokies				
does not exist				
Social Media Advertising		\$ 2,400.00		
Website		\$ 1,200.00		
Out Of Area Advertising				
included in below				
Magazine Ads		\$ 12,480.00		
Awing Grant				
Misc MSD not allocated		\$ 9,905.00		
TOTAL MSD EXPENSES		\$ 98,000.00		
Expected MSD Contribution		\$ 98,000.00		
		\$ -		

General Income					
Income	G/L Account	2021 Amount			
	Rent 2970	In Kind			
	Utilities	In Kind			
Brochure Income		\$ 6,750.00			
Church Street		\$ 20,250.00			
Chruch Street App Fee		\$ 3,750.00			
additional 5 per booth		\$ 750.00			
Article 44		\$ 3,125.00			
TOW Contribution		\$ 12,000.00			
Christmas Parade	TOW Contribution	\$ 2,000.00			
	Float Fees	\$ 1,800.00			
TDA Grant-Christmas		\$ 1,500.00			
TDA Grant- Street Dances		\$ 5,400.00			
TDA-Black Bear		\$ 5,000.00			
TDA- Fifth Street Dance		\$ 1,950.00			
Bank Interest		\$ 275.00			
ACTUAL INCOME		\$ 64,550.00			
PROJECTED SPONSORS					
S Block Party by Sponsor		\$ -			
F Block Party by Sponsor		\$ -			
Tree Lighting		In Kind			
PROJECTED SPONSORS	NBC II	\$ -			
	12 DAYS	\$ -			
	JULY 4TH	\$ -			
PROJECTED SPONSORS					
Street Dance 1		\$ -			
Street Dance 2		\$ -			
Street Dance 3		\$ -			
Street Dance 4		\$ -			
WebSite	PROJECTED SPONSORS	\$ -			
Out of Area Advertising	PROJECTED SPONSORS	\$ -			
Mazazine Ads	PROJECTED SPONSORS	\$ -			
PROJECTED SPONSORS	\$ 7,140.00	\$ -			
Total General Income		\$ 64,550.00			

General Expenses

Event/Allocation	G/L Account	2021				
General	Rent	In Kind				
	Utilities	In Kind				
	Annual Report	\$ 250.00				
+ Sponsor	Annual Dinner	\$ 400.00				
Accounting	Review	\$ 3,000.00				
	Tax Return	\$ 1,000.00				
	Yearly Accounting	\$ 4,800.00				
Office Expense	PO Box	\$ 150.00				
	Postage	\$ 300.00				
	Software	\$ 200.00				
	Phone	\$ 300.00				
	Repairs	\$ 500.00				
	Office Supplies	\$ 1,050.00				
Dues	Chamber	\$ 125.00				
	National Main St	\$ 350.00				
	Mountaineer	\$ 100.00				
	Constant Contact	\$ 240.00				
	Cloud Back Up	\$ 120.00				
	NCDDA	\$ 300.00				
Insurance	Gen Liability	\$ 500.00				
	E & O	\$ 500.00				
	Commerical	\$ 325.00				
	Health Ins	\$ 3,000.00				
Meeting	Planning Retreat	\$ 170.00				
+ Sponsor	Food Meetings	\$ -				
	Travel State Meeting	\$ 1,500.00				
	Regional Meeting	\$ 1,000.00				
Salaries	Salaries (all)	\$ 75,000.00				
	Payroll Tax	\$ 5,587.50				
	Workmens Comp	\$ 700.00				
	UE Tax	\$ 450.000				
Total General Expenses		\$ 101,917.50				
Total General Income		\$ 64,550.00				
MSD PR Allocation		\$ 24,000.00				
Transfer from Reserves		\$ 13,367.50				
		\$ -				

LETTERS of SUPPORT

Past and Present



PRESS RELEASE

For Immediate Release Contact: Buffy Phillips
DOWNTOWN WAYNESVILLE ASSOCIATION
828-456-3517 buffy@downtownwaynesville.com

THE DOWNTOWN WAYNESVILLE ASSOCIATION

RECEIVES 2021 NATIONAL MAIN STREET ACCREDITATION

Waynesville, NC – The Downtown Waynesville Association has been designated as an accredited Main Street™ program for meeting rigorous performance standards. Each year, Main Street America and its partners announce the list of accredited programs to recognize their exceptional commitment to preservation-based economic development and community revitalization through the Main Street Approach™.

“We are proud to recognize this year’s 889 nationally accredited Main Street programs that have worked tirelessly to advance economic vitality and quality of life in their downtowns and commercial districts,” said Patrice Frey, President & CEO of Main Street America. “During an incredibly challenging year, these programs demonstrated the power of the Main Street movement to drive impressive local recovery efforts, champion small businesses, and foster vibrant downtown districts. I am inspired by their hard work and confident that these accredited communities will continue to help their downtowns flourish in the next stages of recovery.”

In 2020, Main Street America programs generated \$4.14 billion in local reinvestment, helped open 4,356 net new businesses, generated 14,988 net new jobs, catalyzed the rehabilitation of 8,488 historic buildings, and clocked 983,702 volunteer hours.

The Downtown Waynesville Association’s performance is annually evaluated by the *NC Main Street Coordinating Program*, which works in partnership with Main Street America to identify the local programs that meet 10 national performance standards. Evaluation criteria determines the communities that are building meaningful and sustainable revitalization programs and include standards such as, fostering strong public-private partnerships, documenting programmatic progress, and actively preserving historic buildings.

ABOUT MAIN STREET AMERICA

Main Street America has been helping revitalize older and historic commercial districts for 40 years. Today, it is a network of more than 1,600 neighborhoods and communities, rural and urban, who share both a commitment to place and to building stronger communities through preservation-based economic development. Since 1980, communities participating in the program have leveraged more than \$89.57 billion in new public and private investment, generated 687,321 net new jobs and 154,435 net new businesses, and rehabilitated more than 303,836 buildings. Main Street America is a program of the nonprofit National Main Street Center, a subsidiary of the National Trust for Historic Preservation. For more information, visit www.mainstreet.org.

Waynesville Police Department

May 21, 2021

Chairman Carolyn Brunk

Downtown Waynesville Association

16 South Main Street

Waynesville, NC 28786

Chairman Brunk:

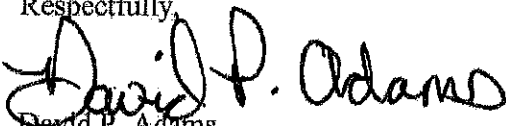
I would like to take this opportunity to lend my support for the Downtown Waynesville Association (DWA). As the Police Chief, I am aware of their importance and the support they provide. With the numerous festivals, parades, and wide-ranging events that are held yearly in Waynesville, it is crucial that the Police Department and the coordinators of these events work well together.

Whether these events are sponsored or coordinated solely by the DWA or by other organizations, the DWA continues to be the significant contact to ensure the success of the event. The DWA is willing to work with any individual, organization, or group that requests to hold a function in the downtown area. They are also willing to allow area groups to utilize DWA property, such as their stage, which aids in the success of the vents.

The DWA works well with the Police Department and other departments within the Town. I have seen the interaction between the DWA Director and members of the Electric Department, the Street Department, and the Fire Department. The COVID-19 pandemic last year canceled nearly every festival and event, but the DWA continued to adapt and look for ways to host events.

Without hesitation, I wholeheartedly offer my support for the Downtown Waynesville Association and the efforts they take to promote and highlight the qualities of our beautiful Town.

Respectfully,


David P. Adams
Chief of Police

Teresa Pennington
TPennington Art Gallery
15 North Main Street
Waynesville, NC 28786

To the Town Board of Aldermen, Mayor Gary Caldwell and Town Manager
Rob Hites:

For the past 35 years Downtown Waynesville has continued to be an accredited
Main Street Organization that is emulated across North Carolina and beyond.

The partnership between the town officials and DWA has worked seamlessly to
revitalize the Municipal Service District, while preserving the social, cultural,
economic and historic role of downtown.

The DWA Executive Board has many plans going forward for the mini
park, improving business for that end of Main Street and Depot St. The Smoky
Mountain Black Bear Festival has already been approved for 2022 by the TDA,
with a commitment for funding.

DWA has been a strong organization for the past three decades and with
your approval will continue to promote businesses and property owners
in the MSD.

Sincerely,

Teresa Pennington



April 18, 2021

To those concerned:

Over sixty years ago, my husband's family purchased the building in which I now operate my own art and gift gallery. Through the years, I often heard my mother in law, Mary Massie, speak of how the DWA and its highly enthusiastic staff had transformed Waynesville's Main Street from what had become the routine and dreary Main Street of the sixties into the colorful, vibrant Main Street that visitors today so excitedly embrace. She believed DWA brought not only a sweeping visual enhancement including green trees and parks and charming awnings to the entire expanse of the street, it more importantly brought a dramatic increase of paying customers. These customers continue even now to come to our beautiful town for a broad vacation experience encompassing rentals of our hotels and cabins, purchases of merchandise and meals, and in the long run, their visits have become a repeat experience year after year for many fine people. Today, just as thirty-five years ago, we continue to reap a multitude of benefits from the efforts of this association.

Additionally, from the perspective of a landlord, DWA has made ensuring a continued occupancy of our Waynesville shops a much easier task and that is, of course, because of the beautification of our town and all the bonuses that come with that, but it has also been because of the tireless service of its director, Buffy Phillips, who works so diligently as a facilitator between building owners and prospective tenants, those that are interested in becoming a part of the merchant family - the driving force of Downtown Waynesville's economy.

I totally support the continuation of the coalition of what has been called our "wonderful treasure" - Waynesville and the Downtown Waynesville Association!

Sincerely,

Joyce Reeves Massie

Logan's Gifts & Home Décor, LLC
26 N Main Street
Waynesville, NC 28786

April 17, 2021

To Whom It May Concern:

As a business owner located on historic Main Street in Waynesville, I wanted to communicate my appreciation for the efforts of the DWA. Starting a new business to facilitate success is dependent upon many things and one of the most important is location, location and location. Being a business on Main Street allows one to benefit from the numerous efforts created by the DWA to ensure a charming and festive environment for all that visit. From the numerous festivals that attract many to the area to the festive decorations that are featured throughout the year, the DWA provides many opportunities for businesses to succeed.

Waynesville is fortunate to be located in such a beautiful setting in the Smoky Mountains of Western NC. This provides the opportunity for many tourists to visit the area. I hear the comments every week from new visitors about how charming Waynesville is and they love the vibe of being on a historic Main Street. Many talk about the desire to move here. We have many businesses that appeal to all visitors and having Main Street full of desirable tenants adds to the overall success. As a business, we benefit from knowing the DWA is taking care of the impressions on Main Street. From the festivals and events to the seasonal decorations, I know if I focus on making my business the best it can be, the DWA is doing their job on Main Street to create a memorable shopping experience. One less thing for me, as a business owner, to worry about. I chose to put my business on Main Street so I did not have to worry about a personal parking lot, keeping the area clean, decorating for events and mostly being able to benefit from the activities focused on Main Street that increase the number of potential customers that walk through my store.

I previously had a store in Cincinnati, in a very charming, historic village. I closed it in 2010 from effects of the recession. Back then as in now, the location and benefits of being in a historic district provided increased business due to the natural ambiance that was created by the location. I really had no intention of opening another store when we moved here to retire. After being here two years and being drawn into historic Main Street in Waynesville, I had the bug to do it again. There is nothing quite like the adrenaline of busy festival days, seasonal events and festivities that create an influx of customers to Main Street. You can feel the energy and excitement and I am very thankful to be here!

In closing, I want to reiterate that personally, my business would not have as much opportunity for success if the DWA was not involved in the perpetual evolution of our successful historic Main Street. Thank you DWA for all that you do.

Kindest Regards,

Tiffany G. Logan, Owner
(828) 246-9979
info@designsbygraciegodfreyllc.com



4/21/2021

Re: Downtown Waynesville Association; Waynesville, NC

To Whom It May Concern:

Waynesville, NC became our home six years ago and one of the many attributes that attracted us to the area was the historic downtown district. It touched our soul to see a thriving, bustling small town with a great variety of stores, businesses and restaurants that attracted not only tourists but also contributed to the quality of life for the local population.

After living in the town for a few months, I decided to venture into owning my own business and, after several years, eventually owning property downtown. Having heard many stories of what our downtown was like during the '70's and '80's, my husband and I have nothing but respect and admiration for the great strides our downtown district has made. It's our understanding that the Downtown Waynesville Association (DWA) is to thank for working so hard to get our downtown to where it is today.

Daily, I talk with people who have the same mindset as we had six years ago. They want to be part of a "smaller" life and escape the hustle and bustle of the bigger cities, even if it's only for a long weekend. They, like us, love what is happening in our downtown district and want to be part of it.

Growth of any well run small town is inevitable however, with the leadership of the DWA working alongside the great merchants of this area, I believe we can keep the integrity of our small-town feel, while offering an ever-growing diverse community a variety of businesses and services.

Sincerely,

Barbara "Babs" Szczepanski
Owner/Founder of Green Orchid Soap Co.

To: Town of Waynesville Aldermen
From: Shannon and Sherry Morgan
Re: Letter of Support for the Downtown Waynesville Association
Date: 5/23/2021

To Whom It May Concern:

We have been property owners in the Town of Waynesville for the past 30 years. We have restored and live in one of the oldest examples of Victorian architecture in town. We consider it an honor and gift back to the Town of Waynesville to bring it back to its natural beauty. We've watched many changes in the town over the years, from very few stores and restaurants to the beautiful Main Street we have today. One thing we value and cherish is the historic buildings and interesting history of our town that has welcomed visitors and enticed people to make this their permanent home. Waynesville is unique and different from any of the towns surrounding Asheville. Only Waynesville has a downtown with the vintage feel of a Norman Rockwell painting in the snow and the friendly shops and restaurants we have today, thanks to the Downtown Waynesville Association and the vision of Buffy Phillips. What about our town is lacking? I only hear amazing comments from families, couples on a romantic retreat, or a group of ladies on a girl's trip in the mountains. We love our tourists and enjoy seeing the joy on their faces, in all seasons, because The Downtown Waynesville Association has something planned for everyone. Whether it be a night of traditional mountain music, or one of the many great festivals our visitors look forward to and plan their vacations around, the Downtown Waynesville Association has it covered. Look how clean and neat our town is, the vintage lighting, and the beautiful streetscapes and sign welcoming us to the Gateway to the Smokies, that make us and visitors feel like home. No, we're not like Asheville, don't intend to be and we don't want to be. I had a fun time lately surveying 150 Town of Waynesville Residents and asked the question, "Do you want Waynesville to be more like Asheville", and I got 150 loud NO's! Maybe some murals would be OK on Wall Street but an abundance of murals cheapens the look of a town and will ruin the Historic integrity. Drive through historic West Asheville sometime and look what a nightmare it's become. We don't feel like the landscapes of any towns around us hold a candle to our town, and I don't see it being eaten up because no other town has what we have to offer, thanks to the Downtown Waynesville Association and Buffy Phillips. There are five vacancies on the Downtown Waynesville Association and I don't see why these other business owners can't work together with new ideas, in keeping with preserving the historic integrity of the town, to keep tourists and locals loving our town as much as we do now. We want Buffy to know we appreciate her beyond measure, for protecting, loving and growing our town in an amazing way, and we will sure miss everything she's done for us, our businesses and visitors over the past 30 years. Someone has some very big shoes to fill.



HAYWOOD COUNTY ARTS COUNCIL

April 21, 2021

Mayor Caldwell and Board of Alderman
16 South Main Street
Waynesville, NC 28786

Mayor and Board of Alderman,

It has been my great pleasure and honor to represent the Haywood County Arts Council on the board of the Downtown Waynesville Association. I cannot imagine that downtown Waynesville could be as successful as it is without having been a part of the Main Street America program.

The commitment to revitalizing and maintaining historic Main Street has been key, I should think, to the town's economic development. The Downtown Waynesville Association has ensured our Main Street America designation is current and in doing so, welcomed enterprising small business owners, residents, and volunteers to help make our downtown the fun, welcoming, and vibrant area we all know and love.

With over 30 years of experience the Downtown Waynesville Association and its Board of Directors has the infrastructure to continue the ever evolving need to revitalize and maintain our historic Main Street properties and manage the MSD tax funds.

Respectfully,

Leigh M. Forrester
Executive Director



WELLS

FUNERAL HOMES, INC.
& CREMATION SERVICES

July 11, 2016

To: Town of Waynesville Mayor, Gavin Brown and Board of Alderman
From: Jennifer Greeley Jacobson, 5th Generation, Wells Funeral Homes, Inc.
Re: Letter of Support for Downtown Waynesville Association

Dear Mayor Gavin Brown and Town of Waynesville Board of Aldermen,

I am writing this letter to show my support of the Downtown Waynesville Association and its staff to remain the manager of any MSD tax funds going forward. The Downtown Waynesville Association, its staff and Executive Board has a proven track record of managing these funds successfully for the past 30 years. The Downtown Waynesville Association has played a vital role in many revitalization projects and successes of our downtown. I believe they are most knowledgeable and the best fit organization to continue managing the MSD tax funds for the Town of Waynesville MSD district.

Respectfully,

Jennifer Greeley Jacobson

www.wellsfuneralhome.com

P.O. Box 1469 • 3715 Asheville Highway
Canton, North Carolina 28716
Phone 828/648-2371 • Fax 828/648-2375



296 North Main Street
Waynesville, North Carolina 28786
Phone 828/456-3535 • Fax 828/456-3550

Haywood County's Oldest Locally-Owned Funeral Homes - Serving Haywood and Surrounding Counties Since 1888



Haywood County Arts Council

86 N. Main Street
Waynesville, NC

828-452-0593

www.haywoodarts.org

July 8, 2016

To Whom It May Concern:

When I moved to Waynesville one year ago to begin my tenure as Executive Director of the Haywood County Arts Council (HCAC), I knew that small town Waynesville would be much different than the big city Nashville life I had come to love. What I did not know was just how much I'd come to love my new home. The Downtown Waynesville Association (DWA) has played a huge role in what makes Waynesville the charming, exciting, extraordinarily livable place it is.

As a Main Street merchant, the DWA has supported not only the Haywood County Arts Council as a nonprofit business, but me as a new leader. I always feel I can ask questions, get involved in local events (often DWA-led), and am otherwise encouraged – even as a newcomer – to embed myself and my organization into the fabric of our town.

I encourage the Town of Waynesville to continue utilizing the DWA to remain as the full administrator of the services, functions, promotional and developmental activities of the MSD tax funds.

Sincerely,

Lindsey Solomon

Create. Move. Inspire.
www.haywoodarts.org
info@haywoodarts.org

Waynesville Police Department

July 7, 2016

Mayor Brown and Board of Alderman
16 South Main Street
Waynesville, NC 28786

Mayor and Board of Aldermen:

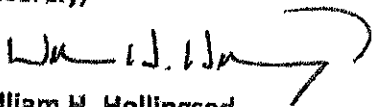
I would like to take this opportunity to convey my support for the Downtown Waynesville Association (DWA). In my role as the Police Chief over the past 16 ½ years, I have worked with the Directors of the DWA on a continual basis. With the number of festivals, parades, and other events that are held each year in Waynesville, it is imperative that the Police Department and the coordinators of these events work well together. Whether these events are sponsored or coordinated exclusively by the DWA or by other organizations, the DWA has always been the key contact to ensure the success of the event.

The DWA has always shown its willingness to work with any individual, organization, or group that wishes to hold a function in the downtown area. They are also very willing to allow area groups to utilize DWA property, such as their stage, to assist in ensuring the success of other events.

The DWA not only works well with the Police Department, but also with each of the other departments in the Town. I have seen the interaction between the DWA Director and members of the Electric Department, the Street Department, and the Fire Department. Communication between the DWA and Town Departments seems to be excellent.

Years ago, the DWA requested that the Police Department be represented on their Board of Directors, which has helped ensure the constant flow of communication between the organizations. I have also attended North Carolina Main Street Conferences, where it is very apparent that the DWA and its representatives have earned the respect of those across our state. Without reservation, I express my support for the Downtown Waynesville Association and the work that they do to promote and advance the Town of Waynesville.

Sincerely,



William H. Hollingsed
Chief of Police

To: Town of Waynesville Mayor and Board

Re: DWA

Date: July 8, 2016

I am writing in support of the Downtown Waynesville Association. During my career I often had the opportunity to speak with people who had moved from another area to start a business. Again and again they told me their stories of how they didn't know where they wanted to be until they saw Downtown Waynesville. Then they knew this was the spot. A vibrant, thriving business district with lots of foot traffic, friendly people and a beautiful landscape. DWA works hard to maintain the integrity of the business district. I wholeheartedly support their efforts and their desire to be allowed to continue with the mission that they take so seriously.

Best regards,

Sharron Donnahoe

July 12, 2016

To all concerned:

I opened my gallery in 1985, renting the space that is now the Classic Wineseller. In 1994, I purchased the building I now occupy on Main Street. Witnessing firsthand the success of the Downtown Waynesville Association was a contributing factor in that decision. 30 people on the Board of Directors, 5 Institutional Members and 14 other people on the Executive Board agree with me. DWA is celebrating its 30 year anniversary because of the dedication of Buffy Phillips, the executive director and Jamie Cogdill, her assistant, and all the board members and volunteers that have supported the revitalization of this town.

We regularly have visitors from other communities who want to learn "our secret" so they can revitalize their town to be like Waynesville. I'm sure you would all agree that we have a wonderful treasure here that we must guard with great care.

Thank you,

Teresa Pennington

MAST GENERAL STORE®

Highway 194 • Valle Crucis, NC 28691
(704) 968-6511 • FAX (704) 968-1883

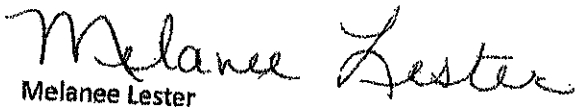
July 10, 2016

To Whom It May Concern:

I am the General Manager of Mast General Store, and have been associated with the Downtown Waynesville Associations in numerous ways for 25 years. It was partly because of this group that Mast came to Waynesville. I, personally, have worked in this store for over 25 years, and have seen the work this group has done, and the changes and improvements in Waynesville. These folks are dedicated to making Waynesville the best it can be. I know that a great deal of the success that Mast General Store has enjoyed comes from the accomplishments of this group.

This is a success story. Buffy Phillips, our Executive Director has worked tirelessly for Waynesville, and this organization. She makes herself available to any of us that need her help – day or night. We have a great downtown, a good mix of businesses, and a list of people waiting for a place on Main Street. DWA has my support, and I truly hope that the Town of Waynesville will stand behind this group.

Thank you,



Melanee Lester

General Manager

Mast General Store

Mark B Clasby

49 Kenai Trail, Waynesville, NC 28786
828.421.6687
markbc@charter.net

7/8/2016

As a building owner in Downtown Waynesville, I am in full support of the DWA to provide services, facilities, functions or promotional and developmental activities in the MSD of Waynesville.

For thirty years the DWA has done an outstanding job in providing the necessary services to promote Downtown Waynesville.

Sincerely,

Mark B Clasby

Mark B Clasby

July 12, 2016

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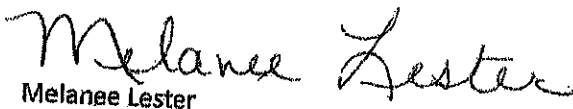
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Sincerely,

Mark B Clasby

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Organization

Organization

- Evaluate Board of Directors to reduce to a more functional level and to add new members to encourage more diversity and fresh ideas from merchants.
- As an organization, we will publish a regular newsletter to inform merchants of DWA current events, happenings and news on the street.
- We plan to hold semi-annual meetings as an open forum to discuss ideas and get feedback from merchants and to keep them aware of what the DWA is doing.
- Maintain a “building inventory” of available properties for the public to see.

Downtown Waynesville & Town of Waynesville... *The Best Example of a Public/Private Partnership at Work.*

We would like to extend a special thank you to the Town of Waynesville for believing in the original Board of Directors of the Downtown Waynesville Association, giving them the opportunity to create the successful and vibrant downtown community where friends and families gather.

Constant and faithful accredited members of The National Main Street City and the North Carolina Main Street Program, the Downtown Waynesville Association embodies the spirit of a true Main Street City. From mountain music and bluegrass, clogging, folk dancing, and international dancing - it has made us unique. The DWA has the desire to retain characteristics that make us special. By working to preserve the historic fabric and cultural heritage, we contribute to the rich tradition that Main Street is the center of the Waynesville community.

But a Main Street is not just history and traditions; it is also economic development. It is the vibrancy and enthusiasm, within the town, increasing tax bases, dollars and cents. North Carolina's Main Street cities are chosen through a competitive application process, with selection being an honor. However, Main Street is not a quick fix, an award; it is a job.

The DWA organization, Executive Director and staff, Board of Directors and volunteers work hard, creating our own tools to progress our mission. The municipal service district was implemented to finance our downtown program. DWA has worked with the Main Street Program to receive facade assistance to improve the physical appearance of buildings. We have recruited new businesses, retained and assisted others to remain in the downtown district; stimulated development of the streetscape through the efforts of the Town of Waynesville; designed custom made planters for Main Street and hired a local craftsman, partnered with Haywood Community College and Town of Waynesville for a part-time intern horticulturist who later became the Town's first full time Horticulturist. DWA designed the informational Kiosks for a telephone and posters. Pay phones became obsolete, an area was added to the kiosks to house rack cards and brochures. Those kiosks were completely remodeled in 2017 with grant funding and assistance from the Town of Waynesville Public Works Department. A millennial lamp post project, in partnership with the Town, County and private individuals, began in 1999 with the installation of custom lamp posts. New lamp posts continue to be added on side streets within the district when possible. All lighting is now LED. Other items added through the years to the downtown area include mini-park furniture, memorial benches, trash receptacles, cigarette dispensers, dog waste stations, public art, and bike racks.

As DWA worked with property owners to spruce-up the historic commercial buildings, planted street trees, developed a promotional plan, and organized special events, they have become known as one of the NC Main Street Cities with the most events and festivals. We are generating more businesses, more jobs in the community and producing one of the best downtowns in the state. Downtown Waynesville is often used as an example of a model Main Street and sought after as a consultant to new Main Street Cities. Recent accolades include *Nominee as one of America's Best Mountain Town 2016* by *Outdoor Magazine*; *2016 APA-NC Great Places Award for GREAT MAIN STREET*; "Best Shopping on Main" Top 12 finisher nationwide *ShopOnMain.com*. Since 1986, the revitalization efforts of DWA has generated more than \$105,495,000 million in downtown investment. During the course of our participation in the program, the district has had renovations of 192 facades and 283 buildings, with a net gain of **483** businesses and 1533 full time jobs. These numbers speak for themselves. Historic preservation and economic development are not mutually exclusive theories. *It takes energy to construct a new building - it saves energy to preserve an old one.* We are striving for preservation and sustainability!

And Main Street is not just window dressing; it is a downtown revitalization strategy that works. So we are pleased to compliment ourselves. After all, we are -almost 36, we've got a reason to celebrate!

DOWNTOWN WAYNESVILLE ASSOCIATION, INC.

2020-2021

BOARD OF DIRECTORS

Corrine Baker	Rob Hites	Kandi Medford
Ron Breese	Bill Hollingsed	Richard Miller
Gary Caldwell	Ron Huelster	Neece Morris
Carolyn Brunk	Jonathan Key	Teresa Pennington
Lorraine Conard	J.W. Kirkpatrick, III	Marty Prevost
Jon Feichter	Melanee Lester	Jeanette Price
Libba Feichter	Scott McLeod	Chuck Reece
Leigh Forrester	Joyce Massie	Gale Roberson
Joey Fuseler	Robert Massie	Patsy Rogers
		Cabell Tice

INSTITUTIONAL MEMBERS

Town of Waynesville – Mayor Gavin Brown
Haywood County Board of Commissioners – Commissioner J.W. “Kirk” Kirkpatrick
Haywood County Chamber of Commerce – Scott McLeod
Haywood County Arts Council – Leigh Forrester

EXECUTIVE BOARD

Chair – Carolyn Brunk	Business Vitality – Mark Clasby
Vice-Chair – Jonathan Key	By-Laws – Leigh Forrester
Secretary – Olivia Carver	Budget/ Financial (Sponsorships)
Treasurer – Jeanette Price	Development – Richard Miller
Past-Chair – Teresa Pennington	At Large – Rob Hites
Promotions – Paula Barton	At Large – Joyce Massie
Design – Alex McKay	

As a small business owner, you take big risks and face even bigger competition, but you don't have to do it alone. Main Street organizations, including small business associations, downtown improvement districts and Local First programs all support small businesses with everything from promotional resources to networking opportunities. They're often led by small business owners themselves, putting the organization in the best position to support your business. If you haven't joined your local Main Street organization, you could be missing out on a key strategy for success.

- Here are five reasons why joining such an organization is so important.

1. Strength in numbers

Local Main Street organizations help connect you with other small businesses in the community. Through those connections, you can brainstorm new ideas, cover more ground with campaigns and get more people talking about your business. Whether you want to solve a problem within your store or introduce a new initiative to the entire community, the local Main Street organization will give you strength in numbers. It's a way to make your small business feel just a little bigger.

2. Proven results

Across the U.S., Main Street organizations have reinvested more than \$70 billion since 1980, according to the National Main Street Center. They've also generated more than half a million jobs, rehabilitated more than 268,000 downtown buildings and added more than 132,000 businesses to the economy. In fact, for every dollar a community spends on its Main Street program, the National Main Street Center estimates \$32.56 in new local investment occurs. Simply put, the Main Street model works.

The success of Main Street organizations is more than numbers. Behind each organization are the small business-revitalized communities that have been able to flourish as a result of the coalition's work. Main Street organizations make sure downtown areas are filled with growing businesses, well-lit streets and seasonal events.

3. Valuable resources

The long-term results of Main Street organizations speak for themselves, but membership also provides a return on investment in the short term. Main Street organizations typically offer their members promotional opportunities, such as a free listing in the organization's small business directory, social media shout-outs and e-newsletter features. The organization may also have branded collateral that members can use to identify themselves in the community. A "buy local" business card or Main Street window cling can help create name recognition for your business by aligning it with a local movement.

Aside from promotional resources, your local Main Street organization may offer special programs for business services. Some Main Street groups work closely with local banks, accounting firms or insurance providers to offer members discounted services or flexible financing. These programs can help your business save money and work more efficiently. Check with your local Main Street organization to find out what benefits are available to your small business.

4. Community leadership

Is there a change you'd like to make to your community? A policy you'd like to see implemented? A tax you'd like to see lowered? If you have a vision for the community, your local Main Street organization can help you advocate for it. The members of Main Street organizations aren't just small business owners – they're also your community's leaders.

For example, the Austin Independent Business Alliance (AIBA) successfully advocated for \$500,000 in public funding for last year for local business marketing and programming. After working with other local organizations to support the initiative, AIBA members spoke directly to the Austin City Council ahead of its vote on the funding. The council voted unanimously to fund local business marketing and programming with an existing hotel occupancy tax.

5. Local pride

Main Street organizations reflect the investment small business owners make in the community. They demonstrate the pride and enthusiasm local leaders have toward the neighborhood, village or city. Perhaps most importantly, they also work to spread that local pride throughout the entire community.

From holiday parades to weekly farmers markets, Main Street organizations make your community a fun place to live. They get residents excited about the downtown district and all it has to offer, make improvements to the ambiance, host events that draw people to the heart of the community, and create traditions to attract visitors from other parts of the state or country. In these ways, Main Street groups make your community something to be proud of. And where there's community pride, there's sure to be an abundance of support for small businesses.

DOWNTOWN WAYNESVILLE ASSOCIATION

Mission

The mission of the Downtown Waynesville Association is to undertake revitalization activities within the Municipal Service District and downtown area, based on the guidelines of the North Carolina and National Main Street Programs, while preserving and sustaining the social, cultural, economic and historic role of downtown as the center of the Waynesville community.

Vision

Downtown Waynesville is the primary civic, retail, commercial, cultural, and entertainment center of the community. It provides a sense of place and a sense of community through a shared memory of our past and a commitment to the future with emphasis on quality planning and design, a balanced economic sector, mixed use development, residential opportunities, and the creation of a vibrant entertainment and cultural arts community. Building design second floor residential housing, high density in-fill development, parking and transportation improvements are designed for the comfort and enjoyment of the pedestrian and the preservation of historic and civic space.

DOWNTOWN WAYNESVILLE
MAIN STREET CHAMPIONS

The NC Main Street program is proud to annually recognize the efforts of dedicated individuals who have contributed to the success of the local programs across our state. A non-competitive award, the Main Street Champion designation honors those persons who have made extraordinary contributions to their downtowns. Each Main Street program may designate one individual, couple, organization, business partnership or civic entity as their community's Champion. The North Carolina Main Street Center will individually recognize Champions with a video presentation and commemorative certificates celebrating this special honor.

Teresa Pennington, 2000

C. Jeff Reece, Jr., 2000

Kenneth F. Wilson, 2000

Buffy Phillips Messer, 2002

Mark Clasby, 2003

Ronald J. Huelster, 2004

Patsy Rogers, 2005

Lee Galloway, 2006

Richard Miller, 2007

Greg Boothroyd, 2008

Henry Foy, 2009

City of Waynesville Public Works Dept. Staff, 2010

Sharron Donnahoe, 2011

Dr. LeRoy and Gale Roberson, 2012

Melanee Lester, 2013

The Rex Feichter Family, 2014

The Waynesville Public Art Commission, 2018

Alex McKay, 2019

The Waynesville Police Department, 2020



**MAIN STREET
AMERICA®**

2020 Accredited

THE NATIONAL MAIN STREET CENTER

and

North Carolina Main Street

certify that

Downtown Waynesville Association

has been recognized as a

2020 Main Street America Accredited Program

for meeting the standards of performance in 2019

Patrice Frey
President & CEO
National Main Street Center

Matthew Wagner, PhD
Vice President of Revitalization Programs
National Main Street Center

Carrying the Torch

DWA, Past, Present, Future

PAST

- *DWA created trust and inspired a partnership for public and private investment.
- *DWA improved on downtown's appearance with a streetscape project that included pedestrian-scale lighting, planters, trash receptacles and wooden benches.
- *DWA recruited Mast General Store, our anchor, in 1991.
- *DWA established festivals to bring more visitors to town. Main Street had never been closed for an event.
- *DWA partnered with the Public Art Commission to bring sculptures to the MSD.

PRESENT

- *DWA partnered with the Haywood County Arts Council bringing a Quilt Trail to the MSD. We paid half of the cost for the quilt squares and brass plaques that were placed on buildings downtown.
- *DWA partnered with the TOW and TDA for wayfinding signage, Phase One.
- *DWA partnered with the TOW to place a live web cam downtown.
- *DWA worked with Planning and Public Works for a new traffic redesign in front of the Oak Park Inn.
- *In 2020, DWA designed and printed the annual brochure and did not charge the typical fee to the merchants in the MSD due to the COVID shut-down.
- *In 2020, DWA ran full-page WE ARE OPEN ads in prominent magazines, encouraging visitors, assuring them that we are following state guidelines for public safety.
- *Every year DWA pays for and installs public decor for the autumn leaf season. We also partner with the TOW for Christmas decorations.

CURRENT EVENTS

- *Church Street Art and Craft Show, since 1984, the largest DWA sponsored event.
- *A Night Before Christmas, the second Saturday in December.

*2 Annual Block Parties

*July 4th Stars and Stripes Celebration and kid's parade

*Treats on the Street, Halloween

*Friday Night Street Dances

*Christmas Tree Lighting

*Winter Arts Smokies Style in partnership with the Haywood County Arts Council

FUTURE

*Alex McKay, who is on the DWA Executive Board, is also a member of the TOW Historic Preservation Committee and is working with the TOW on a new landscape project including a new gazebo just down from the Music Makers sculpture. He was instrumental in the redesign of the area in front of the sculpture as well.

*DWA is in the planning stages for a new event for June 2022, The Smokies Black Bear Festival. TDA has committed to help fund it.

*The DWA Executive Board is in the discussion phase for a new music festival.

*DWA is working with the TOW in improving the Mini Park to strengthen businesses around the courthouse.

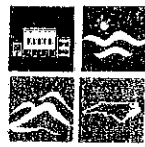
EVIDENCE OF SUCCESS

*There have been positive economic reports from businesses during COVID, many reporting record sales.

*The MSD as a whole has not only survived the pandemic but prospered through it.

*There are renovations in several buildings on Main and Depot Streets, new businesses coming to participate in Waynesville's success and prosperity.

The strengths of DWA are represented by our Past and Present. There's no reason to think that the effectiveness of our organization will change in the Future. Going forward, we have a dedicated executive board who are ready to move into a new era of even greater accomplishments. Nancy Lux, with Ray, Bumgarner and Kingshill, who do an annual review of DWA said, "The Downtown Waynesville Association is a well-run organization. They are good stewards and manage their grant money very well." Thank you for your consideration.



MS&RP

NC MAIN STREET & RURAL PLANNING CENTER

303-286-1551 • 303-286-1552

MAIN STREET BASICS: Organizational Checklist

A designated North Carolina Main Street community is charged with implementing a downtown revitalization initiative that is based on the National Trust for Historic Preservation's comprehensive Four-Point Approach™: Organization, Design, Promotion and Economic Vitality. The Organization component is designed to build human and financial resources for downtown within the context of a public/private partnership. This foundation provides the resources necessary for a community to effectively implement the other three points: Design, Promotion and Economic Restructuring. This tech sheet serves to outline basic organizational documents and policies.

Operating Documents: A nonprofit organization must operate as a business and must abide by all federal, state and local laws.

Articles of Incorporation: The primary rules governing the management of a nonprofit corporation and are filed with the Secretary of State and the Internal Revenue Service when filing for tax-exempt status.

- ♦ Draft or Review this document and identify if it needs to be filed or updated with the North Carolina Department of the Secretary of State.
- ♦ If your principal office changes, file an update with the NC Department of the Secretary of State <https://www.sosnc.gov/newsite.html?url=/>

Bylaws: The ruling documents for the organization's board of directors. They define how the board will conduct its business. Bylaws set forth the basic structure and the abilities of the board. Language should allow for the continuity and sustainability of the organization.

Basic Components of Bylaws should include:

- ♦ Name and Offices of the Organization
- ♦ Purpose
- ♦ Membership
- ♦ Board of Directors, Committees and Officers
- ♦ Staff
- ♦ Meetings
- ♦ Voting
- ♦ Conflict of Interest
- ♦ Fiscal Policies
- ♦ General Provisions
- ♦ Amendments

Federal Employer Identification Number: The identification number that is assigned by the IRS to identify a business entity. This number will be required for all communication with the Federal Government.

- ♦ Apply for a Federal Employer Identification Number by completing Form SS-4 <http://www.irs.gov/businesses/small/article/0,,id=97860,00.html>

Tax Exemption Status: The ruling or determination letter that recognizes your organization as tax exempt by the IRS.

- ♦ To apply for tax-exempt status, organization must complete an application and attach organizational documents: articles of incorporation, bylaws, board of directors roster.
- ♦ For more information <http://www.irs.gov/pub/irs-pdf/p557.pdf>

NC Business Registration Application, Form NC-BR: All nonprofits in North Carolina must apply to the North Carolina Department of Revenue for exemption from State Sales Tax. If the organization has paid staff they must also obtain a State Withholding Identification Number. All nonprofits must also follow all state and federal laws related to employment.

- ♦ For more information on Sales & Use Tax Exemption: <http://www.dor.state.nc.us/fag/sales.html#registration>
- ♦ For more information on State Withholding Tax: http://www.dor.state.nc.us/taxes/wh_tax/fag.html#registration
- ♦ For more information on labor laws: <http://www.nclabor.com>

Insurance: An organization needs to have several types of insurance in order to safeguard the overall health/existence of the organization. The National Main Street Center has printed several articles on this critical topic in their "Main Street News" including "Are You Covered?: Protecting Your Directors and Officers"-May 2006, "Insurance 101: Looking Ahead"-November 2005 and "Cover Me"-August 2003.

- ♦ Workers Compensation Insurance: Medical care compensation for employees who are injured in the course of employment.
 - ♦ If you have three or more employees (full time or part time) employers are obligated to carry Workers Compensation Insurance.
 - ♦ For more information on Worker's Compensation Insurance, Contact the NC Department of Insurance <http://www.ic.nc.gov/employers.html>
- General Liability Insurance:** Defends third property damage and bodily injury claims arising out of the day to day operations and premises of the organization.

- ♦ It does not provide the same protection that Directors and Officers Insurance provides.
- ♦ Some insurance companies will include coverage for special events by endorsement. Depending on the type of event, you may have to purchase separate special event liability insurance.

Directors (or Board) & Officers Insurance:

Directors & Officers liability insurance only covers non-bodily injury claims. Insurance that provides coverage against wrongful acts which might include actual or alleged errors, omissions, misleading statements, and neglect or breach of duty on the part of the board of directors and other insured persons and entities. It serves to protect the personal assets of the board members. Sometimes, people may decline to serve on your board if the organization does not have this insurance.

- ♦ Make sure your policy includes employment practices liability (EPL) coverage.

Volunteer Accident Coverage: Covers accidental death and dismemberment benefits, as well as medical expenses incurred by a volunteer who is injured during the course of volunteering.

- ♦ Volunteer Waiver: Even if volunteers sign a waiver, it does not preclude the need for volunteer accident coverage. It may help protect you if a volunteer does file a lawsuit.

Special Event Liability Insurance: Defends against third party property damage and bodily injury claims arising out of events sponsored or hosted by your organization.

Liquor Liability Insurance: Defends claims attributed to the serving of any alcoholic beverages at your event. You must follow any and all state mandated (ALE) protocols for serving alcohol at your event. Use experienced and responsible servers.

Property or Renters Insurance: This insurance covers the organization's property including business contents, building and business income against loss by fire, theft and other perils. If you own exhibit booths, festival decorations, etc., it could include coverage enhancements for those situations.

NC Unemployment Tax Number and Employer's Quarterly Tax & Wage Report: The North Carolina Employment Security Commission Regulations require each employer to submit true and accurate information for determining tax liability.

- ♦ If you have four or more employees (full time or part time), working at least 20 weeks in a calendar year, you are required to apply for an Unemployment Tax Number with the NC Employment Security Commission and then file Quarterly Tax & Wage Reports.

- ♦ For more information, Contact the NC Employment Security Commission <https://www.ncesc1.com/business/web604/web604Main.asp>

Board of Directors Purpose & Roles

Who serves on the Organization Committee/Board: Likely candidates are

- ♦ Downtown Business Owners including retail and service industries
- ♦ Property owners
- ♦ Residents
- ♦ Civic group volunteers
- ♦ Accountants
- ♦ Volunteer specialists
- ♦ Those identified from a partner and stakeholder list that could be instrumental in progressing the Implementation Plan

Expectations for a Committee Member:

- ♦ Commit to at least one year of service
- ♦ Work 3-5 hours a month
- ♦ Attend all training sessions
- ♦ Read selected orientation materials
- ♦ Learn the Main Street approach
- ♦ Recruit/orient new members
- ♦ Prepare in advance for meetings
- ♦ Cooperatively draft an annual plan
- ♦ Take responsibility for projects and;
- ♦ Always represent the organization positively to the public

Expectation for a Committee Chair: At minimum the chair should expect to

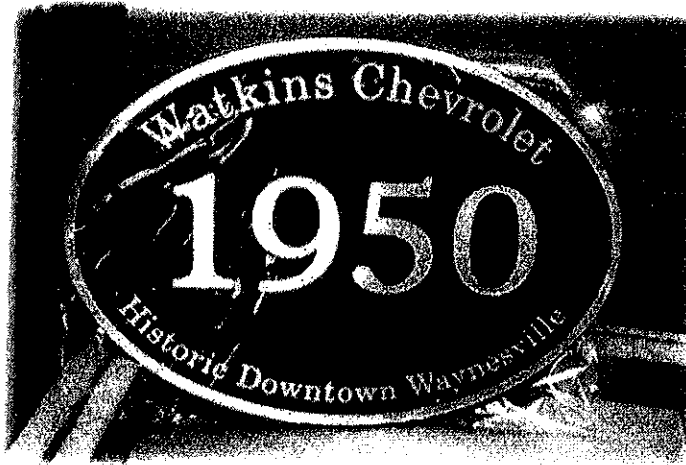
- ♦ Commit to at least one year of service
- ♦ Work 5-8 hours a month in committee
- ♦ Teach others the Main Street approach
- ♦ Recruit and orient committee members
- ♦ Organize the Organization Committee/Board's work plan
- ♦ Call and run Organization meeting
- ♦ Delegate tasks to responsible members
- ♦ Take responsibility for committee results yet give credit to those on other committees who implement their committee's Actions/Projects
- ♦ Appoint and oversee any sub-committee with input from the Organization Committee/Board
- ♦ Represent the Organization Committee/Board to the public and City Council as appropriate
- ♦ Manage and reward volunteer's efforts and;
- ♦ Remove oneself from office if any personal conflicts of interest arise.

NOTE: A city appointed advisory committee's roles and responsibilities may be slightly different as an advisory board is usually appointed or approved by the City Council. An advisory board can not establish policies but only advise regarding policies. A non-profit organization can establish policies. Typically a Main Street program that is a part of the city is more financially sustainable as well as a quasi-public/private organization and programs that receive funding through a Municipal Service District.

Historic DOWNTOWN Waynesville

BRONZE PLAQUE PROGRAM

Information Order Form



Enter Your Historic Building NAME Below:

Maximum of 30 spaces / letters *less is fine*

For Research and Historic Information on your Building, You May Contact
B. Alex McKay, Waynesville Resident and Member of the
Waynesville Historic Preservation Commission
(828)246-8528 bamckay87@yahoo.com

Or you may choose to use: Historic Building

Enter the Year Here: _ _ _ _

"Historic Downtown Waynesville" *is the third line as shown*

7 x 10 bronze plaque \$199.99 includes shipping & handling
This price is an introductory rate. Take advantage of this good value now!

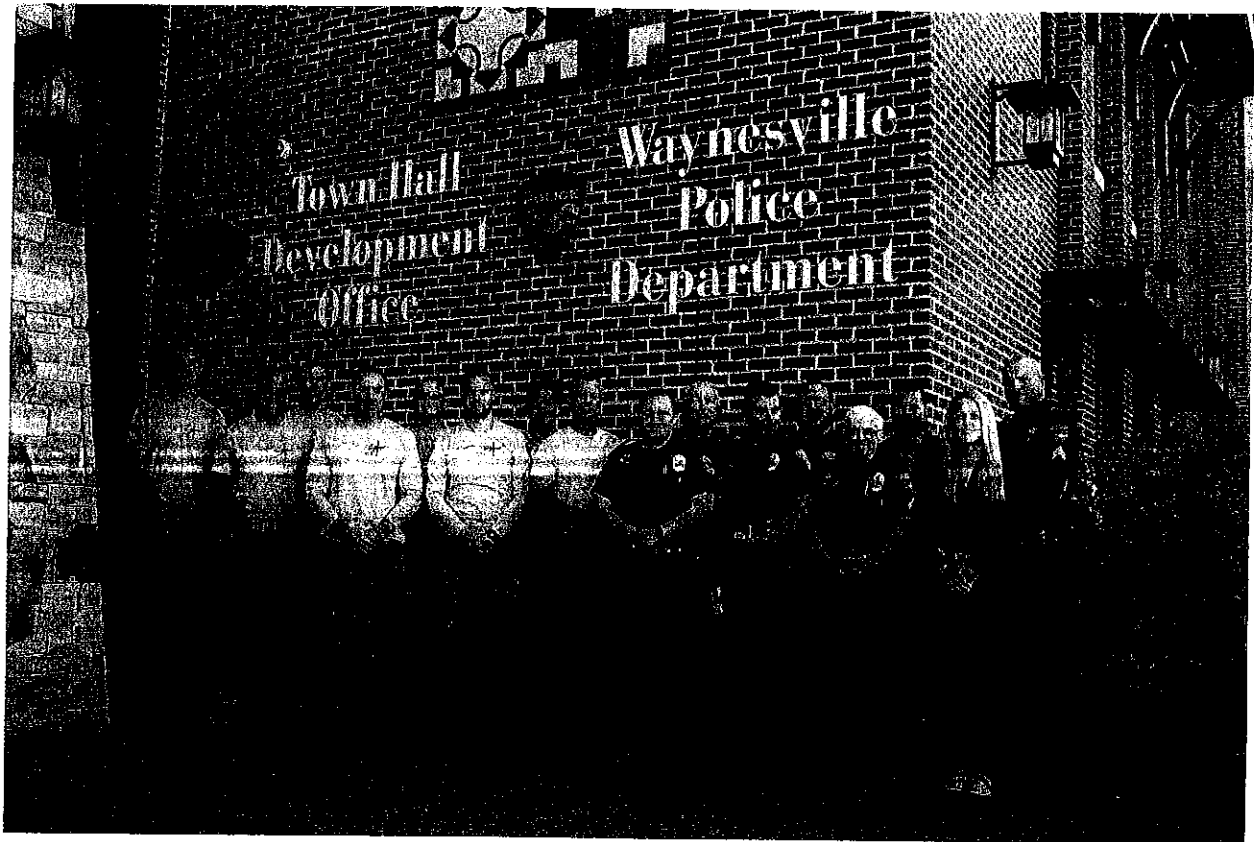
Make Checks To: Downtown Waynesville Association PO Box 1409 Waynesville, NC 28786
info@DowntownWaynesville.com 828.456.8507

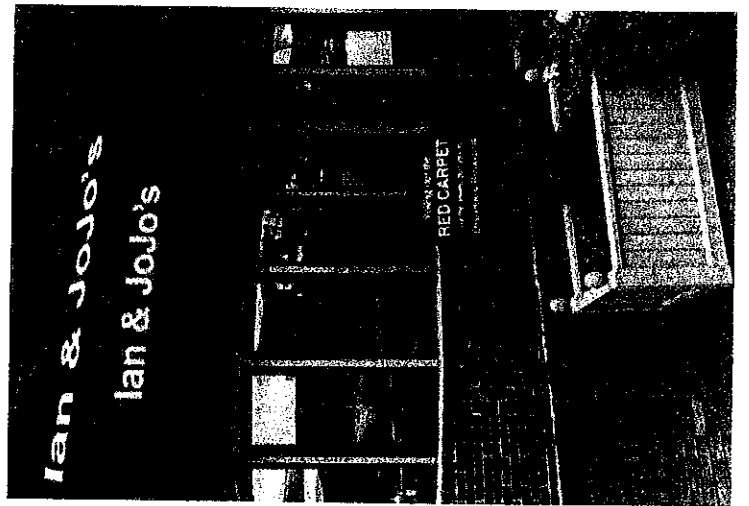
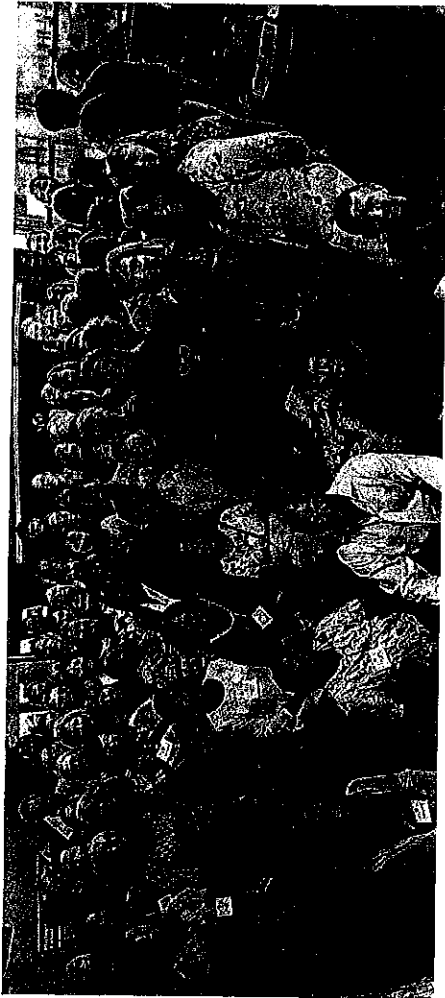
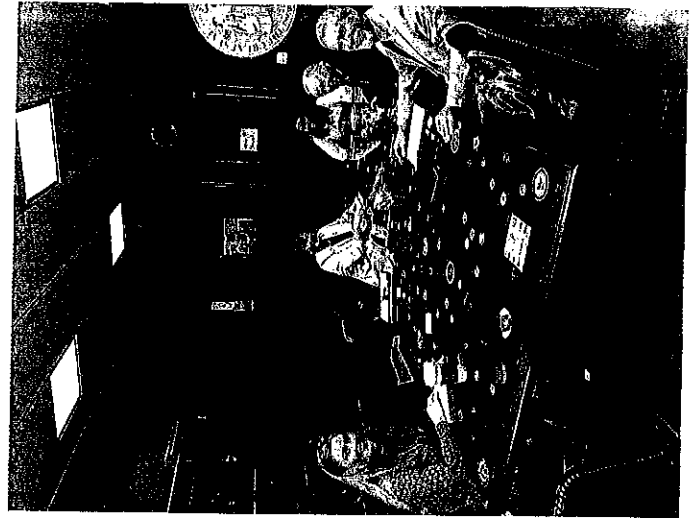
PURCHASED BY/NAME: _____
ADDRESS: _____
EMAIL: _____ PHONE: _____
BUILDING BUSINESS NAME: _____
BUSINESS ADDRESS: _____

NC MAIN STREET CHAMPIONS – WAYNESVILLE

During a year of uncertainty and unrest, the uniformed officers of The Waynesville Police Department have been a protective shield for the downtown Waynesville community.

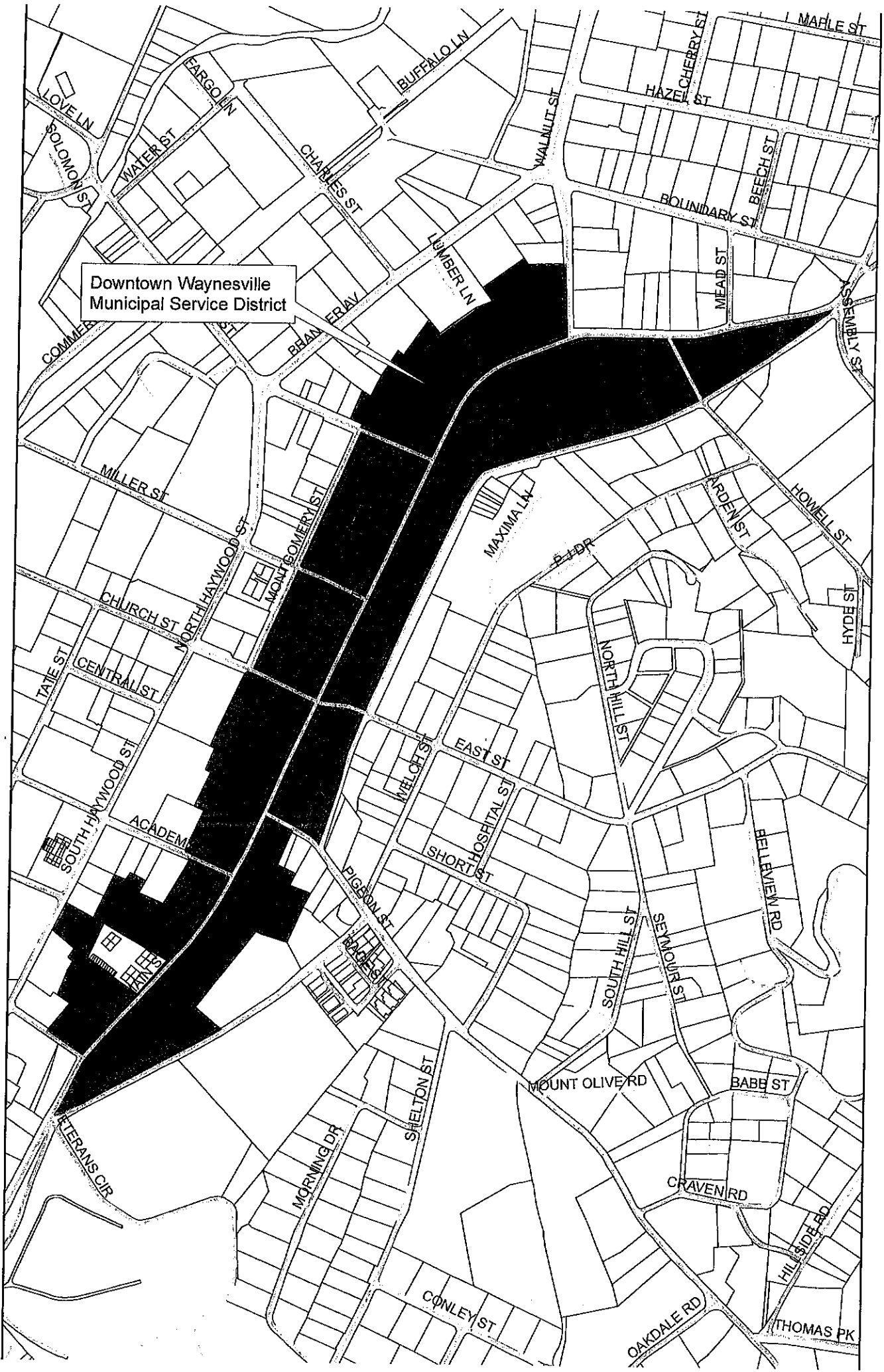
Our men and women in blue serve the Main Street community every day with dedication and professionalism. They are the backbone that makes our community strong, the hands that protect our businesses from danger and the feet that rush in to confront every threat. We depend on them to keep our community safe and provide a sense of security for every Main Street event. These unsung heroes confront danger and rise to every challenge with a readiness and willingness to serve at all cost. During a year of intense scrutiny toward law enforcement, these men and women have served us well and we are proud of their service. Waynesville's Main Street community is stronger, safer and more prosperous because of these champions.







Downtown Waynesville
Municipal Service District



Economic Vitality

Economic Vitality

Through Economic Vitality, is strengthening the community's existing economic assets while diversifying its economic base. Activities include market analysis to understand the changing market place. Listed below are a few points we are currently focused on, or look to achieve in the future.

- Upstairs Living Downtown. One way to expand/grow the MSD would be converting some upstairs spaces. Many are already in the process and a few complete. This is a great way of turning unused or underused space into a Property that grows to its full potential.
- Red Carpet Roll Outs (RCRO) for new/or ownership businesses. DWA Board attends as many as possible. This is a brief friendly gesture assuring new merchants that we are here for them, offering support.
- In the planning stages for a new event for June 2022, The Smokies Black Bear Festival. We had the concept for the 2021 season, but with Covid and lack of planning, it is slated for next June. This festival looks to replace the previous Appalachian Lifestyle Festival.
- DWA is in discussion phase for a new Music Festival on Courthouse Lawn. This has been something we have pondered over the last several years. There is such a nice Stage and a beautiful lawn. Would love to see folks come out and just enjoy the music when there is not a scheduled festival.

Downtown Waynesville - Downtown Economic Development Implementation Plan - 2020

ECONOMIC POSITIONING/VISION: Located amid the Great Smoky Mountains National Park and Blue Ridge Mountains, with four distinct seasons, Downtown Waynesville is the year-round destination for life well lived. Downtown *provides a sense of place and a sense of community* through shared memory of our past and commitment to the future with civic, retail, commercial, cultural and entertainment experiences for a balanced economic sector.

MISSION: The Downtown Waynesville Association is focused on the energy of selling the four impressive seasons in an endeavor to grow, maintain and create successful economic opportunities downtown, creating programs and projects articulating a strong diverse economy and high-quality job growth ensuing a healthy economic environment for a sustainable livable and viable downtown.

VISION: Downtown Waynesville is the primary civic, retail, commercial, cultural and entertainment center of the community. It provides a "Sense of Place" and a "Sense of Community" through a shared memory of our past and commitment to the future with emphasis on quality planning and design, a balanced economic sector, mixed use development, residential opportunities and the creation of a vibrant entertainment and cultural arts community. Building design, second floor residential, high density in-fill development, parking and transportation improvements are designed for the comfort and enjoyment of the pedestrian and preservation of historic and civic space.

Implementation Strategy: Downtown Waynesville is a designated NC Main Street community that uses the National Main Street Center's Four-Point Approach® which includes: organization, promotion, design and economic development to implement a downtown revitalization initiative.

DOWNTOWN ECONOMIC DEVELOPMENT STRATEGIES	ORGANIZATION			
<p>Strategy: Year round destination for Life Well Lived -</p> <ol style="list-style-type: none"> Balanced economic sector Sustain the vibrant entertainment and cultural arts community In-fill development Continue to promote Upper floor housing <p>Goal: Downtown Waynesville is a year-round destination that creates a sense of place and community.</p> <p>Objective: Downtown Waynesville is considered the place to shop, dine and visit all four seasons increasing sales during the "off season" over 2019.</p> <p>Goal: Maintain growth of Increase in evening excitement and foot traffic</p>	<p>Action:</p> <ol style="list-style-type: none"> Work with Promotions Committee to create event and marketing plans Encourage Businesses to self-inform. Read updates, emails, etc. Merchant Tuesday Talks, third Tuesday of each month Merchant Newsletter – monthly "News on the Street" Small Business seminar opportunities HCC SBC Work with Promotions to create succession planning for each committee and event in 2019 Board of Directors Spring Retreat TOW Land Use Plan update 	<p>Action:</p> <ol style="list-style-type: none"> Annually evaluate all downtown promotional events as to return on investment, do they tie back into the downtown vision and are they maintaining quality. Encourage Promo Committee to meet, create and provide results and participation in events, with complete follow up throughout each event. Develop image building campaign with reasons why Downtown Waynesville is "your year-round destination of choice" Website maintenance Videography/Photography - Satisfy TDA grant Continue to build on the "News on the Street" program forming a sub-committee who will oversee writing up interest pieces on downtown attractions including downtown businesses, residential, services, etc. 	<p>Action:</p> <ol style="list-style-type: none"> Wayfinding Design/place a WAYNESVILLE sign behind the public art at Miller St. for photo op reference. Form a Design Committee. Design Committee: Implement additional temporary common, green space and park areas while developing a permanent community/green space/park area by December 2019. Encourage Design Committee members to meet, create and provide results and participation in projects with complete follow through. Façade Committee: Develop Façade Incentive plan and guidelines by 	<p>Action:</p> <ol style="list-style-type: none"> EV Committee: Compile data to evaluate the future economic development potential in downtown by June 2019. EV Committee: Develop a tool to measure increased sales among downtown business owners. EV Committee: Evaluate existing businesses and look for opportunities to fill gaps by June 2019 EV Committee: Facilitate succession planning for businesses connecting owners with resources and assisting said

<p>Objectives: Market the expanding opportunities in downtown. Cultivate more entertainment downtown therefore creating more economic vitality and energy.</p> <p>• Expand Downtown Residential. Recruit large space/ballroom area</p> <p>Goal: Educate real estate associates, developers, property owners, and community about opportunities</p> <p>Objectives: Historic Tax Credit awareness, Open Houses, M St Interior and façade design opportunities,</p>	<p>Downtown Planning update</p> <p>9. TOW Special Event Form</p> <p>10. Discussion & Education of MS 4 Points of Main Street</p> <p>11. Land Development Planning</p> <p>12. NCDDA Board Member – Region 1 Make time to for commitment to Board</p> <p>13. Annual Board of Directors Meeting – September. Form a committee to plan and organize. Date, location, highlights, speaker. 33 years and growing!</p> <p>14. DWA Budget Review CPA 2020</p>	<p>7. Conduct analysis of events, volunteers, return on investments by July 2019</p> <p>8. Succession planning for events complete after each event.</p> <p>9. Volunteers, recruitment</p> <p>10. Social Media upgrades</p>	<p>May 2019 and award grants by December 2019</p>	<p>businesses by December 2019.</p> <p>6. Develop an educational piece and programming to address the value of a parking space.</p> <p>7. Continue recognizing new and expanding businesses, in a variety of positive ways, including RCRO – Red Carpet Roll-Out</p> <p>8. Downtown Employee Parking</p>
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Organization

Economic Development Strategy: Development Strategy: Year round destination.

Goal: Downtown Waynesville is a year-round destination that creates a sense of place and community.

Objective: Downtown is considered the place to shop, dine and visit all four seasons increasing sales throughout the year but especially during the off season.

Organization Activities/Projects: Create a marketing plan for year round destination

Completed	Task	Name of Person Responsible	In-House- Outsource	Cost / Time	Tools	Partners / Assistance	Date To Be completed
✓ - On Going	Education of DWA goals throughout community/region. Implementation of campaign/design w/ current website updates. Design and educational training with businesses and in community	Buffy Phillips staff	In-house	n/a 33+ hours	Educational	Downtown Waynesville Association / Research Blue Ridge Digital Paula Barton, The Mountaineer	DEC 2019 On-going communication within community
✓	Church Street Art & Craft Show, October, largest fundraiser	Buffy Phillips Teresa Pennington Beth Gilmore	In-house	Year-round, 100+ hours	e-newsletter, emails, media	Downtown Waynesville Association / TOW, TPennington Art	September/October 2019, completed

				pre-planning		Gallery, Jury Committee	
✓	SBC Seminar opportunities	Katy Gould	SBC	No Charge	Class setting	Haywood Community College Small Business Center	Winter 2019

Economic Development Strategy: Development Strategy: Educating downtown businesses and BOD

Goal: Education of a variety of topics for downtown businesses.

Objective: Downtown is considered the place to eat, drink, play and stay. Inform those speaking with our guests.

Organization Activities/Projects: Variety of informative seminars and meetings

Completed ✓	Task	Name of Person Responsible	In-House- Outsource	Cost / Time	Tools	Partners / Assistance	Date To Be completed
✓	Tuesday Talks began in February - November	Buffy Phillips Katy Gould	In-house	n/a		Downtown Waynesville Association; Town of Waynesville	December 2019
✓	Monthly Merchant Newsletter	Buffy Phillips	In-house	10+ hours monthly	e-newsletter	Participating businesses	2019 and beyond
✓	DWA BOD Spring Gathering	Buffy Phillips	Out-source	\$ 450.00	Emails for invite and follow ups	DWA Board; Bocelli's Italian	May 30 2019

Economic Development Strategy: Development Strategy: Community and Regional Involvement

Goal: Education and information for Partners and Volunteers

Objective: Downtown is considered the economic engine of the town and county.

Organization Activities/Projects:

Completed ✓	Task	Name of Person Responsible	In-House- Outsource	Cost / Time	Tools	Partners / Assistance	Date To Be completed
✓	NCDDA Board Member – Region 1	Buffy Phillips	n/a	Travel expenses / \$400.	Travel / Research / Follow up	DWA, NC Downtown Development, NC Main Street and Rural Development	Year end 2019-2020 / on-going duties
✓	DWA Board of Directors Annual Meeting	Buffy Phillips	In-house, Watami	Sept. \$1920.	Creation / Planning. Supplies, Design and Printing	DWA Nominations Committee; TOW, Watami, Clarks	SEPT 2019
✓	2019 DWA Budget Development	Buffy Phillips, DWA Treasurer, Vice Chair, and Budget Chair, Richard Tirrell, CPA	In-house	\$73.	Time, effort and food	DWA EX Board Members: Vice-Chair, Chuck Reece; Treasure, Patsy Rogers; Budget, Jeanette Price, CPA Richard Tirrell	AUG/SEPT/OCT 2019

Promotion

Economic Development Strategy: Development Strategy: Year round destination.

Goal: Downtown Waynesville is a year-round destination that creates a sense of place and community.

Objective: Downtown is considered the place to shop, dine and visit all four seasons increasing sales throughout the year but especially during the off season.

Organization Activities/Projects: Create a marketing plan for year round destination

Completed ✓	Task	Name of Person Responsible	In-House- Outsource	Cost / Time	Tools	Partners / Assistance	Date To Be completed
✓	DWA Brochure	Buffy Phillips,	In-house	\$6,700 47+ hrs.	Design/layout Sales via emails, phone, one on one	DWA, participating merchants, Clark Communications	June 2019

✓	DDWA Website Updates	Buffy Phillips	In-house	\$12,000 144 hours	Research/ communication	DWA Staff, Blue Ridge Media, The Mountaineer	DEC 2019
✓	2 Block Parties, Memorial Day weekend and mid-September Update event with new artwork	DWA Staff, Promotions	In-house	\$3,300 61+ hours	Social Media, Facebook, website, signage, posters, storage needs, etc.	DWA Staff, The Mountaineer, TOW Musicians, Bands, Charles Mills	May 2019 Sept 14, 2019

Economic Development Strategy: Development Strategy: Year round destination.

Goal: Downtown Waynesville is a year-round destination that creates a sense of place and community.

Objective: Downtown is considered the place to shop, dine and visit all four seasons increasing sales throughout the year but especially during the off season.

Promotion Activities/Projects: Create an evaluation tool

Completed ✓	Task	Name of Person Responsible	In-House- Outsource	Cost / Time	Tools	Partners / Assistance	Date To Be completed
✓	Evaluate all downtown promotional events. Return on investment? Do they tie back into the DWA vision? Maintaining quality?	Buffy Phillips, Teresa Pennington, Patsy Rogers, Paula Barton, Beth Gilmore	In-house	23 hours	Communication, examination, make inquiries, surveys	DWA staff, TOW, Oak Park Inn staff, Downtown Merchants, CPA, Melanee Lester	Dec 2019
On-going	Encourage Promo Committee to meet, create and provide results and participation in events, with complete follow throughout each event.	Buffy Phillips Beth Gilmore		2+ hours monthly minimum	Education and lengthy discussions necessary		December 2019
On-going	Develop image building campaign w/ causes as to why Downtown Waynesville is "your year-round destination of choice"	Buffy Phillips Beth Gilmore				Buffy Phillips, Beth Gilmore, Emily Nagle, Blue Ridge Digital	On-going

Economic Development Strategy: Downtown Waynesville is the primary civic, retail, commercial, cultural, and entertainment center of the community.

Goal: Creatively use visuals through social media as a way to make Downtown Waynesville a destination for guests.

Objective: Photographic/videography will be used to promote downtown events, businesses and our Main Street district and area.

Promotion Activities/Projects: Creating a quality visual program to sell Downtown Waynesville

Completed ✓	Task	Name of Person Responsible	In-House- Outsource	Cost / Time	Tools	Partners / Assistance	Date To Be completed
✓	Videography and Photography	Buffy Phillips	Outsource	\$2,500 67+ hours	Camera / Drone	DWA, Creative Campfire, TOW, TDA	2019
✓	Website Maintenance	Buffy Phillips Beth Gilmore	Outsource	30 hours monthly	webmaster	DWA, Blue Ridge Digital	December 2019 On-going

Design

Economic Development Strategy: Promoting and creating Downtown Waynesville as a year round destination.

Goal: Downtown Waynesville is a year-round destination that creates a sense of place and community.

Objective: Downtown is considered the place to shop, dine and visit all four seasons increasing sales in the "off-season".

Design Activities/Projects: Implement green space areas within the district

Completed ✓	Task	Name of Person Responsible	In-House- Outsource	Cost / Time	Tools	Partners / Assistance	Date To Be completed
On-going	Wayfinding	TOW Mgr. Rob Hites, DWA, Design Chair	n/a	n/a	n/a	DWA, TDA, TOW, DOT, Buzz	Incomplete; on-going project
Partial completion - Project must be completed in stages	Implement additional temporary common/green space/park areas while developing a permanent community/green space/park area.	Design Chair, TOW Planning Dept.	In-house / out-source	\$16,000 + labor	Inquiries, research, quotes, equipment, landscaping	DWA staff, TOW, Planning, Streets & Sanitation, Horticulture	December 2019 On going
✓ on-going	Development of façade Incentive plan & guidelines by May 2019. Award 2 grants up to \$3,000 Grants by December 2019	DWA, Teresa Pennington and Façade Committee	In-house	24 hours		DWA, Teresa Pennington - Façade Committee members: Chuck Reece, Jeanette Price	December 2019

Economic Development Strategy: Promoting and creating Downtown Waynesville as a year round destination.

Goal: Downtown Waynesville is a year-round destination that creates a sense of place and community.

Objective: Downtown is considered the place to shop, dine and visit all four seasons increasing sales in the "off-season".

Design Activities/Projects: design accomplishments with addition of public art within district

Completed ✓	Task	Name of Person Responsible	In-House- Outsource	Cost / Time	Tools	Partners / Assistance	Date To Be completed
	Alley remodel on north end	Design Committee Chair, Buffy Phillips				Town of Waynesville Public Works, DWA Board members, Planning Dept., Medford Foundation, Public Art Commission, George Cure – building owner	2019
✓	Miller Street Park	TOW, DWA, Planning, Street Dept., Horticulture	Combination of in-house and outsourcing	102+ hours \$23,500	Inquiries, research, quotes, equipment, rock work, landscaping	TOW, Public Works/Street Department, DWA, Planning Dept., Medford Foundation, Rock Man, Horticulture Dept.	2019
✓	Memorial Plaque - Riley Howell	RE/MAX, TOW	Combination of in-house and outsourcing	20 hours Private funding		A to Z Signs, TOW	2019

Economic Development Strategy:

Goal:

Objective:

Design Activities/Projects:

Completed ✓	Task	Name of Person Responsible	In-House- Outsource	Cost / Time	Tools	Partners / Assistance	Date To Be completed

Economic Restructuring

Economic Development Strategy: A balanced economic sector that creates a sense of place and a sense of community. Waynesville is the primary civic, retail, commercial, cultural, and entertainment center of the community.
 Goal: Create economic growth in the downtown district that is balanced.
 Objective: Expand downtown business and residential opportunities by adding up to three new businesses and one new residential opportunity in 2019.

Economic Restructuring Activities/Projects: Evaluate the future economic develop potential in downtown by June 2019.

Completed ✓	Task	Name of Person Responsible	In-House- Outsource	Cost / Time	Tools	Partners / Assistance	Date To Be completed
	Evaluate the future economic development potential in downtown by Summer 2019. Develop a tool to measure increased sales among downtown business owners by June 2019	EV chair and committee	In-house		Letters, Emails, Phone calls, Visits, Meetings	EV Committee Chair and Committee	
✓ On-going	Red Carpet Roll-Out RCRO	Buffy Phillips	In-house	n/a 11 hours annually	Emails, Newsletter, visits	Buffy Phillips, Teresa Pennington	December 2019 On-going
	Meetings - Growth opportunities within downtown district Re-organization of economic activity providing the foundation for economic growth in the long run.	EV Chair and Committee	In-house	n/a 6 hours	Email, Letters, Visits, Phone Calls	Property owners; potential businesses; real estate agents; developers; NCDDA, TOW Planning Staff	On-going mission

Economic Development Strategy: Year-Round destination for life well lived.

Goal: Downtown Waynesville is a year round destination that creates a sense of place and community.

Objective: Downtown is considered the place to eat, drink, shop, and play while visiting the all four seasons downtown increasing sales in 2019

Economic Restructuring Activities/Projects: Parking spaces have significant value

Completed ✓	Task	Name of Person Responsible	In-House- Outsource	Cost / Time	Tools	Partners / Assistance	Date To Be completed
✓	Downtown Employee Parking	Buffy Phillips	In-house	n/a	Letters, Email, Newsletter, phone calls	DWA Executive Board members; Downtown Businesses, TOW	On-going mission

Economic Development Strategy: Year-Round destination for life well lived.

Goal: Downtown Waynesville is a year round destination that creates a sense of place and community.

Objective: Downtown is considered the place to eat, drink, shop, and play while visiting the all four seasons downtown Increasing sales in 2019

Economic Restructuring Activities/Projects: Expand downtown businesses & residential opportunities and look for opportunities to fill the gaps.

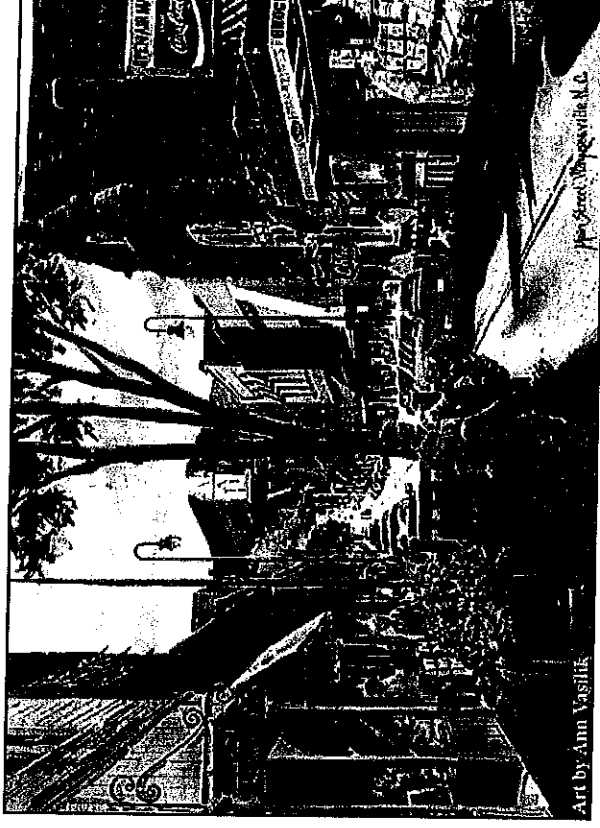
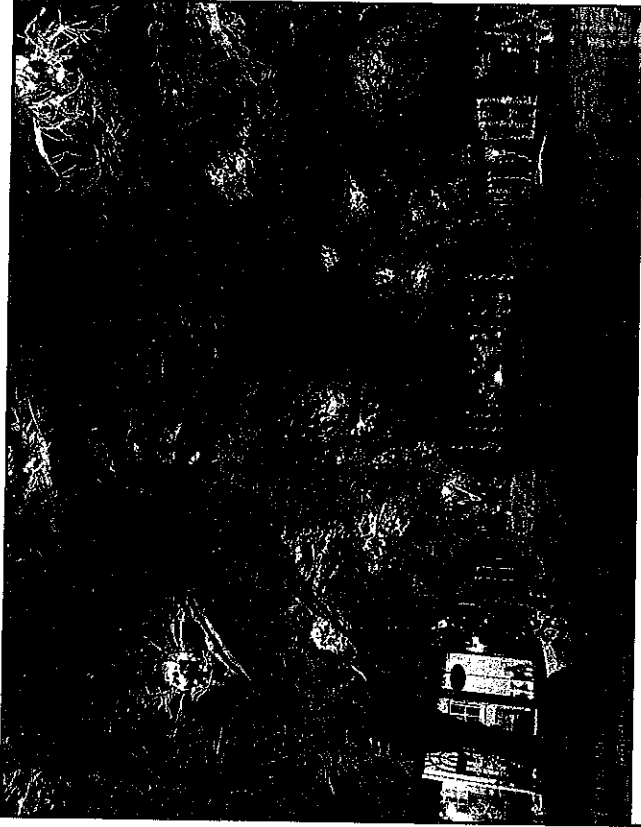
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Complete d ✓	Task	Name of Person Responsible	In-House- Outsource	Cost / Time	To ols	Partners / Assistance	Date To Be completed
On-going	Update downtown property inventory, owners, businesses, infrastructure items	DWA staff				DWA, Town, County	December 2019 On-going mission
	Plan a meeting with an EDC speaker	Buffy Phillips,				NCMS, Rural Development	
	Stay on top of good business mix in Downtown District	Buffy Phillips,				TOW, Real Estate persons and Developers	December 2019

DOWNTOWN WAYNESVILLE

We've been Entertaining Guests for over 200 years.

Downtown Waynesville is a vibrant small town nestled in a valley surrounded by magnificent views of the Great Smoky Mountains and the Blue Ridge Parkway. Fine shops, galleries, and restaurants line Main Street's tree lined brick sidewalks.

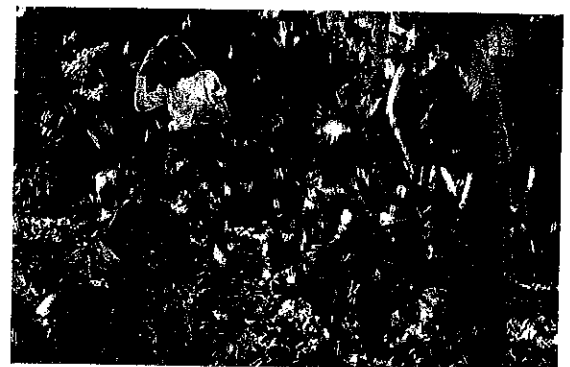
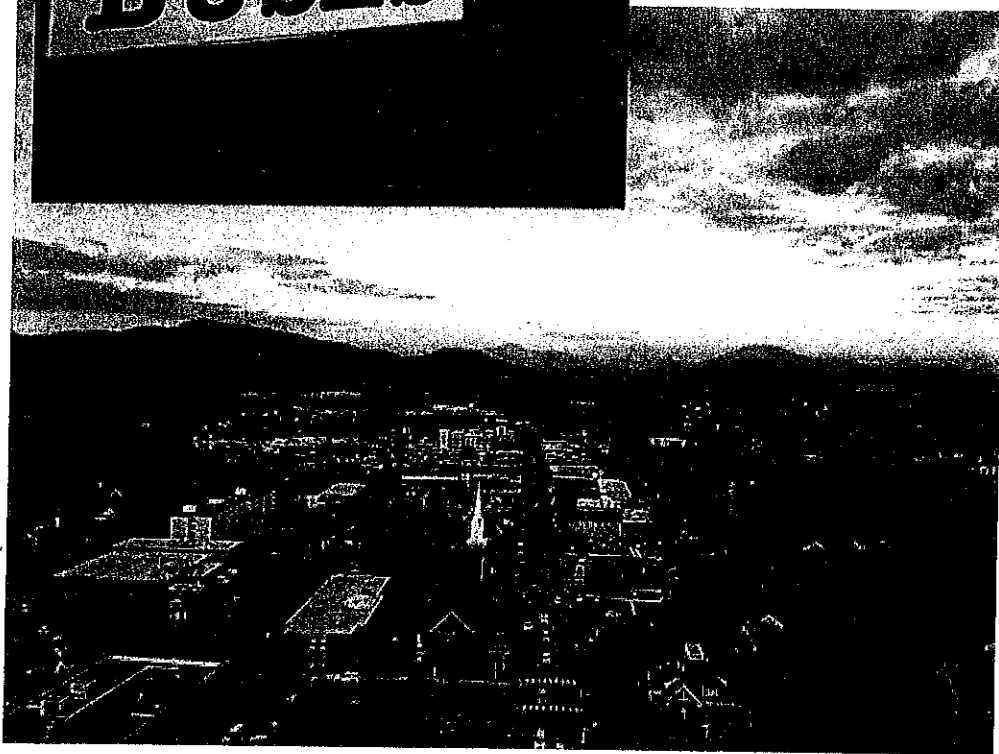
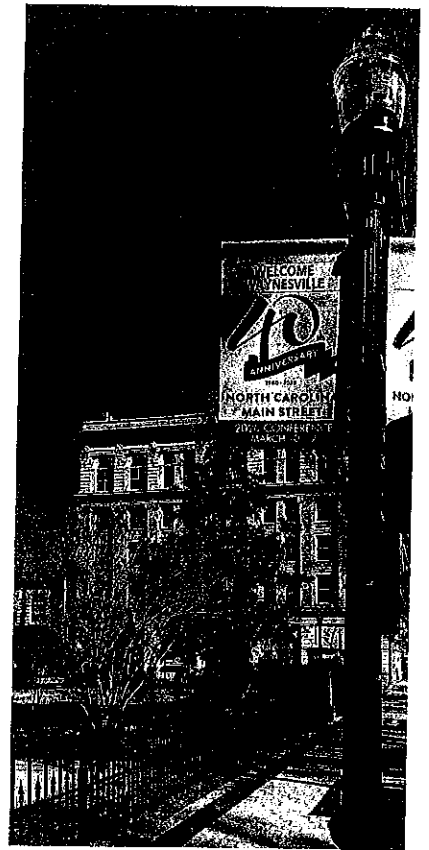
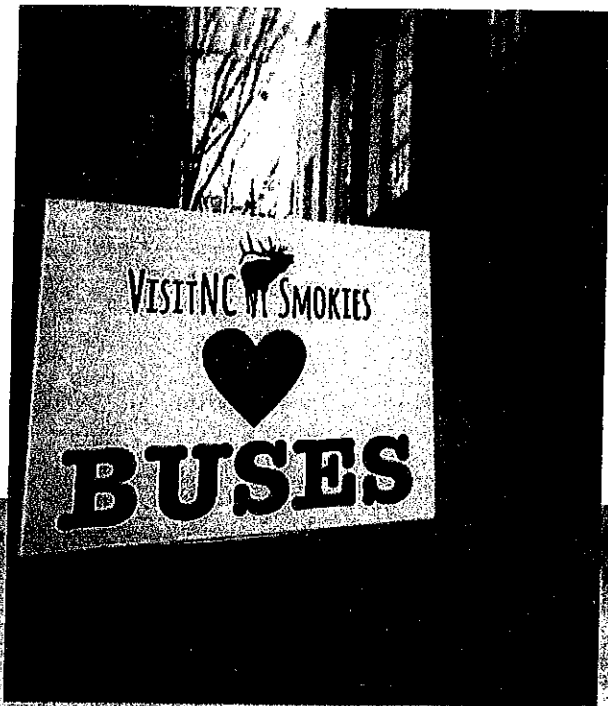


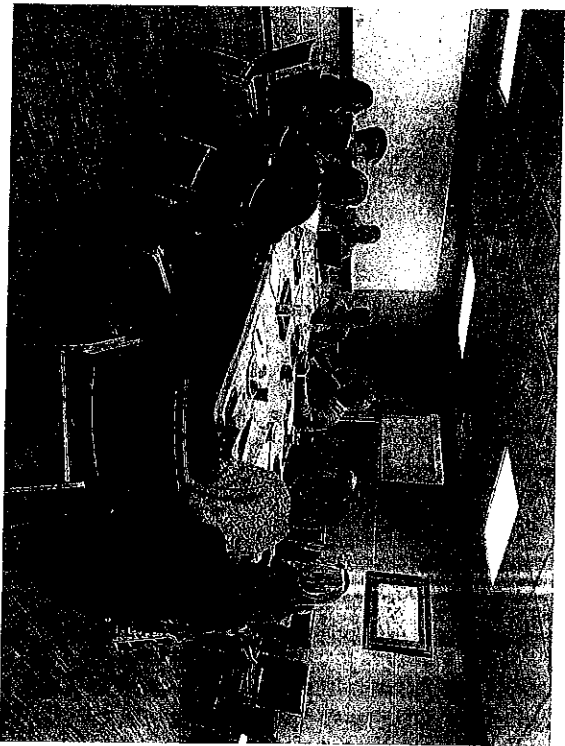
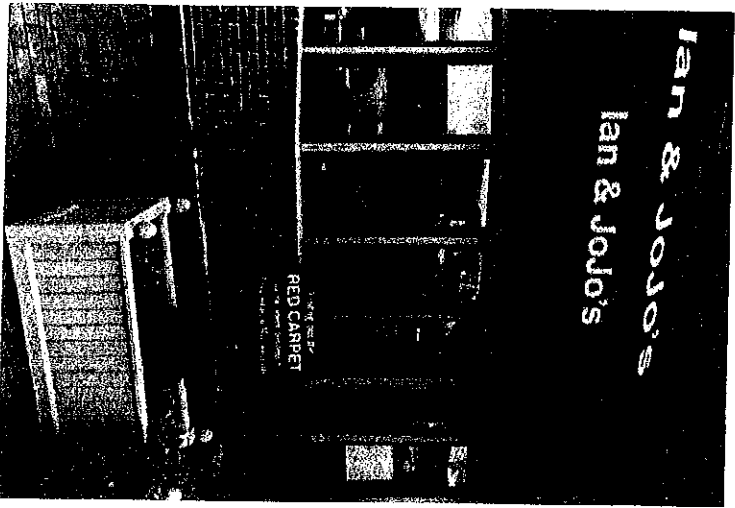
Historic buildings, relaxing benches and quaint charm make Waynesville a thoroughly enjoyable place to live and visit. Numerous popular events and festivals take place downtown throughout the year. Enjoy cool summers, dramatic autumns, picturesque winters, and lush springtime.

Historic Downtown Waynesville

828.456.3517

www.downtownwaynesville.com







**This building is
NOT empty!**

**It is full of
potential!**

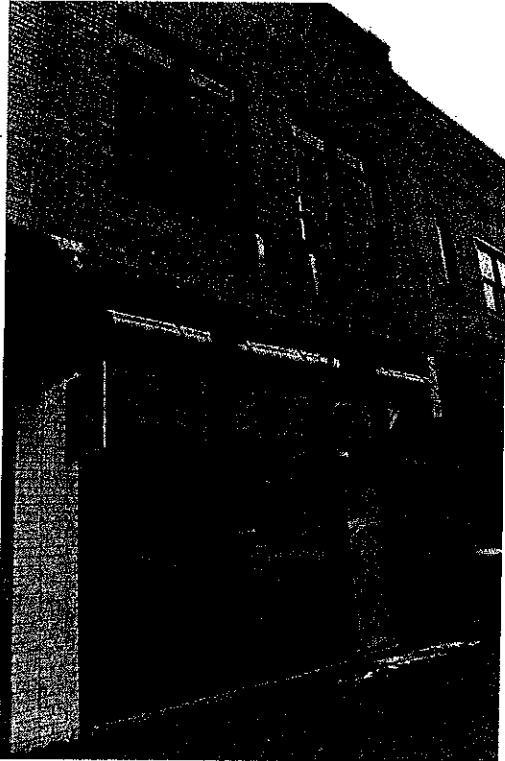
call 828-456-3517
DowntownWaynesville.com

Design

Design

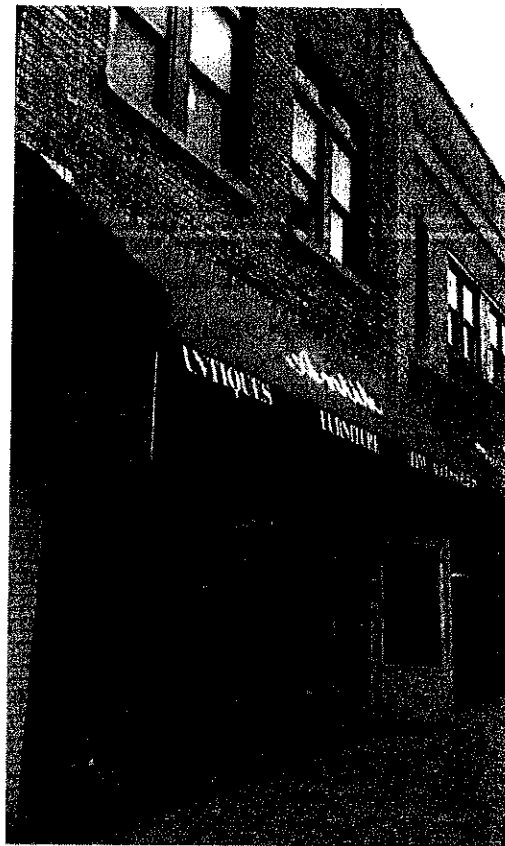
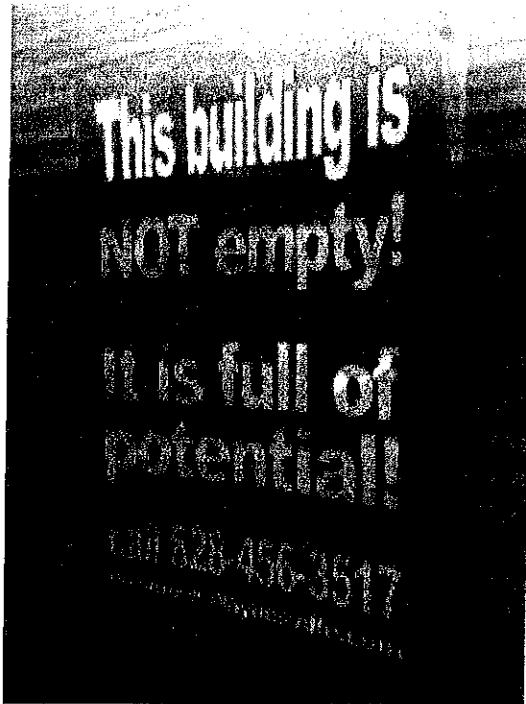
- DWA is excited to be partnered with the TOW in implementing renowned landscape architect, Thomas Woltz. His streetscape design is the near future. This includes redesigning street bump-outs, landscaping on Wall Street, new Alleyway ideas as well as modeling the Park at the Main Street/Depot Street intersection. We're also working with Mayor Caldwell and the Town Manager on enlarging the Miller Street Park and adding a Gazebo-type Structure.
- DWA Design Committee is currently working with the TOW for improvement on Mini Park to strengthen businesses around the Courthouse.
- Future projects to include Working with the TOW to replace failing Streetlights in the Downtown District with appropriate lights that will conform to the town's lighting ordinance.
- The replacement of problematic trees along Main Street with a species that conforms to Streetscape requirements and conditions.
- Step-down Alley – Art Improvement
- Wayfinding update with the TOW and TDA

172 North Main Street Downtown Waynesville



**Downtown Property before Major
Construction**

**Downtown Property Today after Major
Renovation with a New Successful Business,
Antik and an Apartment Upstairs.**





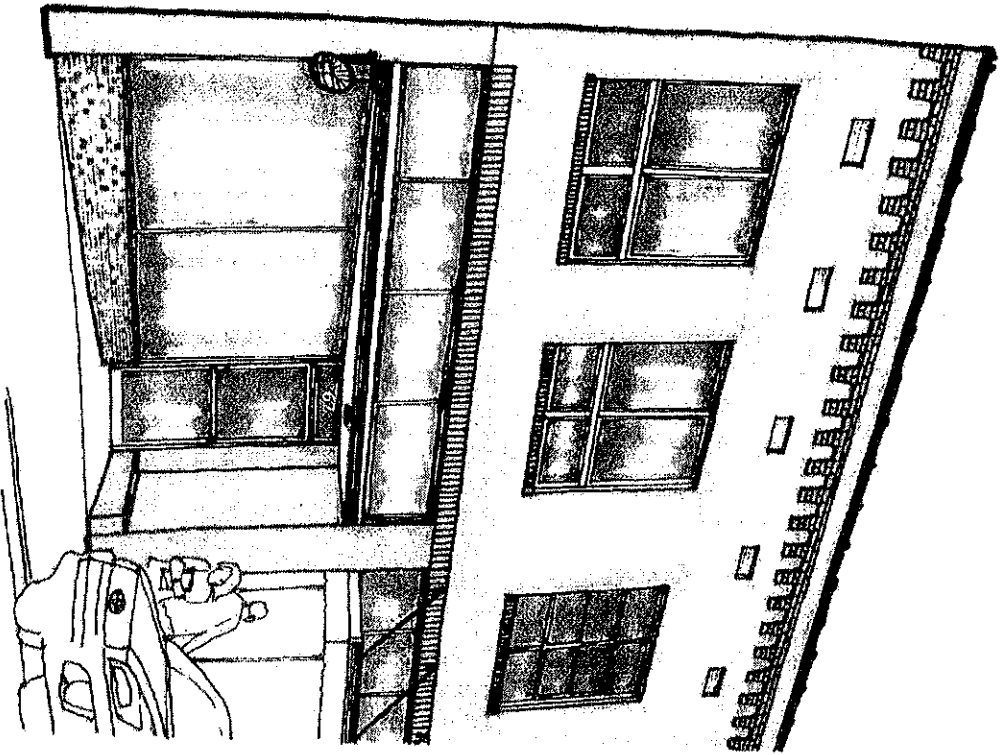
- >Drawing
- >Work description
- >Specifications

North Carolina Main Street
 100 S. Main Street, Suite 100
 Raleigh, NC 27601
 (919) 733-1111

Flower City Design & Decor
 100 S. Main Street, Suite 100
 Raleigh, NC 27601
 (919) 733-1111

[illegible]

62 N. Main Street
Waynesville



Work Description

General Notes: Your storefront is a good example of vernacular, pre-war architecture, particularly in its use of blond bricks. Cleaning the original brickwork and painting the newer, ground floor masonry to match it will unify the facade. New tile work on the bulkhead will add color and interest as well.

The colors in the drawing are as close as I can get with magic markers. See actual paint samples for the true colors.

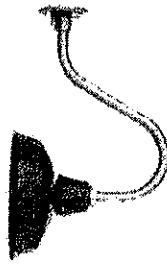
Finally, the tiles shown are a random design which you can alter as you wish. A slightly larger picture of the drawing is included so you can better see the colors. The orange-yellow is the one that will really pop.

- Remove the awnings and supports.
- Remove paint from transom windows, including the transom over the 2nd floor entrance door.
- Clean the original brickwork, using the gentlest means possible. Specifications are included.
- Install 2" square ceramic tiles on the bulkhead under the display window, using a range of colors in a random pattern.
- Prepare the ground floor masonry (building piers and brickwork around main entrance) for painting, using a masonry prime. Paint two topcoats in a semi-gloss finish, using Benjamin Moore's Henderson Buff (#HC-15), or an equal in another brand.
- Strape sand and caulk all wood trim work around entrances. Prime. Paint two topcoats in a high gloss finish, using **Adams Gold** (11C-18).
- Trim includes soffits, framing, transom window bars and transom window over 2nd floor door.
- Install one light fixture in the 2nd floor entrance alcove; examples of appropriate lights are included.
- Have addresses painted onto the inside of the transom windows over entrance doors, in the Adams Gold. The font shown is **Berlin Sans FB**. Also, I used a drop-shadow for emphasis.

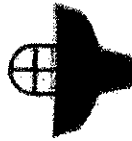


North Carolina
Main Street

The Avalon Family

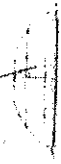


12" Goodrich™ Avalon, yellow,
GIS Galvanized Gooseneck Arm

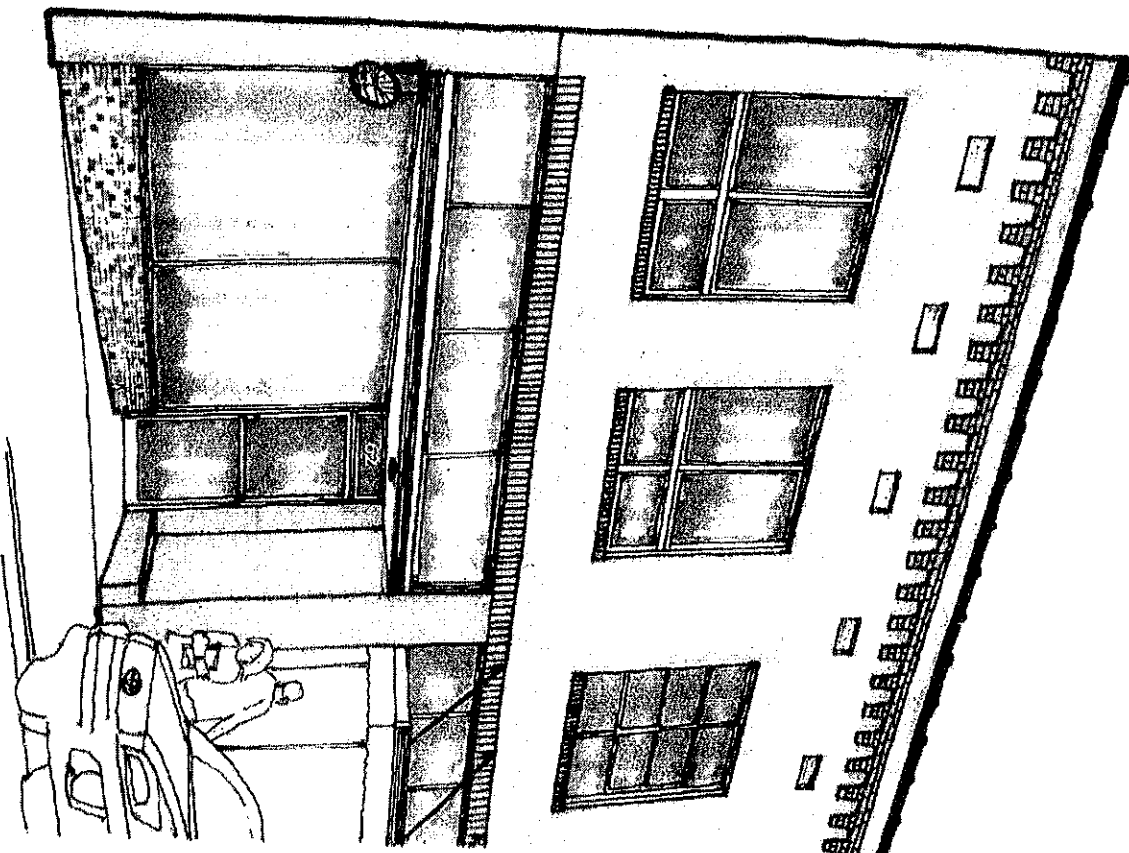


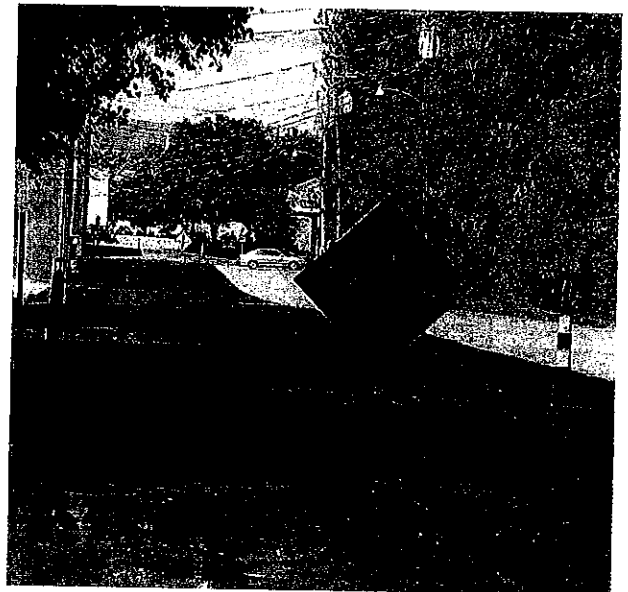
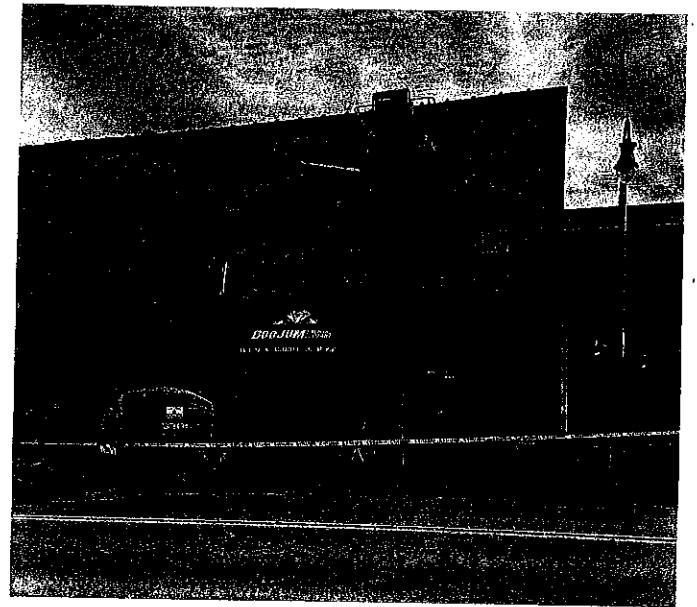
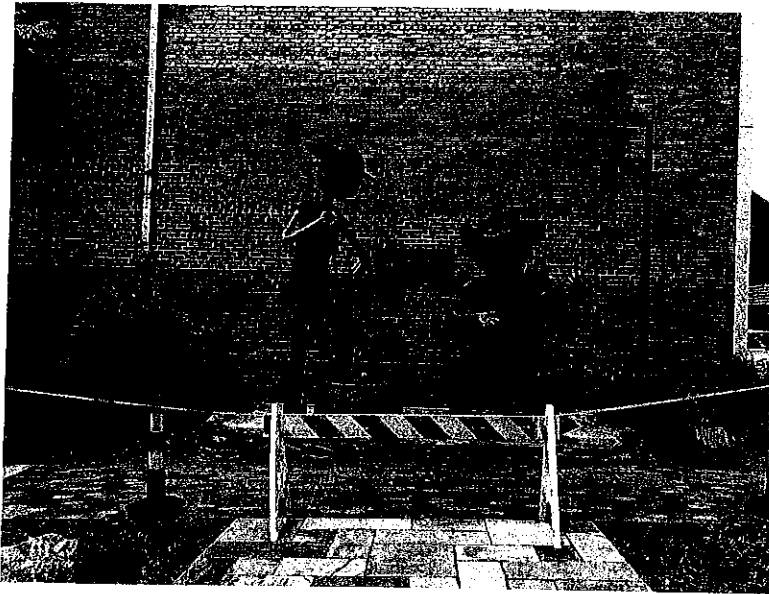
12" Benjamin™ Avalon,
Cobalt Blue, Galvanized Stem,
Cobalt Blue Cast Guard & Glass

12" Ivanhoe™ Avalon, Jadite,
Putty Cotton Twist Cord,
Galvanized Wire Cage



Light fixture for upper floor entrance alcove.
This verdigris color would be great!





Promotion

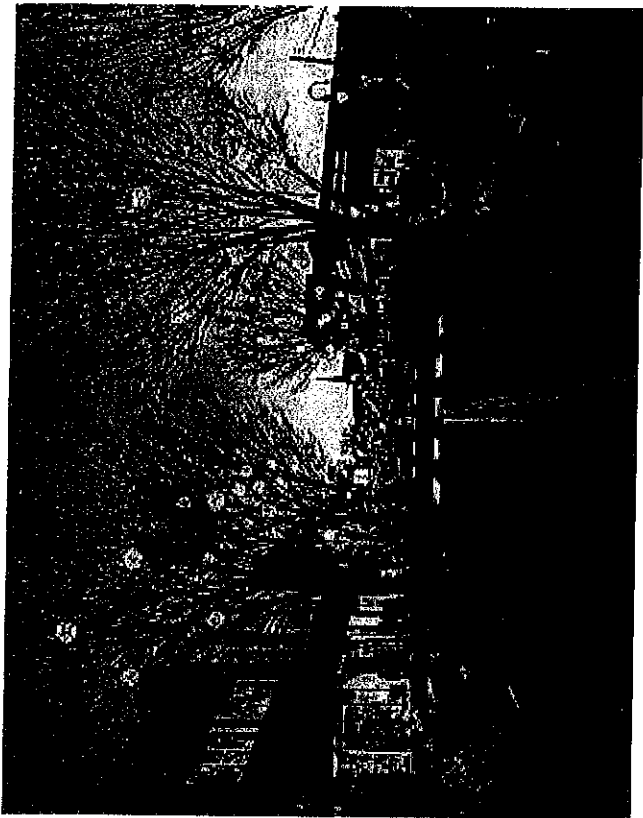
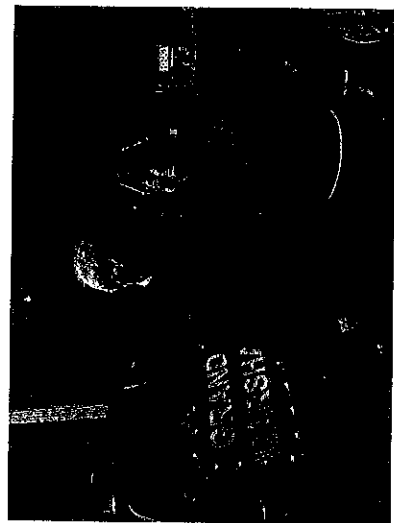
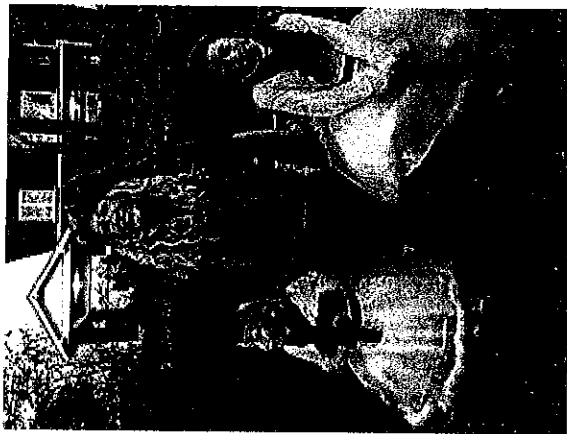
PROMOTION

ADVANCED MARKETING

Through digital advancements of the past decade, coupled with the more recent challenges of Covid-19, we've had to learn new ways of engaging with our audience. We will invest in web development, digital marketing and social media campaigns in order to build a strong digital presence and communicate more effectively through online technology. We have been working on plans to assist merchants with promotional material that includes live streams, social media posts and video marketing, as well as providing educational opportunities to help merchants learn how to grow their businesses through social media and digital marketing.

Promotion

- Invest in web development, digital marketing and social media.
- Create a promo for DWA to market Downtown Waynesville via Video, etc.
- Extend Live Streaming for events and businesses.
- Reinstitute the Downtown Waynesville Newsletter.
- Finalize and print the 2021/2022 Brochure.



★
Galleries of Haywood County
with Haywood County Arts Council

★Present



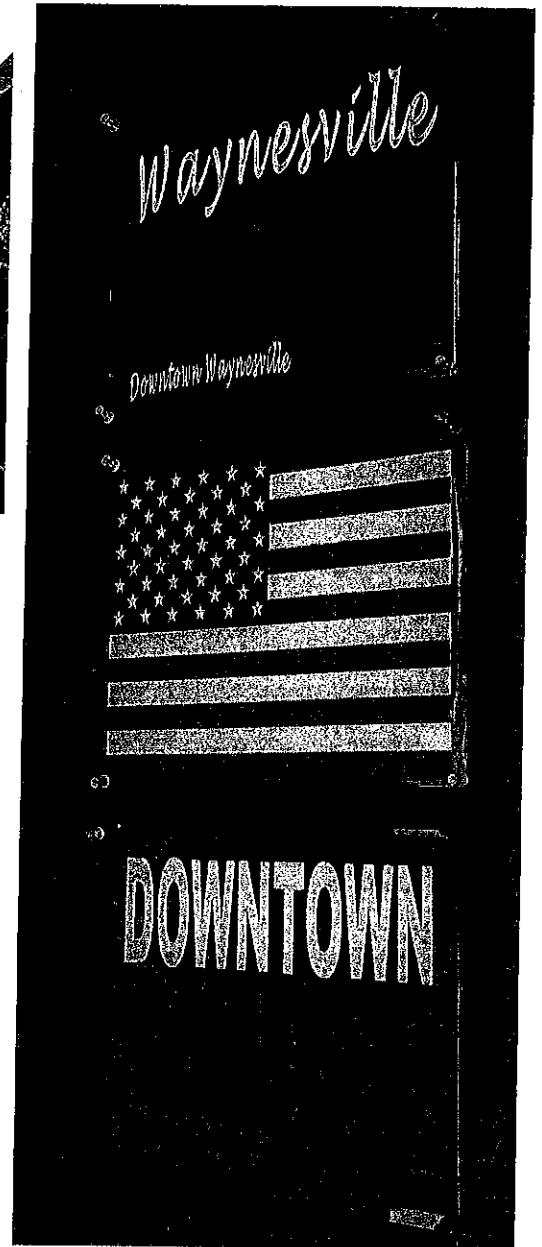
LOOK FOR
GALLERY FLAGS

Gallery Stroll 6-9 pm
1st Friday May-December

Walsam-McCoy Gallery Moore-Groves and Stone Wood Gallery
Cedar Hill Studio The Jewellers Workshop
Twigs and Leaves Gallery Pennington Art Gallery

Haywood Co. Arts Council Gallery & Gifts

Haywoodarts.org/GalleriesHC



DWA continues to promote the **SMOKIES Black Bear FEST** for 2022. This was a new event created by DWA Executive Director, Buffy Phillips in 2021. Funding and pandemic issues made it impossible to exist although through HCTDA it has been determined it will be funded for June 2022.

DWA persists to feature the *Gateway to the Smokies* slogan throughout all Downtown Waynesville Association marketing.

