



## Town of Waynesville, NC

### Board of Aldermen Regular Meeting

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

Date: September 28, 2021 Time: 6:00 p.m.

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(828) 452-2491 [eward@waynesvillenc.gov](mailto:eward@waynesvillenc.gov)

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

##### 1. Welcome/Calendar/Announcements

#### B. PUBLIC COMMENT

#### 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 September 14th regular meeting
- ii. Adoption of Minutes of the September 17<sup>th</sup> Special Called meeting
- iii. Hazelwood Halloween Festival Special Event Permit

**Motion: To approve the Consent Agenda as presented or corrected.**

#### D. PRESENTATION

2. Haywood County TDA 1% Zip Code Year End Report
  - Lynn Collins, Executive Director

3. Citizen Request to Speak/Present
  - Jared Lee

#### E. OLD BUSINESS

4. Amendment to Chapter 26 Section 91 (Noise) Exceptions
  - Rob Hites, Town Manager

***Motion: To approve Ordinance O-18-21 amending Chapter 26 Section 91, Exceptions to permit the lawful discharge of fireworks on July 4th, New Year's Eve and New Year's Day***

**F. CALL FOR PUBLIC HEARING**

5. Call for a Public Hearing for October 12, 2021 to consider a Conditional District Amendment to the Land Development Map and standards for a 2.84-acre portion of the Waynesville Country Club, PIN: 8604-99-9017

***Motion: To call for a Public Hearing to be held on Tuesday October 12, 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 a Conditional District Amendment to the Land Development Map and standards for PIN 8604-99-9017, within the Country Club Low Density Residential District (CC-RL)***

**G. NEW BUSINESS**

6. Board Room Audio Visual Upgrades
- Jesse Fowler, Assistant Town Manager

***Motion: To approve the integrated systems proposal for new board room equipment at \$69,476.17***

**H. COMMUNICATION FROM STAFF**

7. Manager's Report
- Rob Hites, Town Manager

Options for Organization of Town Administered Municipal Service District

8. Town Attorney Report
- Town Attorney, Martha Bradley

**I. COMMUNICATIONS FROM THE MAYOR AND BOARD**

**J. ADJOURN**

**MINUTES OF THE TOWN OF WAYNESVILLE BOARD OF ALDERMEN**  
**Regular Meeting**  
**September 14, 2021**

**THE WAYNESVILLE BOARD OF ALDERMEN** held a regular meeting on Tuesday September 14, 2021 at 6:00 pm. 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 6:02 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  
Martha Bradley, Town Attorney  
Police Chief David Adams  
Jeff Stines, Public Services Director  
Chris Mehaffey, Assistant Fire Chief  
Brandon Gilmore, Assistant Police Chief  
Autumn Lyvers, Finance Director

The following media representative was present:

Cory Valliancort, Smoky Mountain News  
Tom Lotshaw, Mountaineer

1. Welcome/Calendar/Announcements

Mayor Gary Caldwell welcomed everyone to the meeting and reminded them of the upcoming events including Tuscola Band Day and the Fall Rockin Block Party on September 18, Public Art Dog Show on September 19, and the Power of Pick race on September 25.

**B. PUBLIC COMMENT**

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

Mr. Reece spoke to the Board concerning the recent Waynesville Task Force on Homelessness and the possibility of low barrier shelter being placed in Waynesville, and crime rising in Waynesville because of the shelter. He asked the Board to not consider placing a low barrier shelter in the Town, so it won't become a high violent crime area like Asheville.

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

Mr. Overhultz stated he was speaking for himself and his wife. He stated that he felt that the only reason a low barrier shelter is being considered in Waynesville is because there is money to be made from federal grants. Mr. Overhultz asked the Board to listed to the citizens who have spoken out loud and clear concerning the low barrier shelters. He said the contract for the Direct of the Task Force should not be renewed, and the Task Force should be dissolved, and it was a waste of \$50,000.00. Concerned citizens of the Town is the life blood of what makes the Town tick.

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

Ms. Hannah quoted from the definitions in the Town's Ordinance concerning soup kitchens, and she asked the Board to pass an Ordinance stating that religious facilities could place homeless shelters on their properties. The facilities would be in total control of the shelter. She said churches wanted to help with the homeless problems, so give them the opportunity to help. The homeless are a minority and the criminals are a large minority. If the shelters are placed on religious properties, they would be run correctly and solve a lot of problems in Waynesville.

Mayor Caldwell told everyone that there are no plans for a low barrier shelter in the Town of Waynesville.

**John Baus  
55 Love Lane  
Waynesville, NC 28786**

Mr. Baus stated that he felt that the Board was responsible for the direction the Task Force took at the last meeting. He expressed concerns about the Director of the Task Force and the way the Task Force has been run. He said the Town did a great job the Pathways and that is the direction the Board should be taking.



**Raife Davis**  
**264 Stamey Cove Road**  
**Clyde, NC 28721**

Mr. Davis spoke about vaccines and the harm they can do. He presented facts about the COVID-19 vaccines including blood clots, low platelets, inflammation of the muscle and lining of the heart. He quoted from the Vaccine Adverse Event Reporting System Report with statistics for the vaccines.

**Sherry Morgan**  
**Waynesville, NC 28786**

Ms. Morgan expressed her opinion on the Homelessness Task Force and the low barrier shelters that have been discussed. She said the citizens of Waynesville do not agree with the action plan that has been developed by the Director of the Task Force. She asked the Board to listen to the people and develop an Ordinance stating that low barrier shelters are prohibited.

#### **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 August 24th regular meeting

***A motion was made by Alderman Anthony Sutton, seconded by Alderman Jon Feichter, to approve the consent agenda as presented. The motion carried unanimously.***

#### **D. PROCLAMATIONS**

Mayor Caldwell read a Proclamation commemorating Constitution Week, and a Proclamation Recognizing Kiwanis Club of Waynesville's 70th Year.

He asked Mr. Wilson Strickhausen, President of the Kiwanis Club of Waynesville, to speak. Mr. Strickhausen thanked the Mayor for reading the Proclamation and gave a brief description of the mission of the Kiwanis Club in Waynesville, which is to help children of Haywood County. All grants and money raised go toward helping children with computers, books, and funding programs, and this is the seventieth year for the Kiwanis program in Waynesville. He explained in the schools there are advisors who help the students learn about community service, and training leaders for the future.

He said the thing they are the proudest of is the All-Inclusive Playground at the Waynesville Recreation Center. During the past year, this playground has been a fun and safe area for parents to take their children during the COVID-19 pandemic.

Proclamation for National Day of Service and Remembrance – September 11.

Alderman Chuck Dickson read the Proclamation for the National Day of Service and Remembrance signed by Mayor Caldwell on September 11, 2021.

**E. PRESENTATION**

2. North Carolina Disabled American Veterans Chapter #89 Presentation
  - Assistant Town Manager Jesse Fowler

Assistant Manager Fowler explained to the Board that Chapter 89 of the North Carolina Disabled American Veterans (NCDV) is requested a donation from the Town of Waynesville. He said that during the last year they have not been able to do any fund raising. Any donation by the Town will aid the NCDV in helping disabled veterans, veterans on active duty, and military personnel and their families. He said the intent is to continue to carry out their mission and to be there for fellow veterans.

***A motion was made by Alderman Jon Feichter, seconded by Alderman Anthony Sutton to give Chapter 89 of the North Carolina Disabled Veterans \$1000.00. The motion carried unanimously.***

**F. PUBLIC HEARING**

3. Refinancing Debt and Financing Repayment of Fire Dept. Loan and Fire Tanker
  - Town Manager Rob Hites

Town Attorney Martha Bradley said this was a call for a special meeting to be held concerning the refinancing debt and financing repayment of Fire Department Loan and Fire Tanker. She opened the meeting at 6:38 pm and asked if anyone wished to speak.

No one spoke.

Town Manager Rob Hites presented a staff report for the financing and stated that Bond Attorney Sanford Holshouser has investigated the possibility of refinancing the USDA Loan on Fire Station 1 and the Town Hall. When the Town purchased the Fire Station 2 property, they discussed the possibility of using a loan to pay back the General Fund Balance.

Ms. Ashley Anderson of Sanford Holshouser has been contacted by BB&T requesting these types of Financing packages and they plan to submit a proposal on Thursday 9/9/21. The terms and interest rate that they propose will give us an idea if the refinancing of the two loans is worth the administrative fees.

We have discovered that the City Hall cannot be refinanced. It does not permit pre-payment. We do have a loan for the Public Works facility if approximately \$980,000 that can be refinanced though the current interest rate is close to 2%.

He said there was a stipulation that the Local Government Commission requires the Town to hold a Public Hearing on the refinancing before the agenda is set for the October meeting of the LGC. If the October meeting is missed , we will not be able to submit the refinancing package until the January meeting.

***A motion was made by Aldermen Chuck Dickson, seconded by Alderman Anthony Sutton, to call for a Special Meeting to be held at 3:00 pm on Friday September 17, 2021 in the Town Hall Board Room located at 9 South Main Street to discuss financing as presented. The motion carried unanimously.***

**G. NEW BUSINESS**

**4. Purchasing Policy Revision**

- Autumn Lyvers, Finance Director

Ms. Autumn Lyvers, Finance Director, explained to the Board that the Uniform Guidance (2 C.F.R. Part 200) requires all federal grant recipients to have written procurement policies that conform to applicable federal law and Uniform Guidance requirements (2 C.F.R. 200.318(a)). She stated that the Town's current Purchasing Policy was last updated in April 2013, and we have not received Federal monies since the Uniform Guidance requirement was put into place in 2018. Ms. Lyvers referred the Board to the Policy that was given to the in their packets. This Uniform Guidance requirement outlines purchasing requirements when federal monies are involved (American Rescue Plan Act) and needs to be approved by the Board of Aldermen and added as Section 18 to the existing Town of Waynesville Purchasing Policy and Procedures.

***A motion was made by Alderman Anthony Sutton, seconded by Alderman Chuck Dickson, to approve the Purchasing Policy revision/addition as presented.***

**5. Fiscal Year 2022 Capital Project Additions**

- Jesse Fowler, Assistant Town Manager

Assistant Town Manager Jesse Fowler stated that during the FY 2022 budget process, the following capital projects were discussed but not included in the final adopted budget:

- 1) Main Street Gazebo – estimated cost of \$50,000
- 2) Obama-King Park Restrooms – estimated cost of \$150,000
- 3) Skate Park Pavilion – estimated cost of \$60,000

The total cost of the projects is \$260,000.00, and at the request of Mayor Caldwell, these projects and budget amendments are being presented before the Board for further discussion.

Alderman Dickson stated that he thought these were very good ideas, but the projects need more study. He reminded the Board that the Town had a Downtown Business Concept that was adopted in 2018 and produced in 2019. The first step in that process was increasing space at the Old Time Musicians, and the next step would be the park on Depot Street. Alderman Dickson said he felt that there should be more community input on what would be placed on these spaces. He added that the Downtown Waynesville Association had money that could be used.

Assistant Manager Fowler said that the project for Depot Street would require hiring an engineer to analyze the area to figure out what is needed.

After much discussion, the consensus of the Board was to gather more information from a budget perspective and possible input from citizens.

#### **F. COMMUNICATION FROM STAFF**

##### **Manager's Report**

- Rob Hites, Town Manager

##### **Request to provide at pyrotechnics display at Laurel Ridge Country Club**

Manager Hites said he had received a request from Zambelli Fireworks to provide pyrotechnics at Laurel Ridge County Club for a wedding reception at 10:35 pm on October 9, 2021. He told the Board that the noise Ordinance was written in 1999, with an amendment in 2012. The Town prohibits the use of explosives, firearms, fireworks, or similar devices. The one exception is holidays and religious ceremonies. The Zambelli company wants to apply the exception to the Ordinance as a religious ceremony.

The Board discussed the matter and determined that the request would exceed the noise level for the district at the time requested and that the request did not qualify for the religious exception since it did not involve a religious ceremony.

The Board denied Zambelli's request for the granting of a permit to carry out this production.

Town Attorney Martha Bradley encouraged the Board to amend the Ordinance and establish a permitting process and implement guidelines any future events such as holidays.

Alderman Jon Feichter asked Manager Hites to research other cities similar to Waynesville to see what their process is for permitting fireworks.

Manager Hites told the Board that as of this afternoon, DENR issued the Town an authorization to construct a sewer plant. This will allow engineers to send and receive bids, bring to DENR, and then to the Board of Aldermen.

6. Town Attorney Report
- Town Attorney, Martha Bradley

Attorney Bradley reported that she will be participating in Disaster Legal Services which is run by the North Carolina Bar Foundation. She and other Attorneys across the state will be providing free legal services to people affected by the flood in Haywood County with FEMA insurance claims.

**G. COMMUNICATIONS FROM THE MAYOR AND BOARD**

Alderman Anthony Sutton said that due to the resignation of the Downtown Waynesville Association, and the lack of members on the DWA Board, it has become necessary for the Town to take over the management of the Municipal Service District.

***A motion was made by Alderman Anthony Sutton, seconded by Alderwoman Julia Freeman, that Waynesville's Municipal Service District immediately be administered as a division of the Town of Waynesville, and that the staff develop an organization plan for the Board's consideration at an upcoming meeting. The motion carried unanimously.***

**H. CLOSED SESSION**

***A motion was made by Alderman Anthony Sutton, seconded by Alderman Jon Feichter, to enter into closed session for discussion of the annual evaluation of the Town Manager NCGS 143-318.11(a)(6) – Personnel at 7:24 pm. The motion carried unanimously.***

***A motion was made by Alderman Julia Freeman, seconded by Alderman Anthony Sutton to return to open session at 7:50 pm. The motion carried unanimously.***

**I. ADJOURN**

***With no further business, a motion was made by Mayor Gary Caldwell, seconded by Alderman Chuck Dickson to adjourn the meeting at 7:51 pm. The motion carried unanimously.***

ATTEST:

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Robert W. Hites, Town Manager

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Gary Caldwell, Mayor

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Eddie Ward, Town Clerk

**MINUTES OF THE TOWN OF WAYNESVILLE BOARD OF ALDERMEN**  
**Special Meeting**  
**September 17, 2021**

**THE WAYNESVILLE BOARD OF ALDERMEN** held a special meeting on Friday September 17, 2021 at 3:00 pm. 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 3:03 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  
Martha Bradley, Town Attorney

The following media representative was present:

No media representatives were present

Mayor Gary Caldwell welcomed everyone and asked Town Manager Rob Hites to proceed with the continuation of the Public Hearing from September 13, 2021.

Manager Hites explained to the Board that Alderman Dickson had asked the staff to investigate the refinancing of Fire Station #1, and the Public Services garage. The Fire Station loan is a USDA loan with a 4.5% interest rate for 40 years, and the Public Services Garage loan has a 2.09% interest rate with a balance of \$910,000.00 balance.

BB&T bank has proposed to finance the USDA loan for the Fire Station at 1.99% with semi-annual payments, and a \$5,900.00 one-time charge. The payoff for both would be \$1,887,948.00, with a savings of 1, 000,485.00 over the life of the loan.

Manager Hites said that for the Public Services Building BB&T had proposed a 2.19% interest rate, which is higher than the current rate, for 15 years. At that rate the Town would loose \$49,845.00. In addition, the Town asked for a proposal from the bank to reimburse the General Fund

\$400,000.00 that was paid for the land for the Fire Department, and to purchase a Tanker Truck for \$378,000.00.

Manager Hites asked the Board to approve a Resolution for an application to the Local Government Commission for its approval of the Town financing \$2,600,000.00 based on the terms provided by BB&T. This Resolution would take effect immediately.

Alderman Feichter clarified that this amount would not include refinancing the loan for the Public Services Building.

Attorney Martha Bradley asked if there was anyone who wished to speak in the continued Public Hearing. No one spoke. The Public Hearing was closed at 3:10 pm

***A motion was made by Alderman Chuck Dickson, seconded by Alderman Jon Feichter, to approve Resolution R-07-21 supporting an application to the Local Government Commission for its approval of a Town financing agreement-2021 Property Acquisition for a Fire Station, Tanker Truck financing , and refinancing of existing loan. The motion carried unanimously.***

Mayor Caldwell asked about the next steps concerning the Downtown Waynesville Association. Manager Hites said that at the next Board meeting, he will be providing options for making the transition. Alderman Sutton suggested have a letter from the Town requesting funds for the interim Director's salary by the next DWA meeting next week.

## **I. ADJOURN**

***With no further business, a motion was made by Alderwoman Julia Freeman, seconded by Alderman Jon Feichter to adjourn the meeting at 3:17 pm. The motion carried unanimously.***

ATTEST:

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Robert W. Hites, Town Manager

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Gary Caldwell, Mayor

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Eddie Ward, Town Clerk

**TOWN OF WAYNESVILLE BOARD OF ALDERMEN**  
**REQUEST FOR BOARD ACTION**  
**Meeting Date: September 28, 2021**

**SUBJECT:** Hazelwood Halloween Festival Special Event Permit

**AGENDA INFORMATION:**

**Agenda Location:** Consent Agenda  
**Item Number:**  
**Department:** Administration  
**Contact:** Jesse Fowler, Assistant Town Manager  
**Presenter:** Jesse Fowler, Assistant Town Manager

**BRIEF SUMMARY:**

- *Hazelwood Halloween Festival (October 30, 2021):* This will be the first time this event has been held. This event will be similar to “Trunk or Treat”. Parent will be able to bring their children to Hazelwood to safely trick or treat with the Hazelwood merchants. This event will require street closures at the intersections of Hazelwood Avenue/Brown Avenue and Hazelwood Avenue/Riverbend Street.

**MOTION FOR CONSIDERATION:** Motion to approve the Special Event Application for the Hazelwood Halloween Festival and any letters of support that may be required by the North Carolina Department of Transportation.

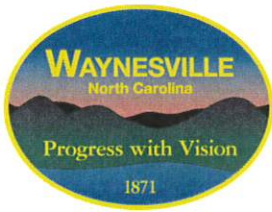
**FUNDING SOURCE/IMPACT:** None

**ATTACHMENTS:**

- Hazelwood Halloween Festival Special Event Permit

**MANAGER’S COMMENTS AND RECOMMENDATIONS:**





# Application for Special Events Permit

## I. General Information

EVENT NAME:

Hazel-ween Fest

EVENT DATE(S):

Oct. 30, 2021

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

LOCATION

Hazelwood Ave

IF THIS EVENT IS A PARADE  
OR ROAD RACE

Please provide a full route description and map

SET-UP TIME (START/END):

4pm - 5pm  
~~4:30pm - 8:30pm~~

EVENT HOURS:

5pm - 7pm

DISMANTLE HOURS  
(START/END):

7pm - 8pm

ESTIMATED ATTENDANCE:

New Event Unsure

BASIS ON WHICH THIS ESTIMATE IS  
MADE:

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

Please attach proof of insurance (or applicable rider).

## II. Applicant and Sponsoring Organization Information

SPONSORING ORGANIZATION  
NAME:

ARE YOU A NON PROFIT  
CORPORATION?

No

Yes

If yes,  
are you

501c(3)

501c(6)

Place of  
Worship

APPLICANT  
NAME:

B. Alex McKay

TITLE:

ADDRESS:

343 Hazelwood Ave. CITY: Waynesville STATE: NC ZIP 28786

PHONE:

(828) 246-8528

FAX#:

N/A

EMAIL:

Waynesville.archive@yahoo.com

ON-SITE  
CONTACT:

B. Alex McKay

TITLE:

ADDRESS:

343 Hazelwood Ave.

PHONE #:

(828) 246-8528

CELL PHONE #:

EMAIL:

Waynesville.archive@yahoo.com

**III. Brief Description of Event**

Event similar to Waynesville's "Trunk or Treat" where Parents bring Children to safely Trick or Treat. Hazelwood Merchants along with Police and Fire Departments hand out Candy.

**IV. Street Closure Request (Attach map of the Street Closure)**

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

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

1. Hazelwood Ave. at Brown Ave.
2. Hazelwood Ave. at Riverbend St.
- 3.

**V. Event Details**

YES NO

- ☐ ☒ Does the event involve the sale or use of alcoholic beverages?  
If yes, has the ABC permit been obtained? Yes ☐ No ☐ Please provide a graphic of the area where alcoholic beverages will be purchased or consumed (i.e. beer garden layout)
- ☐ ☒ Does the event involve the sale of food? \_\_\_\_\_  
If "YES", has the health department been notified? \_\_\_\_\_ Have you applied for a temporary permit? \_\_\_\_\_
- ☐ ☒ Does the event involve the sale of non-food items? If "YES" have you applied for a privilege license? \_\_\_\_\_
- ☒ ☐ Will there be musical entertainment at your event? IF "YES" provide the following information:  
Number of Stages: None, only DJ Number of Band(s): \_\_\_\_\_ Amplification? \_\_\_\_\_  
Note: If amplification is used, you will be required to perform a pretest for compliance with the noise ordinance.
- ☐ ☒ Do you plan to use an existing occupied building? Address \_\_\_\_\_
- ☐ ☒ Do you plan to use an existing vacant building? Address \_\_\_\_\_
- ☐ ☒ Will there be any tents or canopies in the proposed event site? Please provide the following information:  
→ maybe Police & Fire  
Approx. Number of Tents: \_\_\_\_\_ Will any tent exceed 400 sq. feet in area? ☐ NO ☐ YES
- ☐ ☒ Does the event involve the use of pyrotechnics? Explain \_\_\_\_\_
- ☐ ☒ Will you provide portable toilets for the general public attending your event? IF SO, how many and where will they be located? \_\_\_\_\_
- ☒ ☐ Will you require electrical hookup for the event? Generators? \_\_\_\_\_
- ☐ ☒ Will you require access to water for the event? Explain \_\_\_\_\_
- ☐ ☒ Will admission fees be charged to attend this event? If "YES", provide the amount(s) of all tickets. \_\_\_\_\_
- ☐ ☒ Will fees be charged to vendors to participate in this event? If "YES", please provide the amount(s). \_\_\_\_\_
- ☐ ☐ Will signs and/or banners be displayed as part of the event? If "YES" have you applied for a sign permit? \_\_\_\_\_
- ☐ ☒ Will inflatable parade balloons be used for the event? Provide details if necessary.

## VI. Additional Questions

How will parking be accommodated for this event?

Surrounding Parking at Closed Businesses

ie Dr. Brown's Office, churches, Haywood Bedding,

Notes:

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

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

I have a group of Community members

helping with decorations and Cleanup

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

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

**Return to:**

**Jesse Fowler, Assistant Town Manager**

**Town of Waynesville**

**16 S. Main Street, P.O. Box 100, Waynesville, NC 28786**

**Telephone: (828) 452-2491**

**Fax No.: (828) 456-2000**

**Email Address: [jfowler@waynesvillenc.gov](mailto:jfowler@waynesvillenc.gov)**

## VIII. Special Information for Applicants

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

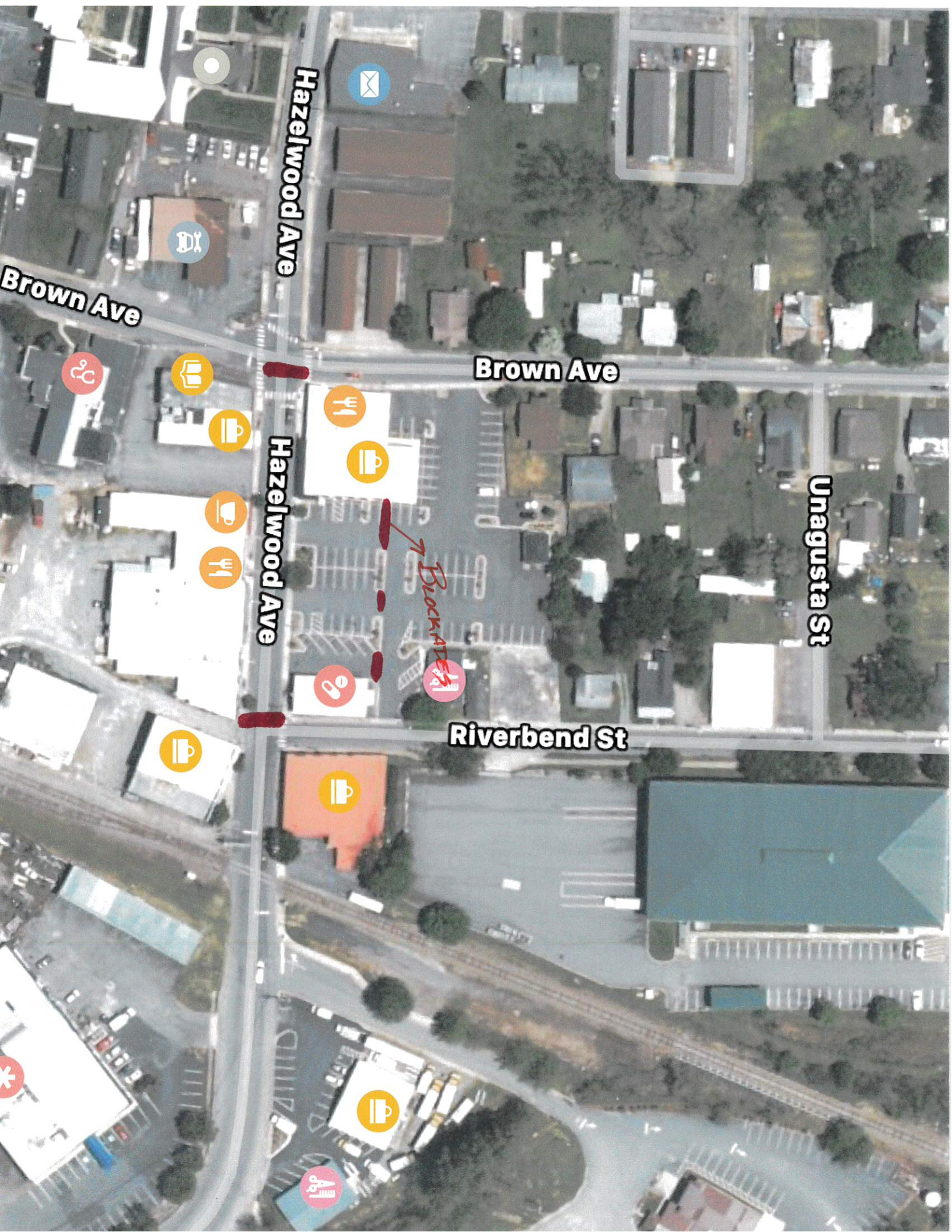
## FOR INTERNAL USE ONLY:

Application received

Application approved

Application denied





Hazelwood Ave

Brown Ave

Brown Ave

Unagusta St

Hazelwood Ave

Riverbend St

BlackBerry





# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

09/13/2021

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

| <b>PRODUCER</b><br>General Insurance Services<br>PO Box 840<br>Waynesville NC 28786 | <b>CONTACT NAME:</b> Melissa Leatherwood<br><b>PHONE (A/C, No, Ext):</b> 828-452-2801 <b>FAX (A/C, No):</b> 828-452-2804<br><b>E-MAIL ADDRESS:</b> mleatherwood@giswnc.net  |                               |        |   |       |            |  |            |  |            |  |            |  |            |  |
|---|---|-------------------------------|--------|---|-------|------------|--|------------|--|------------|--|------------|--|------------|--|
| <b>INSURED</b><br>Alex McKay<br>343 Hazelwood Ave<br>Waynesville NC 28786           | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="text-align: left;">INSURER(S) AFFORDING COVERAGE</th> <th style="text-align: left;">NAIC #</th> </tr> <tr> <td>INSURER A: United States Liability Insurance Co</td> <td>25895</td> </tr> <tr> <td>INSURER B:</td> <td></td> </tr> <tr> <td>INSURER C:</td> <td></td> </tr> <tr> <td>INSURER D:</td> <td></td> </tr> <tr> <td>INSURER E:</td> <td></td> </tr> <tr> <td>INSURER F:</td> <td></td> </tr> </table> | INSURER(S) AFFORDING COVERAGE | NAIC # | INSURER A: United States Liability Insurance Co | 25895 | INSURER B: |  | INSURER C: |  | INSURER D: |  | INSURER E: |  | INSURER F: |  |
| INSURER(S) AFFORDING COVERAGE   | NAIC #  |                               |        |   |       |            |  |            |  |            |  |            |  |            |  |
| INSURER A: United States Liability Insurance Co                                     | 25895   |                               |        |   |       |            |  |            |  |            |  |            |  |            |  |
| INSURER B:  |   |                               |        |   |       |            |  |            |  |            |  |            |  |            |  |
| INSURER C:  |   |                               |        |   |       |            |  |            |  |            |  |            |  |            |  |
| INSURER D:  |   |                               |        |   |       |            |  |            |  |            |  |            |  |            |  |
| INSURER E:  |   |                               |        |   |       |            |  |            |  |            |  |            |  |            |  |
| INSURER F:  |   |                               |        |   |       |            |  |            |  |            |  |            |  |            |  |

**COVERAGES****CERTIFICATE NUMBER:****REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

| INSR LTR | TYPE OF INSURANCE  | ADDL INSR | SUBR WVD | POLICY NUMBER | POLICY EFF (MM/DD/YYYY) | POLICY EXP (MM/DD/YYYY) | LIMITS                                    |
|----------|--|-----------|----------|---------------|-------------------------|-------------------------|---|
| A        | GENERAL LIABILITY  |           |          | SE1025775     | 10/30/2021              | 11/01/2021              | EACH OCCURRENCE                           |
|          | <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY   |           |          |               |                         |                         | DAMAGE TO RENTED PREMISES (Ea occurrence) |
|          | <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR                           |           |          |               |                         |                         | MED EXP (Any one person)                  |
|          | GEN'L AGGREGATE LIMIT APPLIES PER:   |           |          |               |                         |                         |   |
|          | <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC |           |          |               |                         |                         | GENERAL AGGREGATE                         |
|          |  |           |          |               |                         |                         | PRODUCTS - COMP/OP AGG                    |
|          |  |           |          |               |                         |                         | \$  |
|          | AUTOMOBILE LIABILITY   |           |          |               |                         |                         | COMBINED SINGLE LIMIT (Ea accident)       |
|          | ANY AUTO   |           |          |               |                         |                         | BODILY INJURY (Per person)                |
|          | ALL OWNED AUTOS  |           |          |               |                         |                         | BODILY INJURY (Per accident)              |
|          | HIRED AUTOS  |           |          |               |                         |                         | PROPERTY DAMAGE (Per accident)            |
|          |  |           |          |               |                         |                         | \$  |
|          | UMBRELLA LIAB  |           |          |               |                         |                         | EACH OCCURRENCE                           |
|          | EXCESS LIAB  |           |          |               |                         |                         | AGGREGATE                                 |
|          | DED  |           |          |               |                         |                         | \$  |
|          | RETENTION \$   |           |          |               |                         |                         | \$  |
|          | WORKERS COMPENSATION AND EMPLOYERS' LIABILITY  |           |          |               |                         |                         | WC STATU-TORY LIMITS                      |
|          | ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)                              |           |          |               |                         |                         | E.L. EACH ACCIDENT                        |
|          | If yes, describe under DESCRIPTION OF OPERATIONS below   |           |          |               |                         |                         | E.L. DISEASE - EA EMPLOYEE                |
|          |  |           |          |               |                         |                         | E.L. DISEASE - POLICY LIMIT               |
|          |  |           |          |               |                         |                         | \$  |

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)  
 Trick or Treat Event

**CERTIFICATE HOLDER****CANCELLATION**

|  |   |
|--|---|
| Town of Waynesville<br>Attn: Jesse Fowler<br>16 S. Main Street<br>Waynesville NC 28786 | <p>SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.</p> <p>AUTHORIZED REPRESENTATIVE</p> <p style="text-align: center;"><i>Danielle Swade</i></p> |
|--|---|

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**TOWN OF WAYNESVILLE BOARD OF ALDERMEN  
REQUEST FOR BOARD ACTION  
Meeting Date: September 28, 2021**

**SUBJECT:** Haywood County TDA 1% Zip Code Year End Report

**AGENDA INFORMATION:**

|                  |                     |
|------------------|---------------------|
| Agenda Location: | <b>PRESENTATION</b> |
| Item Number:     | <b>D2</b>           |
| Department:      | Haywood County TDA  |
| Contact:         | Lynn Collins        |
| Presenter:       | Lynn Collins        |

**BRIEF SUMMARY:**

Presentation on the collections and disbursements of the TOA J% funding for the 28785/28786 zip codes for the 20/21 budget year.

**MOTION FOR CONSIDERATION:** NA

**FUNDING SOURCE/IMPACT:** (must have approval by Finance Director prior to submission to the Board)

\_\_\_\_\_  
Finance Director

\_\_\_\_\_  
Date

**ATTACHMENTS:** Yes

**MANAGER'S COMMENTS AND RECOMMENDATIONS:**

# WAYNESVILLE 1% YEAR END REPORT

VISITNC  SMOKIES



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

|    | A           | B           | C           | D        | E         | F           | G        |
|----|-------------|-------------|-------------|----------|-----------|-------------|----------|
| 1  |             | 2020-2021   | 2020-2021   | % Change | 2020-2021 | 2019-2020   | % Change |
| 2  |             | Occupancy   | Occupancy   | Compared | Occupancy | Occupancy   | Compared |
| 3  |             | Tax         | Tax         | To       | Tax       | Tax         | To       |
| 4  |             | Projections | Actual      | Budget   | Penalties | Actual      | Previous |
| 5  |             | REVISED     |             |          |           |             | Year     |
| 6  |             |             |             |          |           |             |          |
| 7  | July        | \$136,473   | \$173,533   | 27%      | \$413     | \$155,055   | 13%      |
| 8  | August      | \$106,510   | \$173,664   | 63%      | \$118     | \$133,405   | 30%      |
| 9  | September   | \$120,461   | \$172,717   | 43%      | \$527     | \$131,589   | 31%      |
| 10 | October     | \$157,215   | \$221,520   | 41%      | \$334     | \$169,745   | 31%      |
| 11 | November    | \$91,367    | \$128,278   | 40%      | \$234     | \$111,387   | 15%      |
| 12 | December    | \$66,910    | \$117,856   | 76%      | \$242     | \$78,487    | 50%      |
| 13 | January     | \$50,376    | \$107,520   | 113%     | \$1,264   | \$66,237    | 62%      |
| 14 | February    | \$45,414    | \$112,223   | 147%     | \$256     | \$61,711    | 82%      |
| 15 | March       | \$47,444    | \$131,644   | 177%     | \$447     | \$27,326    | 382%     |
| 16 | April       | \$58,990    | \$156,955   | 166%     | \$748     | \$5,536     | 1835%    |
| 17 | May         | \$95,469    | \$171,515   | 180%     | \$225     | \$58,909    | 291%     |
| 18 | June        | \$130,809   | \$221,387   | 169%     | \$122     | \$134,487   | 165%     |
| 19 |             |             |             |          |           |             |          |
| 20 | Total Proj. | \$1,107,438 | \$1,888,811 | 171%     | \$4,930   | \$1,133,874 | 167%     |
| 21 |             |             |             |          |           |             |          |
| 22 |             |             |             |          |           |             |          |



2020/2021  
1% NET OCCUPANCY TAX REPORT REVISED

|  | ACTUAL     | PROJECTED  | ACTUAL           | ACTUAL    | PROJECTED | ACTUAL    | ACTUAL    | PROJECTED | ACTUAL    | ACTUAL     | PROJECTED  | ACTUAL     | ACTUAL      | PROJECTED   | ACTUAL      |
|--|------------|------------|------------------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|------------|-------------|-------------|-------------|
|  | 28716      | 28716      | 28716            | 28721     | 28721     | 28721     | 28745     | 28745     | 28745     | 28751      | 28751      | 28751      | 28785 &     | 28785 &     | 28785 &     |
|  | CANTON     | CANTON     | CANTON           | CLYDE     | CLYDE     | CLYDE     | LAKE      | LAKE      | LAKE      | MAGGIE     | MAGGIE     | MAGGIE     | 28786       | 28786       | 28786       |
|  |            |            |                  |           |           |           | JUNALUSKA | JUNALUSKA | JUNALUSKA | VALLEY     | VALLEY     | VALLEY     | WAYNESVILLE | WAYNESVILLE | WAYNESVILLE |
|  | 20/21      | 20/21      | 19/20            | 20/21     | 20/21     | 19/20     | 20/21     | 20/21     | 19/20     | 20/21      | 20/21      | 19/20      | 20/21       | 20/21       | 19/20       |
| July 2020 Received September 2020              | \$ 4,772   | \$ 2,978   | \$ 3,628         | \$ 2,930  | \$ 2,131  | \$ 1,445  | \$ 3,948  | \$ 3,240  | \$ 5,719  | \$ 28,398  | \$ 23,104  | \$ 27,434  | \$ 17,933   | \$ 12,684   | \$ 13,704   |
| August 2020 Received October 2020              | \$ 4,854   | \$ 2,660   | \$ 3,328         | \$ 3,376  | \$ 2,944  | \$ 1,324  | \$ 3,873  | \$ 3,960  | \$ 5,314  | \$ 26,564  | \$ 16,735  | \$ 20,884  | \$ 19,260   | \$ 11,139   | \$ 13,754   |
| September 2020 Received November 2020          | \$ 4,775   | \$ 3,659   | \$ 3,885         | \$ 2,921  | \$ 2,358  | \$ 1,394  | \$ 3,723  | \$ 3,330  | \$ 5,298  | \$ 27,746  | \$ 19,168  | \$ 20,685  | \$ 18,584   | \$ 11,602   | \$ 12,798   |
| October 2020 Received December 2020            | \$ 5,094   | \$ 3,724   | \$ 3,876         | \$ 3,389  | \$ 2,629  | \$ 1,441  | \$ 5,690  | \$ 4,178  | \$ 6,427  | \$ 37,011  | \$ 24,676  | \$ 26,056  | \$ 22,767   | \$ 17,098   | \$ 18,865   |
| November 2020 Received January 2021            | \$ 3,559   | \$ 2,572   | \$ 2,725         | \$ 2,843  | \$ 1,105  | \$ 1,445  | \$ 2,166  | \$ 2,138  | \$ 3,997  | \$ 20,407  | \$ 13,098  | \$ 16,018  | \$ 13,863   | \$ 10,740   | \$ 13,617   |
| December 2020 Received February 2021           | \$ 3,033   | \$ 1,667   | \$ 1,974         | \$ 2,308  | \$ 1,028  | \$ 1,589  | \$ 1,965  | \$ 990    | \$ 1,980  | \$ 21,039  | \$ 11,827  | \$ 13,077  | \$ 11,021   | \$ 6,419    | \$ 7,837    |
| January 2021 Received March 2021               | \$ 2,589   | \$ 1,204   | \$ 1,365         | \$ 2,465  | \$ 1,091  | \$ 1,355  | \$ 1,167  | \$ 932    | \$ 1,865  | \$ 18,209  | \$ 8,395   | \$ 10,530  | \$ 11,832   | \$ 5,076    | \$ 7,159    |
| February 2021 Received April 2021              | \$ 2,796   | \$ 1,388   | \$ 1,722         | \$ 2,499  | \$ 738    | \$ 1,097  | \$ 1,672  | \$ 1,136  | \$ 1,734  | \$ 19,182  | \$ 7,574   | \$ 10,288  | \$ 11,514   | \$ 4,468    | \$ 5,961    |
| March 2021 Received May 2021                   | \$ 4,215   | \$ 1,742   | \$ 1,022         | \$ 2,840  | \$ 694    | \$ 338    | \$ 1,634  | \$ 1,824  | \$ 447    | \$ 20,372  | \$ 6,892   | \$ 4,544   | \$ 14,969   | \$ 4,743    | \$ 2,789    |
| April 2021 Received June 2021                  | \$ 4,656   | \$ 1,862   | \$ 442           | \$ 2,920  | \$ 595    | \$ 90     | \$ 2,725  | \$ 2,034  | \$ 33     | \$ 25,190  | \$ 8,724   | \$ 599     | \$ 17,076   | \$ 6,508    | \$ 719      |
| May 2021 Received July 2021 (unavailable)      | \$ 4,509   | \$ 2,592   | \$ 1,656         | \$ 2,251  | \$ 1,812  | \$ 1,369  | \$ 4,799  | \$ 3,343  | \$ 602    | \$ 25,679  | \$ 13,902  | \$ 9,435   | \$ 20,009   | \$ 10,264   | \$ 6,639    |
| June 2021 Received August 2021 (unavailable)   | \$ 6,303   | \$ 3,511   | \$ 4,377         | \$ 3,453  | \$ 2,184  | \$ 2,699  | \$ 5,374  | \$ 5,815  | \$ 1,773  | \$ 35,251  | \$ 20,199  | \$ 21,357  | \$ 23,455   | \$ 12,348   | \$ 14,770   |
|  |            |            |                  |           |           |           |           |           |           |            |            |            |             |             |             |
|  |            |            |                  |           |           |           |           |           |           |            |            |            |             |             |             |
| Budget Totals                                  | \$ 51,155  | \$ 29,559  | \$ 30,000        | \$ 34,195 | \$ 19,309 | \$ 15,586 | \$ 38,736 | \$ 32,920 | \$ 35,189 | \$ 305,048 | \$ 174,294 | \$ 180,907 | \$ 202,283  | \$ 113,089  | \$ 118,612  |
|  |            |            |                  |           |           |           |           |           |           |            |            |            |             |             |             |
|  |            |            |                  |           |           |           |           |           |           |            |            |            |             |             |             |
|  | Projected  | YTD        | YTD vs Projected |           |           |           |           |           |           |            |            |            |             |             |             |
| Total 1% Collections for 20/21                 | \$ 369,171 | \$ 631,417 | 171%             |           |           |           |           |           |           |            |            |            |             |             |             |
|  |            |            |                  |           |           |           |           |           |           |            |            |            |             |             |             |
|  |            |            |                  |           |           |           |           |           |           |            |            |            |             |             |             |
| Comparison of YTD Actual vs Total Projected    | 173%       |            |                  | 177%      |           |           | 118%      |           |           | 175%       |            |            | 179%        |             |             |
|  |            |            |                  |           |           |           |           |           |           |            |            |            |             |             |             |
| Comparison of June Actual vs June Projected    | 180%       |            |                  | 158%      |           |           | 92%       |           |           | 175%       |            |            | 190%        |             |             |
|  |            |            |                  |           |           |           |           |           |           |            |            |            |             |             |             |
| Comparison of YTD Actual vs Total Actual 19/20 | 171%       |            |                  | 219%      |           |           | 110%      |           |           | 169%       |            |            | 171%        |             |             |
|  |            |            |                  |           |           |           |           |           |           |            |            |            |             |             |             |
| % Share of YTD 1% Total Collections            | 8%         |            |                  | 6%        |           |           | 6%        |           |           | 48%        |            |            | 32%         |             |             |

**Projects Funded Through The 1% Zip Code Funding  
28785/28786  
July 1, 2020 – June 30, 2021**

|  |                     |
|--|---------------------|
| Shelton House Event Space Enhancements       | \$ 18,973.71        |
| Smoky Mtn. Event Center Stage & Pipe & Drape | \$ 10,000.00        |
| Historic Frog Level Lighting (TOW)           | \$ 5,500.00         |
| Marketing for Historic Farmers Market        | \$ 3,000.00         |
| Marketing for HART Re-Opening                | \$ 2,000.00         |
| DWA Night Before Christmas                   | \$ 1,500.00         |
| Waynesville Zip Code Destination Marketing   | <u>\$ 99,520.00</u> |
| <b>TOTAL</b>                                 | <b>\$140,493.71</b> |

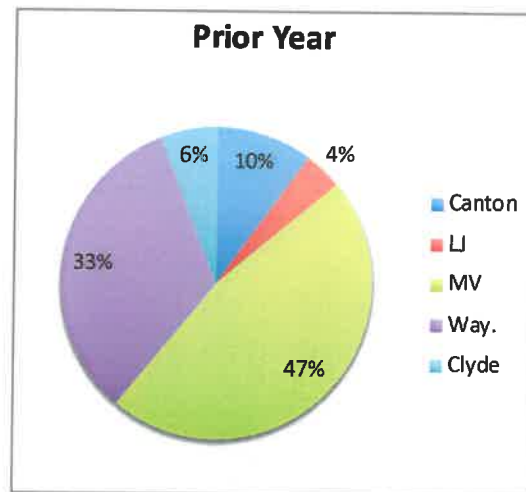
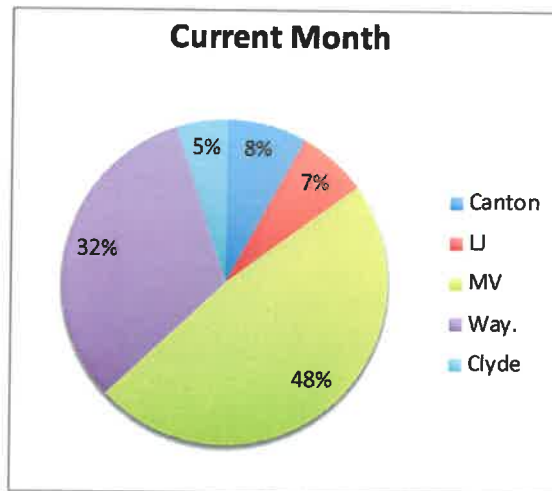
\*Several other projects had been awarded funding but were cancelled due to Covid. That funding will carryover into the 28785/86 Zip Code Fund for the 21/22 budget year.

**Haywood County Tourism Development Authority  
Occupancy Tax Distribution Information  
June 2021**

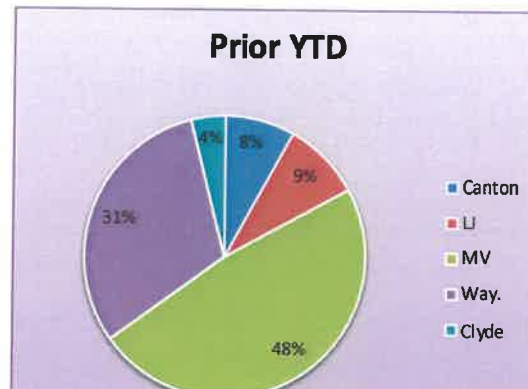
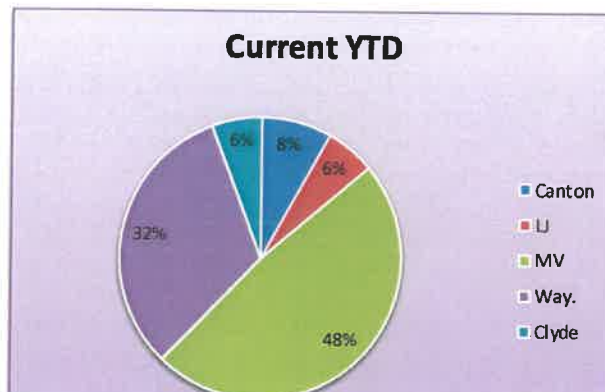
| <b>Active Account Performance</b> |            |            | <b>Variance</b> |
|-----------------------------------|------------|------------|-----------------|
|                                   | June 2021  | June 2020  |                 |
| Canton                            | 31         | 35         | -11%            |
| Clyde                             | 21         | 21         | 0%              |
| Lake Junaluska                    | 18         | 20         | -10%            |
| Maggie Valley                     | 172        | 180        | -4%             |
| Waynesville                       | 111        | 120        | -7%             |
| <b>Total</b>                      | <b>353</b> | <b>376</b> | <b>-6%</b>      |

| <b>Distribution Comparison</b> |                | <b>Distribution Information</b>     |                     |
|--------------------------------|----------------|-------------------------------------|---------------------|
| Total Distribution <b>3%</b>   | \$221,386.67   | <b>Remittance Type</b>              | <b>Distrubution</b> |
| Distribution Previous Year     | (\$134,486.50) | Taxes Remitted for Period <b>4%</b> | \$298,163.86        |
| Difference                     | \$86,900.17    | Penalties                           | \$164.46            |
| Variance                       | 165%           | <b>Sub Total</b>                    | <b>\$298,328.32</b> |
|                                |                | Fee to County                       | (\$2,983.28)        |
|                                |                | <b>Total Distribution 4%</b>        | <b>\$295,345.04</b> |

**GROSS ROOM NIGHT SALES BREAKDOWN**



**GROSS ROOM NIGHT SALES YTD BREAKDOWN**



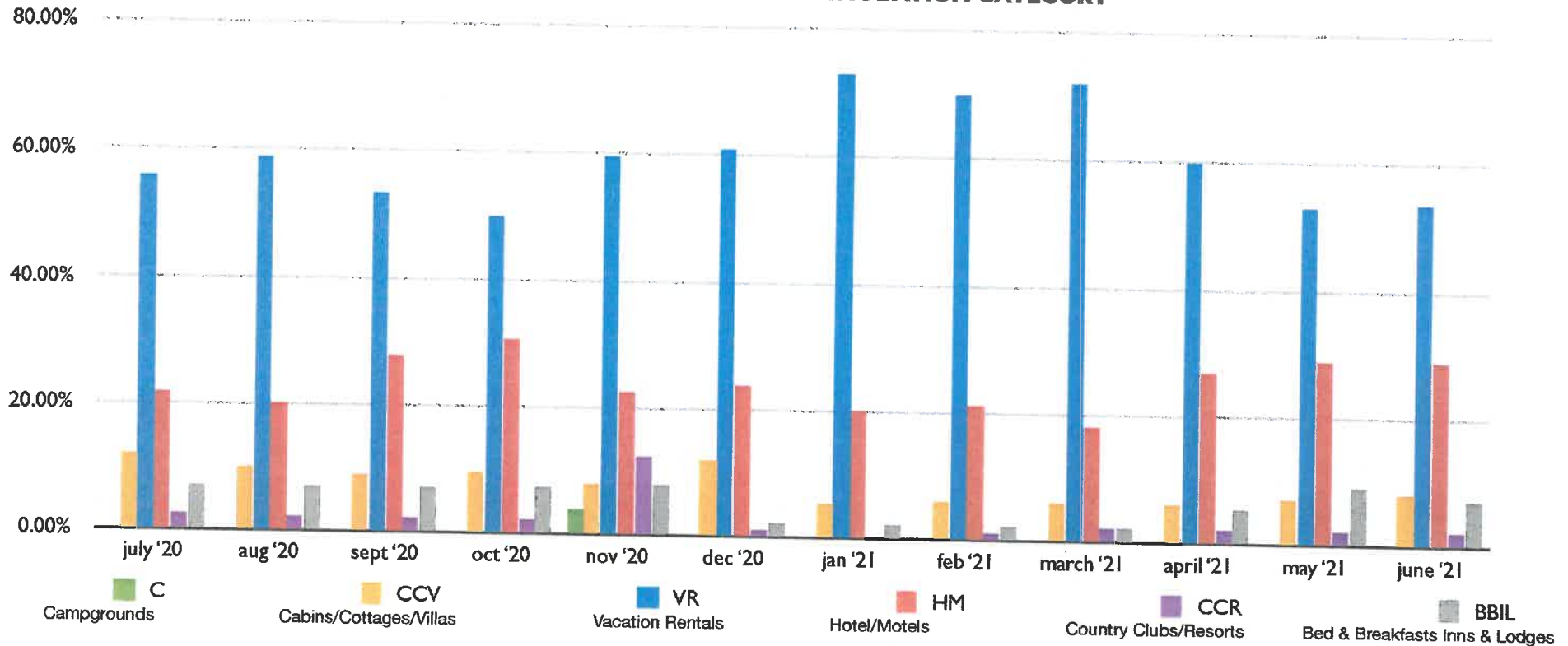
Sales: June, 21 Remittance: July, 21  
Distribution: August, 21

# 20/21 OCCUPANCY TAX BY CATEGORY

OCCUPANCY TAX JULY 2020 - JUNE 2021

| TYPE | JULY '20 | AUG '20 | SEPT '20 | OCT '20 | NOV '20 | DEC '20 | JAN '21 | FEB '21 | MARCH '21 | APRIL '21 | MAY '21 | JUNE '21 |
|------|----------|---------|----------|---------|---------|---------|---------|---------|-----------|-----------|---------|----------|
| C    | 0.05%    | 0.00%   | 0.05%    | 0.04%   | 3.80%   | 0.00%   | 0.00%   | 0.00%   | 0.00%     | 0.04%     | 0.00%   | 0.00%    |
| CCV  | 12.00%   | 10.00%  | 9.00%    | 9.60%   | 7.89%   | 12.00%  | 5.00%   | 6.00%   | 6.00%     | 6.00%     | 7.00%   | 8.00%    |
| VR   | 56.00%   | 59.00%  | 53.50%   | 50.20%  | 59.69%  | 61.00%  | 73.00%  | 70.00%  | 72.00%    | 60.00%    | 53.00%  | 54.00%   |
| HM   | 22.00%   | 20.00%  | 28.00%   | 30.60%  | 22.58%  | 24.00%  | 20.00%  | 21.00%  | 18.00%    | 27.00%    | 29.00%  | 29.00%   |
| CCR  | 2.50%    | 2.00%   | 2.00%    | 2.10%   | 12.40%  | 1.00%   | 0.00%   | 1.00%   | 2.00%     | 2.00%     | 2.00%   | 2.00%    |
| BBIL | 7.00%    | 7.00%   | 7.00%    | 7.20%   | 8.00%   | 2.00%   | 2.00%   | 2.00%   | 2.00%     | 5.00%     | 9.00%   | 7.00%    |

OCCUPANCY TAX BY ACCOMMODATION CATEGORY





Occupancy Tax 1984 - Present

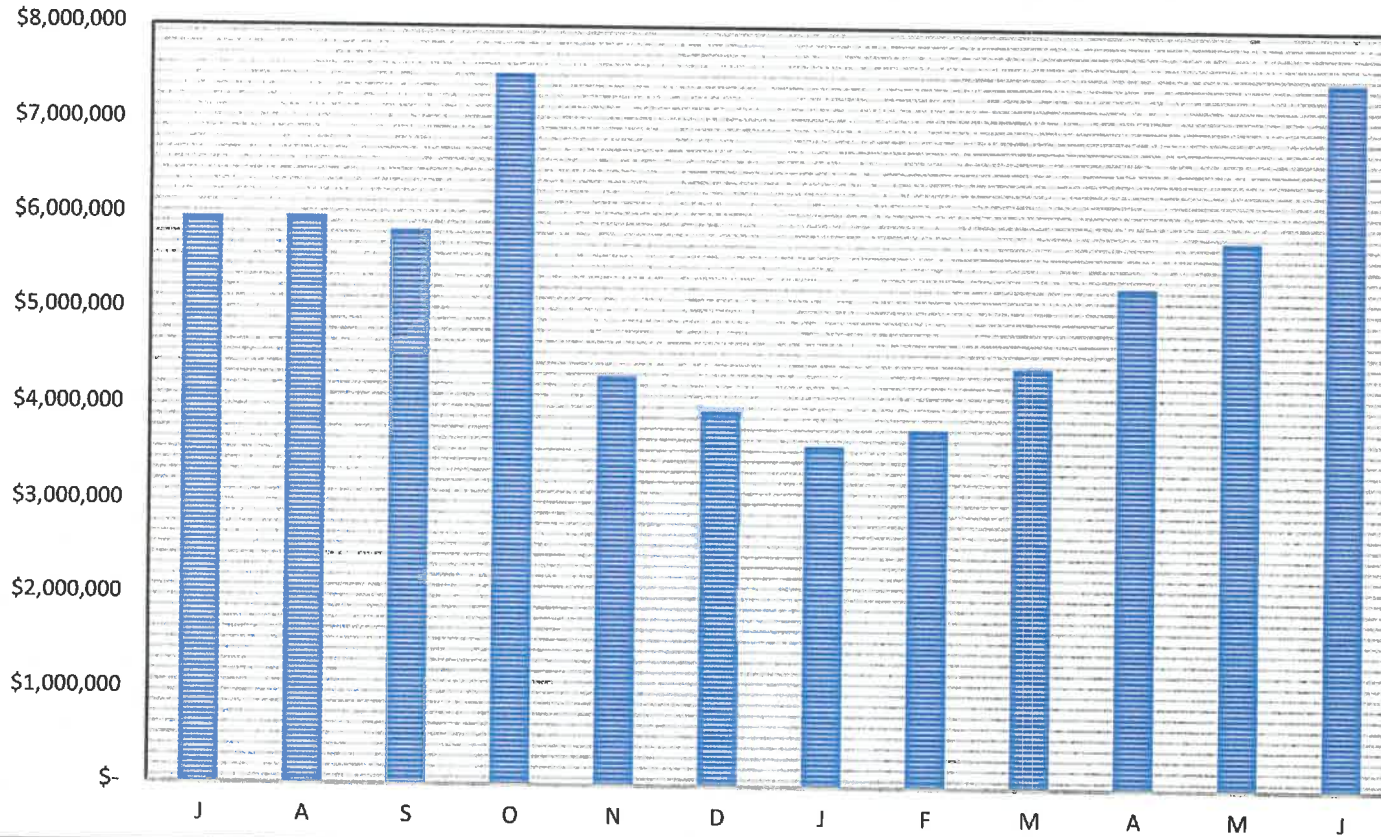
| 2%        | 83-84    | 84-85     | 85-86     | 86-87     |
|-----------|----------|-----------|-----------|-----------|
| JULY      |          | \$23,708  | \$23,904  | \$26,606  |
| AUGUST    |          | \$23,166  | \$24,078  | \$27,227  |
| SEPTEMBER |          | \$15,723  | \$15,997  | \$16,173  |
| OCTOBER   |          | \$19,096  | \$22,195  | \$22,871  |
| NOVEMBER  |          | \$3,838   | \$3,702   | \$5,341   |
| DECEMBER  |          | \$2,708   | \$3,368   | \$2,307   |
| JANUARY   | \$2,264  | \$2,317   | \$2,817   | \$5,996   |
| FEBRUARY  | \$3,176  | \$2,687   | \$2,332   | \$5,959   |
| MARCH     | \$3,268  | \$3,061   | \$3,541   | \$6,738   |
| APRIL     | \$6,968  | \$7,381   | \$7,744   | \$10,486  |
| MAY       | \$8,666  | \$10,724  | \$11,655  | \$20,513  |
| JUNE      | \$16,650 | \$18,873  | \$20,125  | \$36,320  |
| TOTAL     | \$40,992 | \$133,282 | \$141,458 | \$186,537 |

| 3%        | 87-88     | 88-89     | 89-90     | 90-91     | 91-92     | 92-93     | 93-94     | 94-95     | 95-96     | 96-97     | 97-98     | 98-99     | 99-00     | 00-01     | 01 -02    | 02 -03    | 03 -04    | 04 -05    | 05 -06    | 06 -07    |
|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| JULY      | \$43,702  | \$55,655  | \$57,789  | \$59,594  | \$71,675  | \$68,728  | \$75,195  | \$74,042  | \$81,399  | \$82,128  | \$82,904  | \$94,264  | \$106,681 | \$112,650 | \$104,805 | \$100,787 | \$94,839  | \$107,241 | \$108,782 | \$105,949 |
| AUGUST    | \$44,494  | \$49,316  | \$50,971  | \$52,478  | \$57,114  | \$60,475  | \$57,218  | \$63,884  | \$69,456  | \$75,634  | \$75,369  | \$78,690  | \$78,647  | \$74,222  | \$76,556  | \$79,740  | \$75,849  | \$66,849  | \$65,364  | \$73,007  |
| SEPTEMBER | \$32,152  | \$33,004  | \$35,974  | \$34,996  | \$40,128  | \$42,697  | \$46,964  | \$46,631  | \$52,088  | \$47,732  | \$46,580  | \$57,217  | \$68,158  | \$61,945  | \$63,134  | \$62,721  | \$59,065  | \$58,886  | \$62,734  | \$73,289  |
| OCTOBER   | \$45,621  | \$48,380  | \$49,151  | \$49,458  | \$51,709  | \$53,691  | \$61,979  | \$67,327  | \$67,611  | \$75,385  | \$77,276  | \$85,236  | \$89,042  | \$94,697  | \$90,651  | \$86,937  | \$91,566  | \$89,941  | \$91,238  | \$99,374  |
| NOVEMBER  | \$7,822   | \$9,029   | \$10,260  | \$10,383  | \$10,259  | \$10,034  | \$7,628   | \$15,999  | \$17,856  | \$20,357  | \$24,051  | \$30,051  | \$31,935  | \$31,411  | \$32,223  | \$34,983  | \$34,365  | \$31,909  | \$36,944  | \$37,346  |
| DECEMBER  | \$5,632   | \$6,210   | \$6,669   | \$6,054   | \$6,872   | \$14,905  | \$10,585  | \$12,167  | \$13,154  | \$14,368  | \$18,732  | \$21,429  | \$23,138  | \$24,229  | \$26,142  | \$27,867  | \$28,063  | \$30,767  | \$37,280  | \$40,536  |
| JANUARY   | \$6,351   | \$5,455   | \$5,084   | \$4,784   | \$5,807   | \$7,046   | \$7,628   | \$8,848   | \$8,519   | \$11,313  | \$15,991  | \$12,952  | \$17,180  | \$16,165  | \$16,108  | \$20,659  | \$19,722  | \$21,626  | \$25,013  | \$26,905  |
| FEBRUARY  | \$6,837   | \$5,192   | \$5,267   | \$5,778   | \$7,894   | \$8,176   | \$8,392   | \$11,024  | \$13,196  | \$12,831  | \$16,286  | \$15,175  | \$16,991  | \$17,982  | \$20,198  | \$18,643  | \$23,175  | \$23,124  | \$28,998  | \$31,067  |
| MARCH     | \$6,756   | \$9,818   | \$9,219   | \$10,508  | \$11,295  | \$10,882  | \$11,090  | \$13,966  | \$15,637  | \$16,653  | \$17,568  | \$18,634  | \$18,893  | \$19,690  | \$22,039  | \$19,968  | \$16,900  | \$21,193  | \$21,902  | \$24,956  |
| APRIL     | \$15,439  | \$15,853  | \$15,959  | \$17,658  | \$19,907  | \$20,732  | \$22,410  | \$25,853  | \$24,273  | \$23,872  | \$30,233  | \$32,109  | \$31,495  | \$35,153  | \$35,492  | \$30,906  | \$33,435  | \$33,238  | \$37,764  | \$38,095  |
| MAY       | \$21,358  | \$23,504  | \$25,680  | \$27,946  | \$28,755  | \$29,878  | \$33,197  | \$36,027  | \$38,991  | \$33,711  | \$44,135  | \$45,513  | \$47,801  | \$45,869  | \$50,475  | \$45,457  | \$49,848  | \$49,119  | \$52,522  | \$56,793  |
| JUNE      | \$36,917  | \$36,935  | \$44,338  | \$47,604  | \$47,942  | \$48,520  | \$52,428  | \$60,800  | \$61,350  | \$64,352  | \$72,505  | \$77,565  | \$79,214  | \$86,400  | \$83,669  | \$83,739  | \$76,897  | \$80,196  | \$84,588  | \$97,530  |
| TOTAL     | \$273,081 | \$298,351 | \$316,361 | \$327,241 | \$359,357 | \$375,764 | \$394,714 | \$436,568 | \$463,530 | \$478,336 | \$521,630 | \$568,835 | \$609,175 | \$620,413 | \$621,492 | \$612,407 | \$603,724 | \$614,089 | \$653,129 | \$704,847 |

| 4%        | 07 -08    | 08 -09    | 09 -10    | 10 -11    | 11 -12    | 12 -13    | 13-14     | 14-15       | 15-16       | 16-17       | 17-18       | 18-19       | 19-20       | 20-21       |
|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| JULY      | \$119,444 | \$159,495 | \$137,569 | \$145,990 | \$135,198 | \$137,947 | \$133,263 | \$142,655   | \$166,306   | \$191,526   | \$208,212   | \$203,959   | \$213,134   | \$238,533   |
| AUGUST    | \$99,841  | \$131,497 | \$117,782 | \$100,236 | \$93,646  | \$103,431 | \$116,162 | \$126,898   | \$125,654   | \$145,818   | \$169,913   | \$169,594   | \$183,375   | \$238,713   |
| SEPTEMBER | \$79,311  | \$87,440  | \$91,141  | \$89,438  | \$95,843  | \$90,510  | \$94,870  | \$95,747    | \$118,307   | \$143,632   | \$167,758   | \$155,249   | \$179,291   | \$233,067   |
| OCTOBER   | \$110,003 | \$132,396 | \$133,849 | \$134,624 | \$130,581 | \$136,495 | \$142,155 | \$151,235   | \$166,228   | \$200,681   | \$204,954   | \$214,612   | \$228,613   | \$298,343   |
| NOVEMBER  | \$46,439  | \$55,182  | \$43,621  | \$42,659  | \$47,080  | \$53,005  | \$60,419  | \$67,636    | \$81,833    | \$103,543   | \$106,654   | \$121,957   | \$150,046   | \$172,765   |
| DECEMBER  | \$39,365  | \$53,605  | \$54,350  | \$55,330  | \$50,958  | \$53,897  | \$58,161  | \$66,898    | \$64,892    | \$94,392    | \$98,016    | \$96,992    | \$105,707   | \$158,729   |
| JANUARY   | \$39,259  | \$41,875  | \$32,049  | \$38,460  | \$35,651  | \$34,897  | \$37,531  | \$42,020    | \$52,924    | \$48,009    | \$59,986    | \$76,960    | \$89,208    | \$144,809   |
| FEBRUARY  | \$41,147  | \$36,774  | \$35,892  | \$32,692  | \$36,109  | \$37,176  | \$38,257  | \$45,762    | \$55,888    | \$56,218    | \$52,597    | \$68,170    | \$83,112    | \$151,142   |
| MARCH     | \$31,274  | \$27,539  | \$24,597  | \$25,977  | \$29,368  | \$37,277  | \$36,329  | \$35,662    | \$53,782    | \$64,041    | \$75,078    | \$84,653    | \$36,803    | \$177,298   |
| APRIL     | \$49,773  | \$45,245  | \$41,406  | \$40,432  | \$41,440  | \$45,647  | \$53,249  | \$53,250    | \$70,257    | \$84,126    | \$89,550    | \$101,950   | \$7,456     | \$211,387   |
| MAY       | \$89,153  | \$70,170  | \$66,649  | \$74,350  | \$75,488  | \$93,520  | \$88,787  | \$99,318    | \$101,839   | \$120,395   | \$135,671   | \$150,073   | \$79,339    | \$230,997   |
| JUNE      | \$134,730 | \$111,445 | \$110,512 | \$113,614 | \$119,172 | \$131,194 | \$134,102 | \$135,308   | \$157,368   | \$178,049   | \$194,431   | \$197,065   | \$181,127   | \$298,164   |
| TOTAL     | \$879,739 | \$952,663 | \$889,417 | \$893,802 | \$890,534 | \$954,996 | \$993,285 | \$1,062,389 | \$1,215,278 | \$1,430,430 | \$1,562,820 | \$1,641,234 | \$1,537,211 | \$2,553,947 |

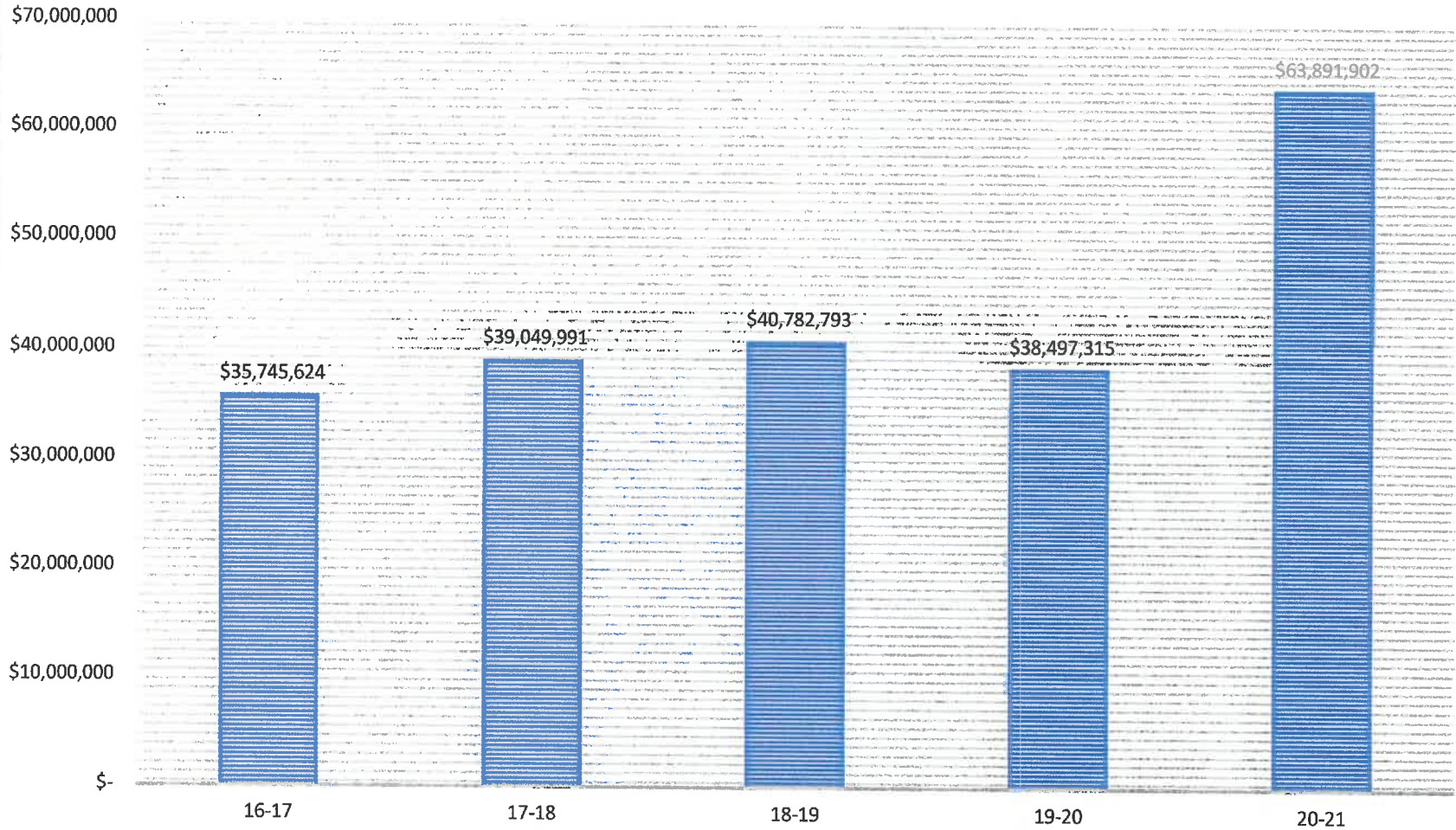


## 2020-2021 TOTAL GROSS SALES BY MONTH



|     |    |           |     |    |           |
|-----|----|-----------|-----|----|-----------|
| JUL | \$ | 5,959,108 | JAN | \$ | 3,609,872 |
| AUG | \$ | 5,966,398 | FEB | \$ | 3,790,288 |
| SEP | \$ | 5,834,829 | MAR | \$ | 4,433,409 |
| OCT | \$ | 7,500,429 | APR | \$ | 5,284,824 |
| NOV | \$ | 4,319,209 | MAR | \$ | 5,774,140 |
| DEC | \$ | 3,959,548 | JUN | \$ | 7,459,848 |

# GROSS SALES BY BUDGET YEAR

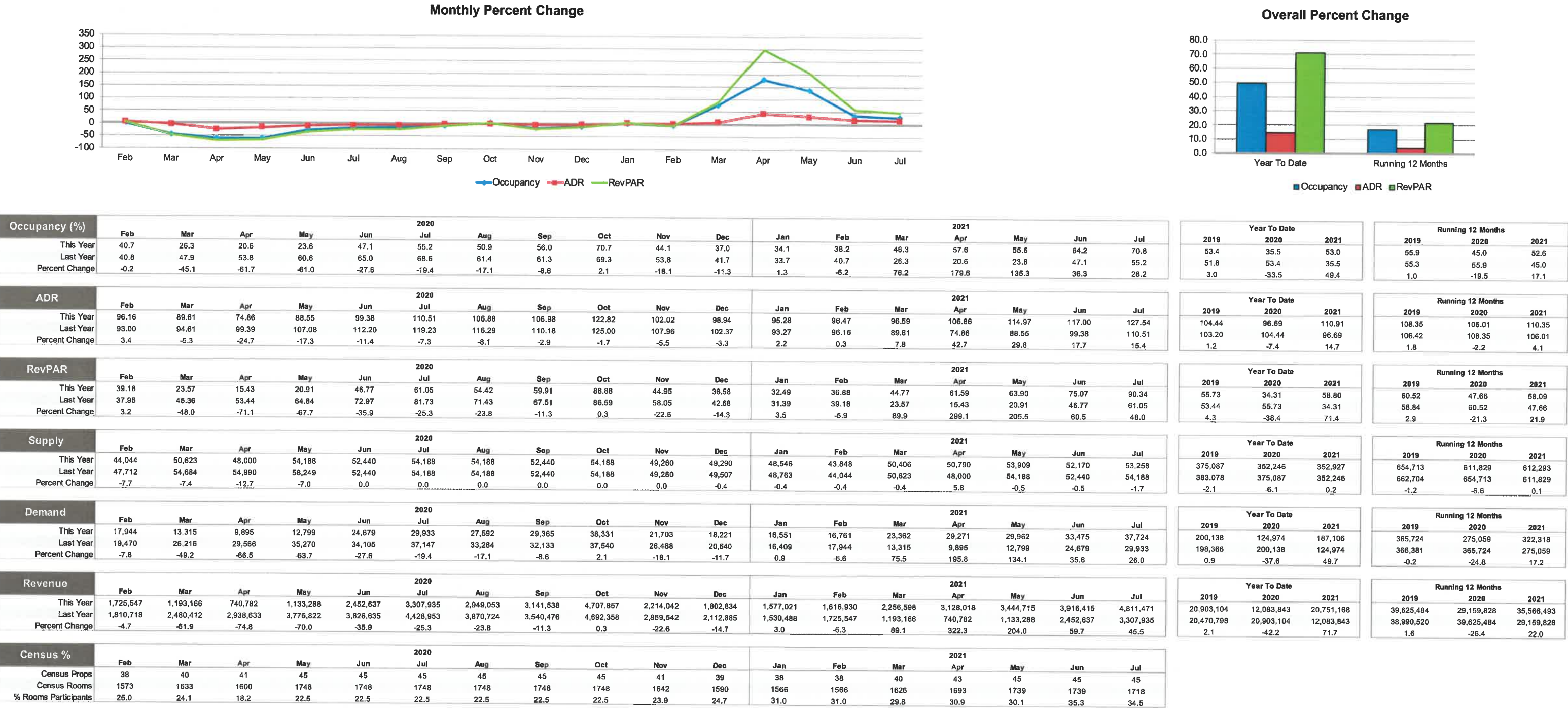




Tab 2 - Trend Haywood County, NC

Haywood County Tourism Development Authority  
For the Month of July 2021

Currency: USD - US Dollar







AirDNA  
1523 15th Street  
Suite 200  
Denver, CO 80202  
+1 (720) 372-2318  
hello@airdna.co

Data pulled up to Jun-21

8306 - 28785

|   | Apr-20   | May-20   | Jun-20   | Jul-20   | Aug-20   | Sep-20   | Oct-20   | Nov-20   | Dec-20   | Jan-21   | Feb-21   | Mar-21   | Apr-21   | May-21   | Jun-21   |
|---|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <strong>Total Available Listings</strong>       |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |
| Entire Place                                    | 144      | 159      | 153      | 158      | 156      | 165      | 168      | 172      | 174      | 167      | 156      | 184      | 199      | 194      | 194      |
| Private Room                                    | 4        | 4        | 3        | 3        | 2        | 3        | 2        | 2        | 2        | 2        | 2        | 3        | 3        | 3        | 3        |
| Shared Room                                     | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        |
| <strong>Booked Listings</strong>                |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |
| Entire Place                                    | 105      | 143      | 146      | 150      | 151      | 161      | 166      | 170      | 166      | 163      | 149      | 165      | 178      | 185      | 185      |
| Private Room                                    | 3        | 4        | 2        | 3        | 2        | 2        | 2        | 2        | 2        | 2        | 2        | 2        | 2        | 3        | 2        |
| Shared Room                                     | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        |
| <strong>Room Nights - Entire Place</strong>     |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |
| Total Available                                 | 6,960    | 9,975    | 10,986   | 10,907   | 10,437   | 10,976   | 11,928   | 12,581   | 12,597   | 11,745   | 10,166   | 12,317   | 12,570   | 13,289   | 12,750   |
| Booked  | 4,183    | 5,288    | 7,939    | 8,724    | 8,193    | 7,798    | 9,962    | 9,148    | 8,260    | 6,490    | 6,126    | 8,418    | 8,241    | 8,779    | 10,258   |
| <strong>Room Nights - Hotel Comparable</strong> |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |
| Total Available                                 | 362      | 567      | 598      | 670      | 596      | 655      | 848      | 870      | 784      | 745      | 678      | 797      | 783      | 938      | 860      |
| Booked  | 228      | 299      | 385      | 469      | 413      | 430      | 658      | 560      | 472      | 398      | 313      | 504      | 501      | 577      | 636      |
| <strong>Listing Nights - Entire Place</strong>  |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |
| Available                                       | 2,471    | 3,658    | 3,835    | 3,863    | 3,766    | 3,969    | 4,379    | 4,589    | 4,530    | 4,267    | 3,730    | 4,581    | 4,679    | 5,002    | 4,804    |
| Booked  | 1,479    | 1,926    | 2,767    | 3,073    | 2,934    | 2,880    | 3,679    | 3,338    | 2,964    | 2,362    | 2,200    | 3,096    | 3,078    | 3,268    | 3,811    |
| <strong>Occupancy</strong>                      |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |
| Entire Place                                    | 59.9%    | 52.7%    | 72.2%    | 79.5%    | 77.9%    | 72.6%    | 84.0%    | 72.7%    | 65.4%    | 55.4%    | 59.0%    | 67.6%    | 65.8%    | 65.3%    | 79.3%    |
| Hotel Comparable                                | 63.0%    | 52.7%    | 64.4%    | 70.0%    | 69.3%    | 65.6%    | 77.6%    | 64.4%    | 60.2%    | 53.4%    | 46.2%    | 63.2%    | 64.0%    | 61.5%    | 74.0%    |
| <strong>ADR</strong>                            |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |
| Entire Place                                    | \$205.64 | \$203.54 | \$210.69 | \$222.47 | \$222.24 | \$219.55 | \$235.08 | \$240.85 | \$246.62 | \$236.07 | \$233.57 | \$229.55 | \$236.27 | \$241.16 | \$243.92 |
| Hotel Comparable                                | \$114.34 | \$110.09 | \$123.07 | \$129.74 | \$134.26 | \$136.27 | \$147.62 | \$135.88 | \$123.62 | \$134.37 | \$129.94 | \$137.96 | \$139.43 | \$136.81 | \$140.45 |
| <strong>RevPAR</strong>                         |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |
| Entire Place                                    | \$123.09 | \$107.17 | \$152.01 | \$176.98 | \$173.14 | \$159.31 | \$197.50 | \$175.19 | \$161.37 | \$130.68 | \$137.76 | \$155.14 | \$155.43 | \$157.56 | \$193.50 |
| Hotel Comparable                                | \$72.01  | \$58.05  | \$79.23  | \$90.82  | \$93.04  | \$89.46  | \$114.55 | \$87.46  | \$74.43  | \$71.79  | \$59.99  | \$87.24  | \$89.21  | \$84.16  | \$103.87 |



Data pulled up to

19667 - 28786

Apr-20 May-20 Jun-20 Jul-20 Aug-20 Sep-20 Oct-20 Nov-20 Dec-20 Jan-21 Feb-21 Mar-21 Apr-21 May-21 Jun-21

Total Available Listings

|              |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Entire Place | 174 | 194 | 198 | 186 | 177 | 176 | 191 | 191 | 186 | 190 | 170 | 209 | 227 | 232 | 233 |
| Private Room | 43  | 41  | 50  | 51  | 43  | 41  | 41  | 40  | 36  | 41  | 39  | 44  | 44  | 44  | 41  |
| Shared Room  | 0   | 0   | 0   | 0   | 0   | 1   | 1   | 1   | 1   | 1   | 1   | 1   | 1   | 1   | 1   |

Booked Listings

|              |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Entire Place | 119 | 152 | 181 | 180 | 168 | 164 | 185 | 186 | 175 | 171 | 159 | 191 | 204 | 221 | 222 |
| Private Room | 34  | 32  | 45  | 46  | 42  | 39  | 41  | 40  | 34  | 35  | 37  | 37  | 42  | 42  | 39  |
| Shared Room  | 0   | 0   | 0   | 0   | 0   | 1   | 1   | 1   | 1   | 1   | 1   | 0   | 1   | 1   | 1   |

Room Nights - Entire Place

|                 |       |        |        |        |        |        |        |        |        |        |       |        |        |        |        |
|-----------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|--------|--------|--------|--------|
| Total Available | 6,713 | 10,229 | 11,947 | 12,108 | 10,646 | 10,159 | 12,351 | 11,955 | 12,310 | 10,429 | 9,826 | 12,216 | 13,036 | 14,267 | 14,176 |
| Booked          | 3,544 | 4,577  | 7,441  | 9,653  | 8,110  | 7,039  | 10,333 | 8,262  | 7,296  | 5,028  | 5,157 | 8,255  | 8,763  | 9,613  | 10,795 |

Room Nights - Hotel Comparable

|                 |     |     |     |       |       |       |       |       |       |       |       |       |       |       |       |
|-----------------|-----|-----|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Total Available | 607 | 888 | 956 | 1,022 | 1,007 | 1,014 | 1,216 | 1,158 | 1,006 | 1,015 | 1,050 | 1,265 | 1,335 | 1,446 | 1,437 |
| Booked          | 364 | 536 | 580 | 684   | 640   | 635   | 993   | 727   | 535   | 401   | 425   | 768   | 919   | 1,000 | 1,092 |

Listing Nights - Entire Place

|           |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
|-----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Available | 2,562 | 4,003 | 4,458 | 4,681 | 4,190 | 3,988 | 4,863 | 4,768 | 4,674 | 4,136 | 3,953 | 4,931 | 5,265 | 5,741 | 5,726 |
| Booked    | 1,334 | 1,909 | 2,861 | 3,627 | 3,113 | 2,751 | 4,073 | 3,258 | 2,780 | 1,920 | 2,019 | 3,267 | 3,563 | 3,892 | 4,338 |

Occupancy

|                  |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
|------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Entire Place     | 52.1% | 47.7% | 64.2% | 77.5% | 74.3% | 69.0% | 83.8% | 68.3% | 59.5% | 46.4% | 51.1% | 66.3% | 67.7% | 67.8% | 75.8% |
| Hotel Comparable | 60.0% | 60.4% | 60.7% | 66.9% | 63.6% | 62.6% | 81.7% | 62.8% | 53.2% | 39.5% | 40.5% | 60.7% | 68.8% | 69.2% | 76.0% |

ADR

|                  |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |
|------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Entire Place     | \$211.55 | \$181.01 | \$191.97 | \$206.64 | \$209.35 | \$208.28 | \$216.31 | \$211.56 | \$226.57 | \$211.01 | \$204.46 | \$198.99 | \$201.44 | \$215.51 | \$219.23 |
| Hotel Comparable | \$99.73  | \$95.67  | \$96.51  | \$104.97 | \$111.59 | \$118.96 | \$122.40 | \$122.75 | \$124.54 | \$121.24 | \$118.63 | \$109.57 | \$113.34 | \$126.80 | \$129.24 |

RevPAR

|                  |          |         |          |          |          |          |          |          |          |         |          |          |          |          |          |
|------------------|----------|---------|----------|----------|----------|----------|----------|----------|----------|---------|----------|----------|----------|----------|----------|
| Entire Place     | \$110.15 | \$86.32 | \$123.20 | \$160.11 | \$155.54 | \$143.68 | \$181.17 | \$144.56 | \$134.76 | \$97.96 | \$104.43 | \$131.84 | \$136.32 | \$146.10 | \$166.08 |
| Hotel Comparable | \$59.80  | \$57.75 | \$58.55  | \$70.25  | \$70.92  | \$74.50  | \$99.95  | \$77.06  | \$66.23  | \$47.90 | \$48.02  | \$66.52  | \$78.02  | \$87.69  | \$98.21  |

Haywood County POI Dashboard

Year  
2020

Primary Destination  
All

POI Category  
All

Point of Interest  
Downtown Waynesville

Home State  
All



Total est. US adult Trips to POI  
225,124

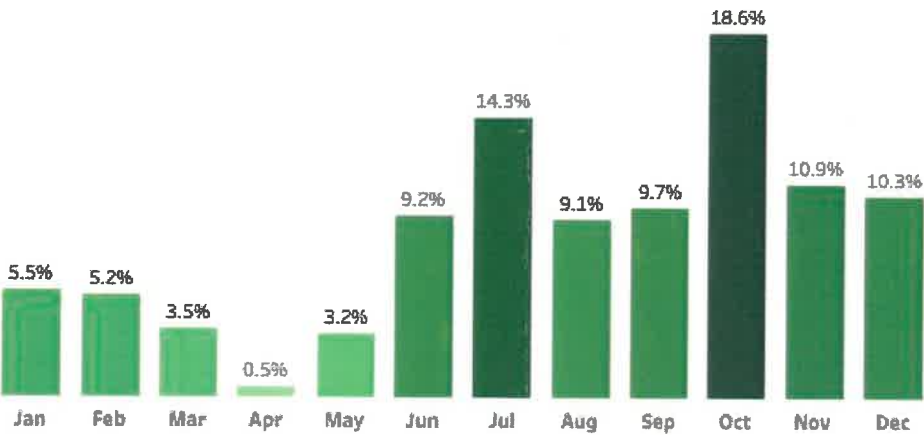
Average Nights  
2.7

Average Distance Traveled  
322.6 Miles

Trips by POI

| Point of Interest    | Trips   | Share of Trips | Avg. Time in POI (Hours) |
|----------------------|---------|----------------|--------------------------|
| Downtown Waynesville | 225,124 | 100.0%         | 2.3                      |

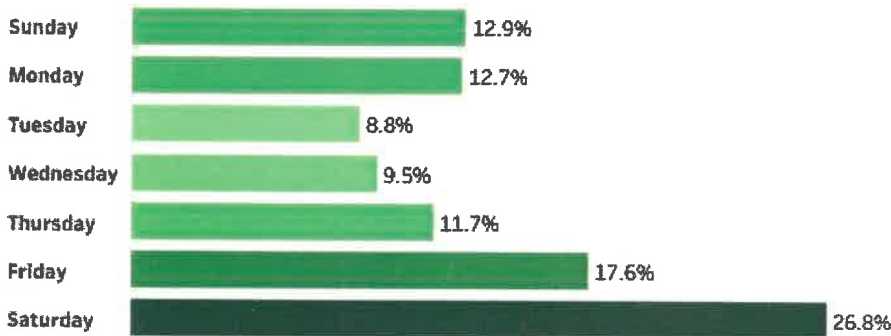
Trips by Month



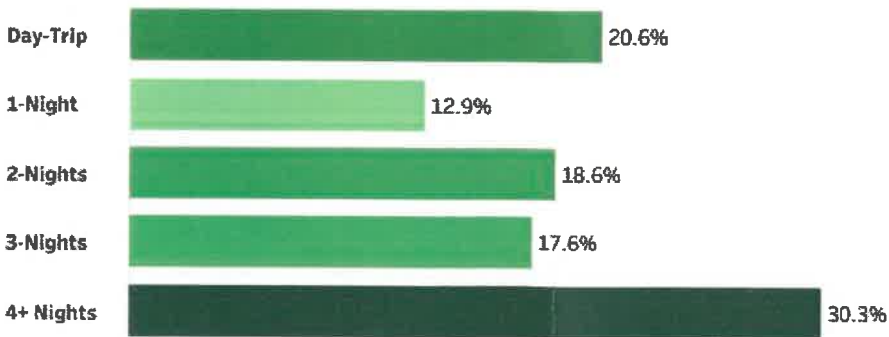
Top Origin Markets(DMA)

| DMA                                  | Trips  | Share of Trips | Average Unique Nights |
|--------------------------------------|--------|----------------|-----------------------|
| Charlotte                            | 25,120 | 11.2%          | 2.2                   |
| Greenville/Spartanburg/Asheville/... | 20,286 | 9.0%           | 0.8                   |
| Atlanta                              | 15,940 | 7.1%           | 2.1                   |
| Tampa/Saint Petersburg               | 14,829 | 6.6%           | 3.9                   |
| Orlando/Daytona Beach/Melbourne      | 14,153 | 6.3%           | 3.8                   |
| Raleigh/Durham                       | 13,194 | 5.9%           | 2.7                   |
| Columbia-Sc                          | 9,799  | 4.4%           | 2.7                   |
| Jacksonville-Brunswick               | 7,437  | 3.3%           | 3.9                   |
| Knoxville                            | 6,966  | 3.1%           | 1.0                   |
| Miami/Fort Lauderdale                | 6,803  | 3.0%           | 4.3                   |
| Greensboro/High Point/Winston-S...   | 6,619  | 2.9%           | 2.3                   |
| West Palm Beach/Fort Pierce          | 5,070  | 2.3%           | 1.0                   |

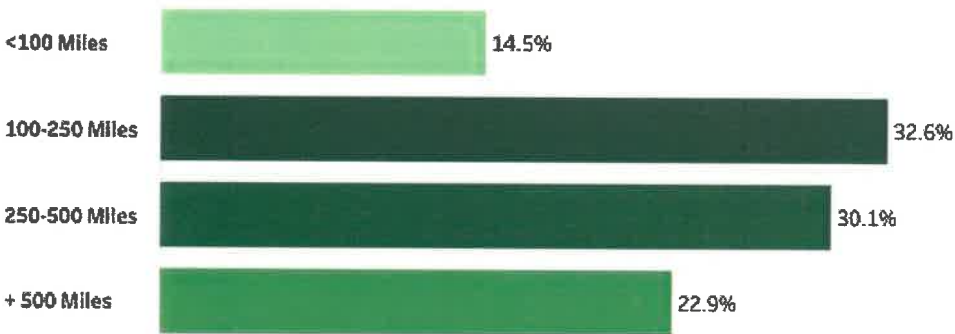
Trips by Day of Week



Trips by Length of Stay



Trips by Avg. Distance(miles)





# Waynesville

NORTH CAROLINA SMOKIES

Fiscal Year Marketing Report:  
July 1, 2020–June 30, 2021

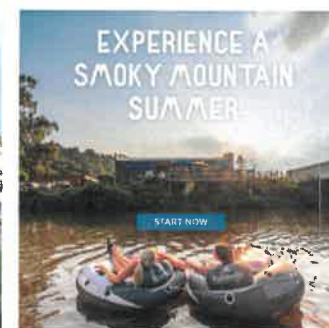
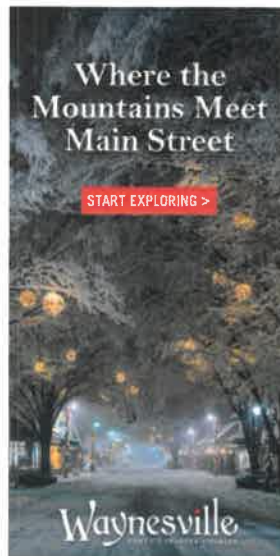




## Waynesville Highlights

- Sessions to Waynesville landing pages increased by 17.6%, driving 95,794 sessions over the 2020-2021 fiscal year.
- A total of 13 new Waynesville blogs were developed and published, increasing sessions by 43.7% from the previous year.
- 8 eNewsletters were developed and deployed, which drove 2,600 sessions to Waynesville pages, a 335% increase year over year (YOY).
- The Facebook page likes campaign averaged \$2.10 per like and generated 548 likes in 2021. This was launched March 24, 2021.
- 87.5% of Waynesville email leads were generated from Facebook ads.
- The Google Display click through rate (CTRs) averaged 0.80%, 1.7x the industry average of 0.47%.
- With a CTR of 3.89%, the "Where the Mountain Meet Main Street" ad was our top performing Google Display ad.

Jul 1, 2020 - Jun 30, 2021



### YOUR SIZZLING SUMMER ITINERARY FOR WAYNESVILLE

It's that time of year to get out and enjoy the warm embrace of summer in the Smokies. Put on your shades and get ready for tan lines and mountain inclines. Waynesville has all you need to make your trip one for the scrapbooks. Check out these fun things to do in our town this [...]

[Read More](#)



# Waynesville Website Traffic Overview

Jul 1, 2020 - Jun 30, 2021



During the 2020-2021 fiscal year, sessions to Waynesville landing pages increased by 17.6% YOY, with 95,794 total visits to the site. The largest drivers of traffic were organic search, paid search, display ads, paid social, direct traffic, and eNewsletter sign-ups.

Organic search traffic increased 8.6% YOY, making up more than 42% of all traffic this fiscal year. Organic search users to Waynesville pages visited an average of 4.08 pages per session, the highest of any tactic.

Google Display ads yielded in the largest growth in YOY sessions, driving 27,566 site visits—an increase of 62.6%. In addition to the 27,566 visits from Waynesville display ads, traffic to Waynesville pages were also supported through Haywood TDA paid search campaigns, which drove 3,914 site visits this fiscal year.

Referral traffic from partners increased YOY. Traffic from Pinterest, VisitNC.com, LakeJunaluska.com, and RomanticAsheville.com all experienced double-digit increases in this fiscal year.

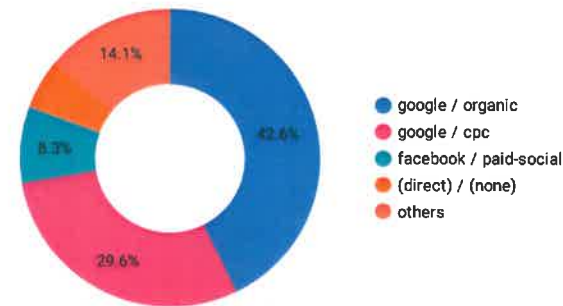
eNewsletter marketing drove 2,600 sessions to the site, a 335% increase YOY.

Waynesville Email Leads: 288

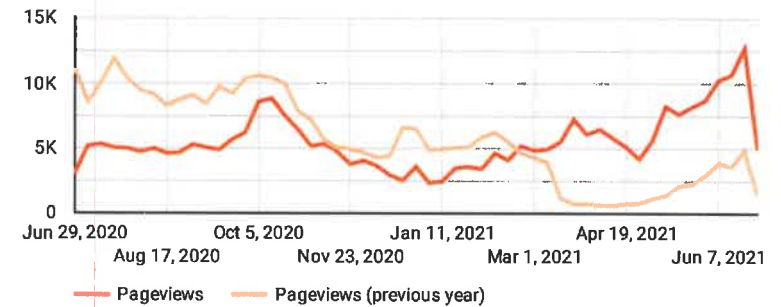
## Year-Over-Year Website Traffic

|                            |                 |
|----------------------------|-----------------|
| Sessions                   | Users           |
| 95,794                     | 79,500          |
| ↑ 17.6% from previous year | ↑ 18.7%         |
| Pageviews                  | Pages / Session |
| 293.4K                     | 3.1             |
| ↓ -3.0%                    | ↓ -17.5%        |
| Avg. Session Duration      | Bounce Rate     |
| 02:27                      | 57.15%          |
| ↓ -18.6%                   | ↑ 28.9%         |

## Top Acquisition Channels



## Pageviews



## Top Landing Pages

| Landing Page                 | Sessions | Users  | Bounce Rate | Pages / Session | Avg Session Duration |
|------------------------------|----------|--------|-------------|-----------------|----------------------|
| /waynesville/things-to-do/   | 31,721   | 27,640 | 58.42%      | 3.19            | 00:02:30             |
| /waynesville/                | 26,233   | 23,963 | 42.09%      | 4.13            | 00:03:29             |
| /waynesville/places-to-stay/ | 11,958   | 10,297 | 79.36%      | 1.76            | 00:01:01             |
| /waynesville/places-to-eat/  | 5,446    | 5,005  | 42.03%      | 3.32            | 00:03:03             |
| /waynesville/shopping/       | 3,881    | 3,576  | 38.26%      | 3.47            | 00:02:54             |

# Waynesville Organic Blog Content

Jul 1, 2020 - Jun 30, 2021



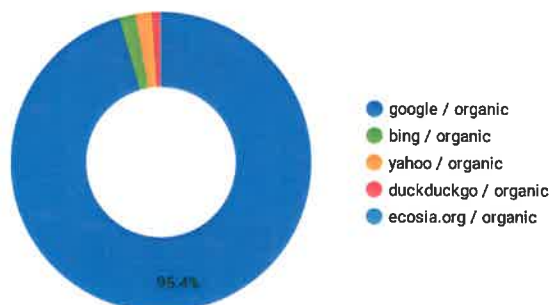
This fiscal year, we developed and published a total of 13 new Waynesville blogs to the site. The most visited new blog was "Take a Self Guided Tour of Waynesville's Public Art Trail," which highlighted the town's art scene and generated 1,421 pageviews. "Holiday Fun in Waynesville" was the overall top performing blog of this fiscal year. The performance of this blog shows an appreciation for seasonal activity content.

The number of blog sessions increased by 43.7% from the previous year, and blog viewers increased by 45.0%. "Tour of Waynesville's Neighborhoods" had the longest average time on page for the entire year at 5m 13s. This collective information indicates that viewers have an interest in exploring areas in Waynesville and discovering the culture, arts, and unique offerings of each neighborhood.

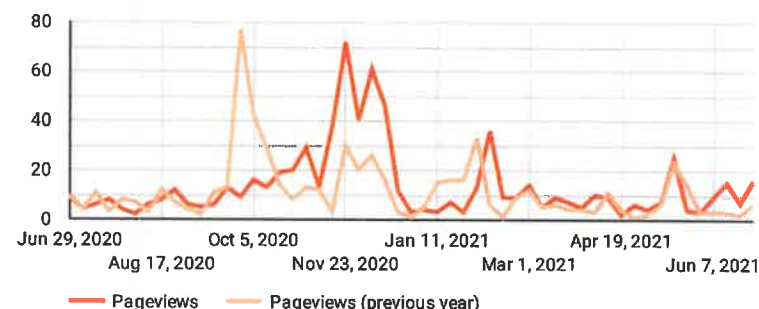
## Year-Over-Year Website Traffic

|                            |                 |
|----------------------------|-----------------|
| Sessions                   | Users           |
| 2,431                      | 2,198           |
| ↑ 43.7% from previous year | ↑ 45.0%         |
| Pageviews                  | Pages / Session |
| 4.9K                       | 2.0             |
| ↑ 42.4%                    | ↓ -0.9%         |
| Avg. Session Duration      | Bounce Rate     |
| 01:50                      | 66.47%          |
| ↓ -3.2%                    | ↓ -1.3%         |

## Top Acquisition Channels



## Pageviews



## Top Landing Pages

| Landing Page  | Sessions | Users | Bounce Rate | Pages / Session | Avg Session Duration |
|---|----------|-------|-------------|-----------------|----------------------|
| /blog/waynesville-holiday-fun-in-waynesville/             | 1,011    | 906   | 65.78%      | 2.14            | 00:01:44             |
| /blog/waynesville-dog-friendly-things-to-do-in-waynes...  | 360      | 310   | 57.22%      | 2.25            | 00:02:27             |
| /blog/waynesville-neighborhood-tour/                      | 329      | 308   | 68.69%      | 2.02            | 00:02:04             |
| /blog/award-winning-latte-artist-opens-coffee-shop-in-... | 158      | 141   | 87.97%      | 1.2             | 00:00:41             |
| /blog/waynesville-best-coffee-shops/                      | 131      | 121   | 66.41%      | 1.63            | 00:02:10             |



# M Waynesville Email Campaigns

Jul 1, 2020 - Jun 30, 2021



8 eNewsletters were developed and deployed this fiscal year: October 2020, November 2020, January 2021, February 2021, April 2021, May 2021 and June 2021. June was the only month with two eNewsletters.

Deployments drove 3,042 sessions to Waynesville pages, up 336.4% from the previous fiscal year. The majority of traffic clicked through to the Waynesville Places to Stay page yielding 656 sessions. The Waynesville Town page and Places to Eat page also received significant traffic.

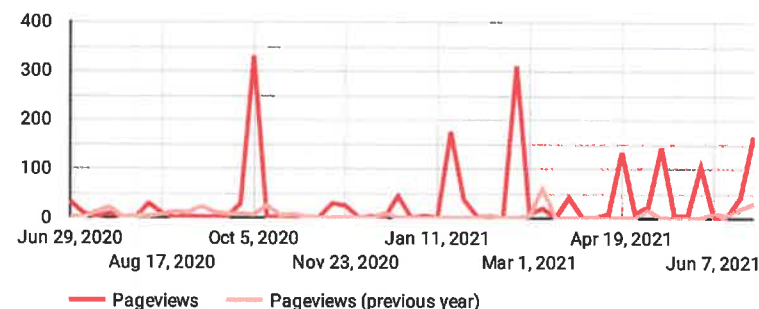
The November eNewsletter had the highest fiscal year open rate of 94.6% while the February email had the highest CTR of 15.3%. The events section was reintroduced to the eNewsletters in November as COVID-19 gathering restrictions began to ease. Events received strong interest following reintroduction, this was particularly evidenced in event clicks for both June deployments. Overall, CTRs show an appetite for a diverse selection of accommodations, restaurants, and seasonal activity features.

## Year-Over-Year Website Traffic

|   |  |
|---|--|
| Sessions<br><b>3,042</b><br>↑ 336.4% from previous year | Users<br><b>2,079</b><br>↑ 441.4%        |
| Pageviews<br><b>8.7K</b><br>↑ 493.7%                    | Pages / Session<br><b>2.9</b><br>↑ 35.0% |
| Avg. Session Duration<br><b>02:24</b><br>↑ 89.0%        | Bounce Rate<br><b>51.02%</b><br>↓ -29.9% |



## Pageviews



## Top Landing Pages

| Landing Page                 |
|------------------------------|
| /waynesville/places-to-stay/ |
| /waynesville/                |
| /waynesville/places-to-eat/  |
| /waynesville/things-to-do/   |
| /waynesville/shopping/       |

## Acquisition

## Behavior

|                              | Sessions | Users | Bounce Rate | Pages / Session | Avg Session Duration |
|------------------------------|----------|-------|-------------|-----------------|----------------------|
| /waynesville/places-to-stay/ | 656      | 558   | 37.04%      | 3.64            | 00:03:15             |
| /waynesville/                | 501      | 361   | 62.87%      | 2.17            | 00:01:18             |
| /waynesville/places-to-eat/  | 488      | 408   | 45.29%      | 3.65            | 00:03:27             |
| /waynesville/things-to-do/   | 290      | 235   | 48.28%      | 3.19            | 00:02:22             |
| /waynesville/shopping/       | 211      | 195   | 44.55%      | 2.68            | 00:02:01             |



# Waynesville Google Ads Overview

Jul 1, 2020 - Jun 30, 2021



Google Display campaigns featured a mix of traffic and retargeting ads. Both responsive display ads and static banners were utilized to promote seasonal activities and accommodations.

Display CTRs averaged 0.80%, 1.7x the industry average of 0.47%. Our average cost-per-click (CPC) remained below the industry average of \$0.44 at \$0.16.

With a CTR of 3.89%, the "Where the Mountain Meet Main Street" ad was our top-performing Google Display ad.

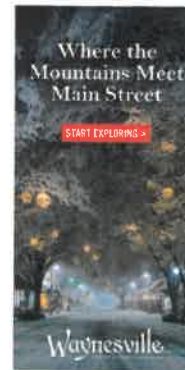
The Things to Do in Waynesville page fielded 47% of all Google Display ad traffic clicks.

## Year-Over-Year Website Traffic

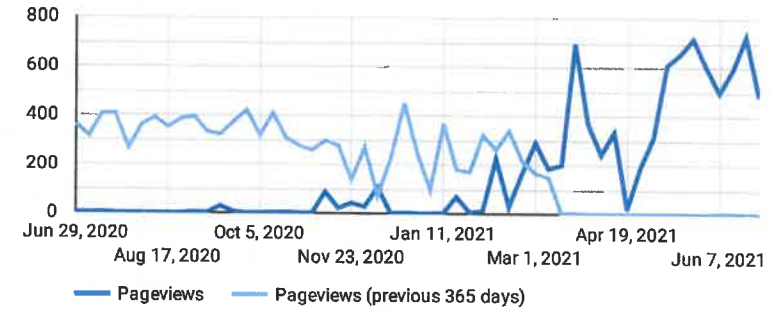
|                                |                 |
|--------------------------------|-----------------|
| Sessions                       | Users           |
| 28,342                         | 23,362          |
| ↑ 68.5% from previous 365 days | ↑ 73.8%         |
| Pageviews                      | Pages / Session |
| 47.3K                          | 1.7             |
| ↓ -30.7%                       | ↓ -58.9%        |
| Avg. Session Duration          | Bounce Rate     |
| 48                             | 81.84%          |
| ↓ -74.8%                       | ↑ 113.8%        |

## Campaign Performance

|             |
|-------------|
| Impressions |
| 3,902,929   |
| CTR         |
| 0.8%        |
| Avg. CPC    |
| \$0.2       |



## Pageviews



## Top Landing Pages

| Campaign                                     | Landing Page                 |
|--|------------------------------|
| WAY Zips Spring-Summer 2021 Display: Q2 2021 | /waynesville/things-to-do/   |
| WAY Zips Spring-Summer 2021 Display: Q2 2021 | /waynesville/places-to-stay/ |
| WAY Co-op Fall-Winter 2020 Display: Q1 2021  | /waynesville/things-to-do/   |
| WAY Co-op Fall-Winter 2020 Display: Q1 2021  | /waynesville/places-to-stay/ |
| WAY Co-op Fall-Winter 2020 Display Campaign  | /waynesville/                |

## Acquisition

## Behavior

| Sessions | Bounce Rate | Pages / Session | Avg Session Duration |
|----------|-------------|-----------------|----------------------|
| 8,524    | 90.39%      | 1.15            | 00:00:15             |
| 5,554    | 90.62%      | 1.18            | 00:00:17             |
| 4,674    | 89.3%       | 1.19            | 00:00:18             |
| 3,780    | 90.5%       | 1.17            | 00:00:15             |
| 1,334    | 83.21%      | 1.3             | 00:00:43             |



# Waynesville Facebook Ads Overview

Jul 1, 2020 - Jun 30, 2021



During fiscal year 2020-2021, we ran traffic, retargeting, eNewsletter sign-up, and page like ad campaigns on Facebook. The traffic campaign utilized a carousel ad to promote multiple seasonal activities. The page likes ads focused on increasing our first-party audience.

The decrease in on-site metrics from Facebook can be attributed to the strategic push for increased eNewsletter sign-ups to bolster first-party data audiences. The goal of this campaign is to get the user to click on the ad, bringing them to the eNewsletter landing page where they submit their email to our database and leave. This intended behavior decreases time on site and average session duration. In contrast, we saw session durations higher than average for our traffic and retargeting campaigns, with visitors spending an average of 1 minute on site.

Facebook ads drove 7,929 visits to the site. Launching in Q1 2021, the paid Facebook page like campaign averaged \$2.10 per like and generated 548 likes across Q1 and Q2 2021.

87.5% of Waynesville email leads were driven from Facebook ads.

## Year-Over-Year Website Traffic

|                             |                 |
|-----------------------------|-----------------|
| Sessions                    | Users           |
| 7,929                       | 6,939           |
| ↓ -15.3% from previous year | ↓ -10.2%        |
| Pageviews                   | Pages / Session |
| 11.9K                       | 1.5             |
| ↓ -43.9%                    | ↓ -33.7%        |
| Avg. Session Duration       | Bounce Rate     |
| 31                          | 80.93%          |
| ↓ -53.6%                    | ↑ 34.7%         |

## Campaign Performance

|                            |
|----------------------------|
| Impressions                |
| 1,290,707                  |
| CTR (all)                  |
| 1.5%                       |
| Cost per landing page view |
| 1.3                        |
| Post engagements           |
| 14.3K                      |

## Campaign Creative

Cool off with a creekside. Visit our website.

Take in a new lake experience.

Like Comment Share

Go for a wintertime hike.

Take in snowy views.

Like Comment Share

Endless family bonfires.

Scenic hikes.

Like Comment Share

Sign up for our newsletter. You won't want to miss a thing.

Like Comment Share

## Top Landing Pages

### Acquisition

### Behavior

| Campaign                                | Destination Page            | Sessions | Bounce Rate | Pages / Session | Avg Session Duration |
|---|-----------------------------|----------|-------------|-----------------|----------------------|
| waynesville-zips-spring-q2-2021         | /waynesville/               | 1,519    | 90.52%      | 1.09            | 00:00:16             |
| waynesville-zips-spring-q2-2021         | /waynesville/email/         | 628      | 83.28%      | 1.22            | 00:00:14             |
| waynesville-summer-q2-2021-traffic      | /waynesville/places-to-eat/ | 169      | 76.33%      | 1.14            | 00:00:53             |
| waynesville-summer-q2-2021-retargeti... | /waynesville/               | 166      | 63.25%      | 1.22            | 00:01:23             |
| waynesville-coop-winter-q1-2021         | /waynesville/things-to-do/  | 162      | 93.83%      | 1.12            | 00:00:18             |



## Waynesville Organic Facebook

Jul 1, 2020 - Jun 30, 2021



2020 was an unusual year for Facebook given the impact of COVID-19. Due to increased social media usage during the pandemic, the Facebook platform anticipates experiencing its lowest annual growth rate of 0.8% in a post-pandemic 2021." Looking at the results of Waynesville's organic Facebook data, we see a similar impact.

Overall, organic performance metrics experienced a decline this fiscal year. Engagements decreased by 45.5%, post link clicks by 30.1%, and organic impressions by 59.4%. The lower metrics are likely due to a mix of political messaging filling social media feed, which resulted in many users engaging in a "social media sabbatical" trend. Although the overall fiscal year saw a decline, Q2 in 2021 experienced significant growth with all performance metrics experiencing a growth of 100% or more.

Top performing posts included a day trip blog share and two winter images of Downtown Waynesville. The performance of the day trip post in late May 2021, indicates that followers were beginning to take interest in travel as COVID-19 restrictions were lifting. Given the strong performance of winter and holiday imagery of Main Street, indicates an opportunity to share more similar content and other seasonal events earlier in the year.

### Follower Growth

Likes

**15,539**

New likes

**3,579**

Checkins

**0**

Talking about

**166**

### Post Reach and Engagement

Total impressions of posts

**1,380,164**

Content clicks

**17,877**




Comments

**358**

Shares

**279**

### Top Performing Content

| Post full picture  | Total impressions ▾ | Content clicks | Total post reactions | Shares |
|--|---------------------|----------------|----------------------|--------|
|    | 6,151               | 125            | 55                   | 2      |
|   | 3,433               | 179            | 77                   | 29     |
|  | 2,539               | 99             | 109                  | 14     |

#### Facebook Performance Summary

View your key profile performance metrics from the reporting period.

|                          |                       |                       |
|--------------------------|-----------------------|-----------------------|
| Impressions              | Engagements           | Post Link Clicks      |
| <b>1,386,372</b> ↑ 59.5% | <b>22,728</b> ↓ 45.5% | <b>12,342</b> ↓ 30.1% |

# Waynesville

NORTH CAROLINA SMOKIES

THANK YOU



**TOWN OF WAYNESVILLE BOARD OF ALDERMEN  
REQUEST FOR BOARD ACTION  
Meeting Date: September 28, 2021**

**SUBJECT:**       Citizen Request To Speak/Present

**AGENDA INFORMATION:**

**Agenda Location:**       **Presentation**  
**Item Number:**         **D3**  
**Department:**         Administration  
**Contact:**             Jared Lee  
**Presenter:**           Jared Lee

**BRIEF SUMMARY:** Mr. Lee has requested to speak before the Board of Aldermen in regard to upkeep and maintenance of the Waynesville Skatepark and Waynesville's Parks and Recreation Master Plan.

**MOTION FOR CONSIDERATION:**

**FUNDING SOURCE/IMPACT:**

**ATTACHMENTS:**

**MANAGER'S COMMENTS AND RECOMMENDATIONS:**

**TOWN OF WAYNESVILLE BOARD OF ALDERMEN  
REQUEST FOR BOARD ACTION  
Meeting Date: 9/28/21**

**SUBJECT** Amendment to Chapter 26 Section 91 (Noise) Exceptions.

**AGENDA INFORMATION:**

|                         |                     |
|-------------------------|---------------------|
| <b>Agenda Location:</b> | <b>OLD BUSINESS</b> |
| <b>Item Number:</b>     | <b>E4</b>           |
| <b>Department:</b>      | Administration      |
| <b>Contact:</b>         | Rob Hites           |
| <b>Presenter:</b>       | <b>Rob Hites</b>    |

**BRIEF SUMMARY:**

During their September 26, 2021 meeting the Board of Aldermen instructed the staff to amend Chapter 26 Section 91 (Noise Exceptions) to permit the lawful discharge of fireworks on New Year's Eve, New Year's Day, and July 4<sup>th</sup>.

**MOTION FOR CONSIDERATION:**

**Amend Chapter 26 Section 91, Exceptions to permit the lawful discharge of fireworks on July 4<sup>th</sup>, New Year's Eve and New Year's Day.**

**FUNDING SOURCE/IMPACT:** None

**ATTACHMENTS:** Amendment

**MANAGER'S COMMENTS AND RECOMMENDATIONS:**

**I am attaching entire noise ordinance including the section the Board requested to be amended so that you may review its impact (if any) on the remainder of the Section 90 and 91.**



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**ORDINANCE # O-18-21**

**AN ORDINANCE AMENDING CHAPTER 26 SECTION 91 OF THE TOWN OF  
WAYNESVILLE CODE OF ORDINANCES.**

**WHEREAS**, the Town of Waynesville Board of Aldermen adopted chapter 26 section 91 pursuant to Chapter 160A-184 of the North Carolina General Statutes on April 10, 2012; and

**WHEREAS**, the Board of Aldermen have reviewed the ordinance and determined that it needs to be clarified: and

**BE IT ORDAINED BY THE BOARD OF ALDERMEN OF THE TOWN OF WAYNESVILLE  
THAT THE CHAPTER 26 SECTION 91 BE AMENDED AS FOLLOWS:**

**Sec. 26-91. Exceptions.**

The following are exempt from the provisions of this article:

- (1) Sound emanating from regularly scheduled outdoor athletic events on the campus of any county public school.
- (2) Construction operations from 7:00 a.m. to 9:00 p.m. on weekdays and 8:00 a.m. to 9:00 p.m. on weekends for which building permits have been issued or construction operations not requiring permits due to ownership of the project by an agency of government; providing all equipment is operated in accord with manufacturer's mufflers and noise-reducing equipment in use and in properly operating condition.
- (3) Noises of safety signals, warning devices, emergency pressure relief valves, and all church bells.
- (4) Noises resulting from any authorized emergency vehicle when responding to any emergency call or acting in time of emergency.
- (5) Any other noise resulting from activities of a temporary duration permitted by law and for which a license or permit has been granted by the town in accordance with this subsection. Regulations of noises emanating from operations under permit shall be according to the conditions and limits stated on the permit and contained in this subsection.
- (6) Unamplified and amplified sound at street fairs and parades conducted by or for the town.
- (7) All noises coming from the normal operations of properly equipped aircraft (not including scale model aircraft).
- (8) All noises coming from normal operation of motor vehicles properly equipped with the manufacturer's standard mufflers and noise-reducing equipment.
- ~~(9) Noise from lawful fireworks and noisemakers on holidays and at religious ceremonies.~~  
*Noise from lawful fireworks and noisemakers on July 4<sup>th</sup>, New Year's Eve and New Year's Day.*
- (10) Lawn mowers, agricultural equipment, and landscape maintenance equipment used between the hours of 7:00 a.m. and 9:00 p.m. when operated with all the manufacturer's standard mufflers and noise-reducing equipment in use and proper operating condition, except in the case of maintaining a

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golf course in which case operation of previously stated equipment may be operated between the hours of 6:00 a.m. and 9:00 p.m.

- (11) Musical accompaniment or firearm discharge related to military ceremonies.
- (12) Sound amplification equipment used in conjunction with telecommunications systems on business properties to notify employees of that business of incoming phone calls, providing that this system be used only between the hours of 7:00 a.m. and 10:00 p.m., and that any speakers attached to the system be oriented toward the interior of the property.
- (13) Emergency work necessary to restore property to a safe condition following a fire, accident, or natural disaster, or to restore public utilities, or to protect persons or property from an imminent danger.
- (14) Noises resulting from the provision of government services.
- (15) Noises resulting from the provision of sanitation services.

(Ord. No. 23-94, § 97A-5, 9-27-1994; Ord. No. 9-99, § 97A-5, 5-25-1999; Ord. No. 8-12, 4-10-2012 )

Adopted this 28th day of September 2021.

**Town of Waynesville**

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Mayor Gary Caldwell

ATTEST:

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Eddie Ward, Town Clerk



## ***ARTICLE III. NOISE<sup>1</sup>***

### ***DIVISION 1. GENERALLY***

#### **Sec. 26-86. Terminology.**

All terminology used in this article not defined in section 26-87 shall be in conformance with applicable publications of the American National Standards Institute (ANSI) or its successor body.

(Ord. No. 23-94, § 97A-2(a), 9-27-1994)

#### **Sec. 26-87. Definitions.**

The following words, terms and phrases, when used in this article, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

*A-weighted sound level* means the sound pressure level in decibels as measured on a sound level meter using the A-weighting network. The level so read is designated dB(A).

*Decibel (dB)* means a unit for describing the amplitude of sound, equal to 20 times the logarithm to the base ten of the ratio of the pressure of the sound measured to the reference pressure, which is 20 micronewtons per square meter.

*Emergency work* means any work performed for the purposes of preventing or alleviating physical trauma or property damage threatened or caused by an existing or imminent peril.

*Outdoor amplified sound* means any sound using amplifying equipment whose sound is outside or whose source is inside and the sound propagates to the outside through open doors or windows or other openings in the building.

*Sound amplifying equipment* means any device for the amplification of the human voice, music or any other sound, including jukeboxes, stereos and radios.

*Sound level* means the weighted sound pressure level obtained by the use of a sound level meter and frequency weighted network, such as A, B or C as specified in American National Standards Institute Specifications for sound level meters (ANSI S1.4-1971, or the latest approved version). If the frequency weighting employed is not indicated, the A-weighting shall apply.

*Sound level meter* means an instrument which includes a microphone, amplifier, RMS detector, integrator or time averager, output meter, and weighing network used to measure sound pressure levels.

*Sound pressure level* means 20 times the logarithm to the base ten of the ratio of the RMS sound pressure to the reference pressure of 20 micronewtons per square meter.

(Ord. No. 23-94, § 97A-2(a)(1)—(8), 9-27-1994)

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<sup>1</sup>State law reference(s)—Authority to regulate noise, G.S. 160A-184.

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Cross reference(s)—Definitions generally, § 1-2.

### **Sec. 26-88. Standards.**

- (a) Standards, instrumentation, personnel, measurement procedures and reporting procedures to be used in the measurement of sound shall be those as specified in this section.
- (b) Sound level measurement shall be made with a sound level meter using the "A" weighting scale, set on "slow" response.
- (c) Sound level meters shall be of at least Type Three meeting American National Standard Institute Incorporated (ANSI) S1.4-1971 requirements. The entire sound measurement system shall be serviced and calibrated and operated as recommended by the manufacturer. Persons using the sound level meters shall be trained in sound level measurement and the operation of sound level measurement.
- (d) The town manager or his designee shall issue a general order adopting standards and procedures for sound level measurements and enforcement consistent with this article.

(Ord. No. 23-94, § 97A-2(b), 9-27-1994)

### **Sec. 26-89. Maximum permitted sound levels.**

- (a) The use of sound amplifying equipment is limited to the conditions specified in this section.
- (b) No person or group of persons shall operate or cause to be operated any source of sound in such a manner as to create a sound level which at its peak exceeds the limits set forth in this section when measured beyond the property line from which the sound originates.
- (c) A live musical group or individual using sound amplifying equipment may operate out-of-doors only if the business manager or an authorized agent of that business manager has been granted a permit. This permit may be secured after it is signed by an authorized agent of the musical group and by a representative of the individual, organization or group retaining the services of the musical group and on whose premises the amplifying equipment is to be used.
- (d) The following are established as maximum sound levels:
  - (1) Nighttime sound levels (after 11:00 p.m. until 8:00 a.m.) may not exceed 50 dB(A) except as noted in subsection (d)(3) of this section.
  - (2) Daytime/evening sound levels (between 8:00 a.m. and 11:00 p.m.) may not exceed 60 dB(A) except as noted in subsection (d)(3).
  - (3) Daytime/evening sound levels in excess of 60 dB(A) will be permitted upon issuance of a permit and allow sound levels exceeding those set in subsection (d)(1), (2) as follows:

Thursday evening (5:00 p.m. — 11:00 p.m. Thursday) 70 dB(A)

Friday evening (5:00 p.m. — midnight Friday) 70 dB(A)

Saturday (10:00 a.m. — midnight Saturday) 70 dB(A)

- (4) Except as otherwise allowed by section 26-92, a permit to exceed sound levels may only be issued during the days and times listed in subsection (d)(3) of this section, to a maximum level of 70 dB(A). No outside amplified sound will be allowed unless a permit has been issued, subject to the exemptions set out in section 26-91.

(Ord. No. 23-94, § 97A-3, 9-27-1994)

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## Sec. 26-90. Noises prohibited, nuisances.

- (a) *General prohibitions.* It shall be unlawful to create, cause or allow the continuance of any unreasonably loud, disturbing, unusual, frightening or unnecessary noise, particularly during nighttime, which interferes seriously with neighboring residents' reasonable use of their properties. Such noise may include but is not limited to the following:
- (1) *Yelling, shouting, whistling or singing.* Yelling, shouting, whistling or singing on the public streets or private property at nighttime.
  - (2) *Noisy parties.* Congregating because of or participating in any part or gathering of people during nighttime.
  - (3) *Loading operations.* Loading, unloading, opening or otherwise handling boxes, crates, containers, garbage cans, or other similar objects during the nighttime.
  - (4) *Repair of motor vehicles.* The repair, rebuilding or testing of any motor vehicle during the nighttime.
  - (5) *Radio, phonograph, television or musical instrument.* The playing of any radio, phonograph, musical instrument, television, or other such device, particularly during the nighttime.
- (b) *Specific prohibitions.* The following acts are prohibited and shall be considered nuisance acts:
- (1) *Horns and signaling devices.* The intentional sounding of any horn or signaling device of a motor vehicle on any street or public place continuously or intermittently, except as a danger or emergency warning.
  - (2) *Motor vehicles.* Operating or permitting the operation of any motor vehicle or motorcycle not equipped with a muffler or other device in good working order so as to effectively prevent loud or explosive noises from the vehicle.
  - (3) *Exterior loudspeakers.* Operating or permitting the operation of any mechanical device or loudspeaker, without a permit to do so, in a fixed or movable position exterior to any building, or mounted on any aircraft or motor vehicle in such a manner that the sound is in excess of the maximum decibel level as described in section 26-89.
  - (4) *Power equipment.* Operating or permitting the operation of any power saw, sander, drill, grinder, leaf blower, lawn mower, or other garden equipment, or tools of a similar nature, outdoors during the nighttime.
  - (5) *Explosives.* The use of firing of explosives, firearms, fireworks or similar devices which create impulsive sound.
  - (6) *Security alarms.* The sounding of a security alarm for more than 20 minutes after being notified by law enforcement personnel.
  - (7) *Dogs and other animals.* The possession of a dog or other animal that barks or makes disturbing noises continuously or intermittently for more than ten minutes after being notified by law enforcement personnel or citizen complainant.
  - (8) *Motor vehicle speakers or speakers located in or on a motor vehicle.* Operating or permitting the operation of any speaker or sound in or on a motor vehicle in such a manner that the sound is in excess of the maximum decibel level described in section 26-89 when registered 25 or more feet from the motor vehicle.

(Ord. No. 23-94, § 97A-4, 9-27-1994; Ord. No. 9-99, § 97A-4, 5-25-1999)

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## Sec. 26-91. Exceptions.

The following are exempt from the provisions of this article:

- (1) Sound emanating from regularly scheduled outdoor athletic events on the campus of any county public school.
- (2) Construction operations from 7:00 a.m. to 9:00 p.m. on weekdays and 8:00 a.m. to 9:00 p.m. on weekends for which building permits have been issued or construction operations not requiring permits due to ownership of the project by an agency of government; providing all equipment is operated in accord with manufacturer's mufflers and noise-reducing equipment in use and in properly operating condition.
- (3) Noises of safety signals, warning devices, emergency pressure relief valves, and all church bells.
- (4) Noises resulting from any authorized emergency vehicle when responding to any emergency call or acting in time of emergency.
- (5) Any other noise resulting from activities of a temporary duration permitted by law and for which a license or permit has been granted by the town in accordance with this subsection. Regulations of noises emanating from operations under permit shall be according to the conditions and limits stated on the permit and contained in this subsection.
- (6) Unamplified and amplified sound at street fairs and parades conducted by or for the town.
- (7) All noises coming from the normal operations of properly equipped aircraft (not including scale model aircraft).
- (8) All noises coming from normal operation of motor vehicles properly equipped with the manufacturer's standard mufflers and noise-reducing equipment.
- ~~(9) Noise from lawful fireworks and noisemakers on holidays and at religious ceremonies.~~
- Noise from lawful fireworks and noisemakers on July 4<sup>th</sup>, New Year's Eve and New Years day.*
- (10) Lawn mowers, agricultural equipment, and landscape maintenance equipment used between the hours of 7:00 a.m. and 9:00 p.m. when operated with all the manufacturer's standard mufflers and noise-reducing equipment in use and proper operating condition, except in the case of maintaining a golf course in which case operation of previously stated equipment may be operated between the hours of 6:00 a.m. and 9:00 p.m.
- (11) Musical accompaniment or firearm discharge related to military ceremonies.
- (12) Sound amplification equipment used in conjunction with telecommunications systems on business properties to notify employees of that business of incoming phone calls, providing that this system be used only between the hours of 7:00 a.m. and 10:00 p.m., and that any speakers attached to the system be oriented toward the interior of the property.
- (13) Emergency work necessary to restore property to a safe condition following a fire, accident or natural disaster, or to restore public utilities, or to protect persons or property from an imminent danger.
- (14) Noises resulting from the provision of government services.
- (15) Noises resulting from the provision of sanitation services.

(Ord. No. 23-94, § 97A-5, 9-27-1994; Ord. No. 9-99, § 97A-5, 5-25-1999; Ord. No. 8-12, 4-10-2012 )

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## **Sec. 26-92. Permit to exceed limits.**

- (a) *Who may apply.* A person or group of persons may produce or cause to be produced sound in excess of 60 dB(A) only during the hours specified in section 26-89, and only if a permit to exceed the limit for the time and place of the activity has been obtained.
- (b) *Application or permit.* Any person or group of persons desiring a permit shall apply as provided in this section, and shall provide all information required.
- (c) *Timeliness of application.* The business manager or authorized agent or any person or groups of persons desiring a permit for a live musical group or individual to perform out-of-doors using sound amplifying equipment must apply 48 hours prior to the activity from which the permit is requested. A person applying for a permit to exceed the sound levels set out in section 26-90 or to use sound amplifying equipment may apply jointly with the business manager or authorized agent of the musical group if live music is to be provided.
- (d) *Action by town manager.* The town manager or his designee will act upon all requests for a permit:
  - (1) To exceed the limits specified during the hours specified.
  - (2) On behalf of the business manager or authorized agent of any musical group that wishes to operate out-of-doors during the hours specified.
  - (3) To exceed the limits for any time other than specified in section 26-89(d)(3).
- (e) *Consideration by town manager.*
  - (1) In considering and acting on all requests or permits pursuant to this article, the town manager shall consider, but shall not be limited to the following, in issuing or denying such permit:
    - a. The timeliness of the application;
    - b. The nature of the requested activity or event;
    - c. The time of the event;
    - d. Other activities in the vicinity of the location proposed;
    - e. The frequency of the application;
    - f. The effect of the activity on the residential areas of the town;
    - g. Previous experience with the applicant; and
    - h. Previous violations, if any, of the applicant.
  - (2) In addition, in order to issue a permit under subsection (d)(3) of this section, the town manager must determine that granting such a permit would have minimum or no impact on the surrounding area or is of a community-wide nature; and during daylight hours.
- (f) *Requirements by town manager.*
  - (1) A permit granted under this section will require the payment of an administration fee.
  - (2) The town manager or his designee may require that no sound speakers shall be set up more than ten feet above the ground.
  - (3) The town manager or his designee may require that the permit holders change the arrangement of loudspeakers or the sound instruments so as to minimize the disturbance to others resulting from the position or orientation of the speakers or from atmospherically or geographically caused dispersal of sound beyond the property lines.



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- (4) That the permittee notify at least one adult at every residential street address within 250 feet of the site of the proposed sound source that a permit has been issued. Such notification must be in writing and be done 24 hours prior to the starting time of the permit.
- (g) *Cooperation with police.* Permit holders agree to cooperate with the police department in enforcing this article by having the signers of the permit available at the site of the event during the entire time for which a permit has been issued and capable of assisting the police in enforcing this article. Failure of such signer of a permit to be present or to assist the police in complying with this article will be cause for revocation of the permit.
- (Ord. No. 23-94, § 97A-6, 9-27-1994)

### **Sec. 26-93. Violations.**

- (a) Any person who violates any portion of this article shall receive an oral warning to cease or abate the noise immediately, or within a reasonable time period. During nighttime, or if a second violation occurs within 60 days, an oral warning to cease or abate need not be issued prior to issuing a citation for violation of any portion of this article.
- (b) If the oral warning to cease or abate the noise is not complied with, the person responsible for the violation may be charged with a violation of this article and subject to a fine pursuant to section 1-8.
- (c) Violation of section 26-92 is cause for immediate revocation of a permit to exceed normal limits. The town manager or his designee may deny a request to exceed the limits or to operate sound amplifying equipment to any individual, group, organization or musical group who has held a permit to exceed normal noise levels within the previous six months, with or without a permit. All permits issued pursuant to this article shall contain a statement of the penalties for violations set forth in this section.

(Ord. No. 23-94, § 97A-7, 9-27-1994; Ord. No. 9-99, § 97A-7, 5-25-1999)

### **Secs. 26-94—26-110. Reserved.**

## ***DIVISION 2. NOISE FROM MOTOR VEHICLES AND PORTABLE AUDIO DEVICES***

### **Sec. 26-111. Prohibited.**

- (a) No person shall play, use, operate or permit to be played, used, or operated any radio, tape player, CD player, tape recorder, machine or other audio device that produces sound if it is located in or on any motor vehicle on a public street or highway, in a public space, in a public park or in a public vehicular area; and at the same time the sound generated from such device is audible at a distance of 30 feet or more from the motor vehicle in or on which the audio device is located.
- (b) It shall be prima facie evidence that the person that owns a motor vehicle or the person that is operating a motor vehicle, from which sound is generated from an audio device and such sound is audible at a distance of 30 feet or more, is the person playing, using, or operating the radio, tape player, CD player, tape recorder, machine or other audio device.

(Ord. No. 28-00, §§ 97B-1, 97B-2, 11-14-2000)

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**Sec. 26-112. Exceptions.**

Excepted from the provisions of this division are the following:

- (1) All sounds that are generated from any municipal, county, state or federal governmental vehicle from audio devices intended for two-way radio communication.
- (2) All sounds generated from any sirens, horns, PA systems or other warning devices used by authorized municipal, county, state or federal police, fire or other emergency vehicles.
- (3) All sounds that are generated from any authorized utility, service, repair or towing vehicle from audio devices intended for two-way radio communication when such vehicles are actively being used to perform a service or repair function.
- (4) All sounds generated from any horns or beepers or other warning devices required by state or federal law to be on or part of any motor vehicle.
- (5) All sounds generated by audio devices in or on vehicles that are taking part in an authorized parade permitted by the town.

(Ord. No. 28-00, § 97B-3, 11-14-2000)

**Sec. 26-113. Sanctions.**

- (a) Any person violating this division shall be cited and may avoid further prosecution by paying the sum of \$25.00 as a civil penalty within five business days after the issuance of the citation at the office of the town clerk at town hall.
- (b) Any person who has been issued a citation for a violation of this division and who has not paid the civil penalty within the five business days after the issuance of the citation shall be guilty of a misdemeanor, punishable upon conviction by a fine not exceeding \$250.00 or by imprisonment not exceeding 30 days.

(Ord. No. 28-00, § 97B-4, 11-14-2000)

**Secs. 26-114—26-125. Reserved.**

**TOWN OF WAYNESVILLE BOARD OF ALDERMEN**  
**REQUEST FOR BOARD ACTION**  
**Meeting Date: September 28, 2021**

**SUBJECT:**

Call for a Public Hearing for October 12, 2021 to consider a Conditional District Amendment to the Land Development Map and standards for a 2.84-acre portion of the Waynesville Country Club, PIN: 8604-99-9017.

**AGENDA INFORMATION:**

**Agenda Location:** New Business  
**Item Number:** F5  
**Department:** Development Services  
**Contact:** Elizabeth Teague  
**Presenter:** Elizabeth Teague

**BRIEF SUMMARY:**

This project proposes to carve out 2.84 acres from the Waynesville Country Club property for 8 single-family units and shared areas for parking, driveways, walkways, and greenspace. This project is located where the Club facilities of a hotel and three duplexes have been demolished. The eight units will be 4 bedrooms each, reducing water and sewer demand, and the project will re-use and redesign the existing driveway entrance and parking lot reducing impervious surface. The redevelopment area is adjacent to approximately 545 linear feet of frontage on Chelsea Drive, along which they are proposing sidewalks, and is otherwise surrounded by the Waynesville Country Club property. At their regularly scheduled meeting on September 20, the Planning Board held a public hearing and found that the project is consistent with the 2035 Plan and unanimously recommended adoption of the conditional district.

**MOTIONS FOR CONSIDERATION:**

1. Motion to call for a Public Hearing to consider a Conditional District Amendment to the Land Development Map and standards for PIN 8604-99-9017, within the Country Club Low Density Residential District (CC-RL)

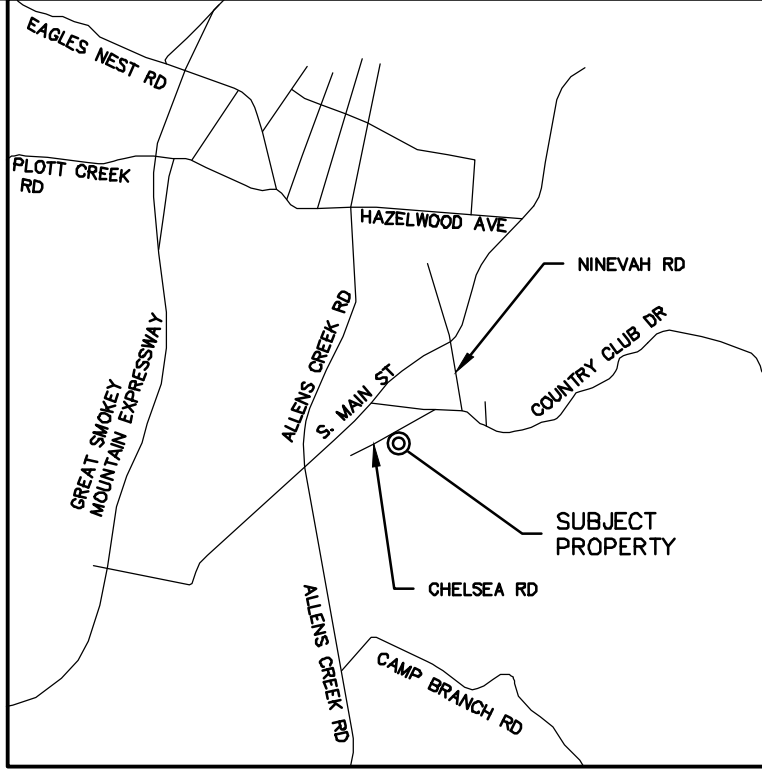
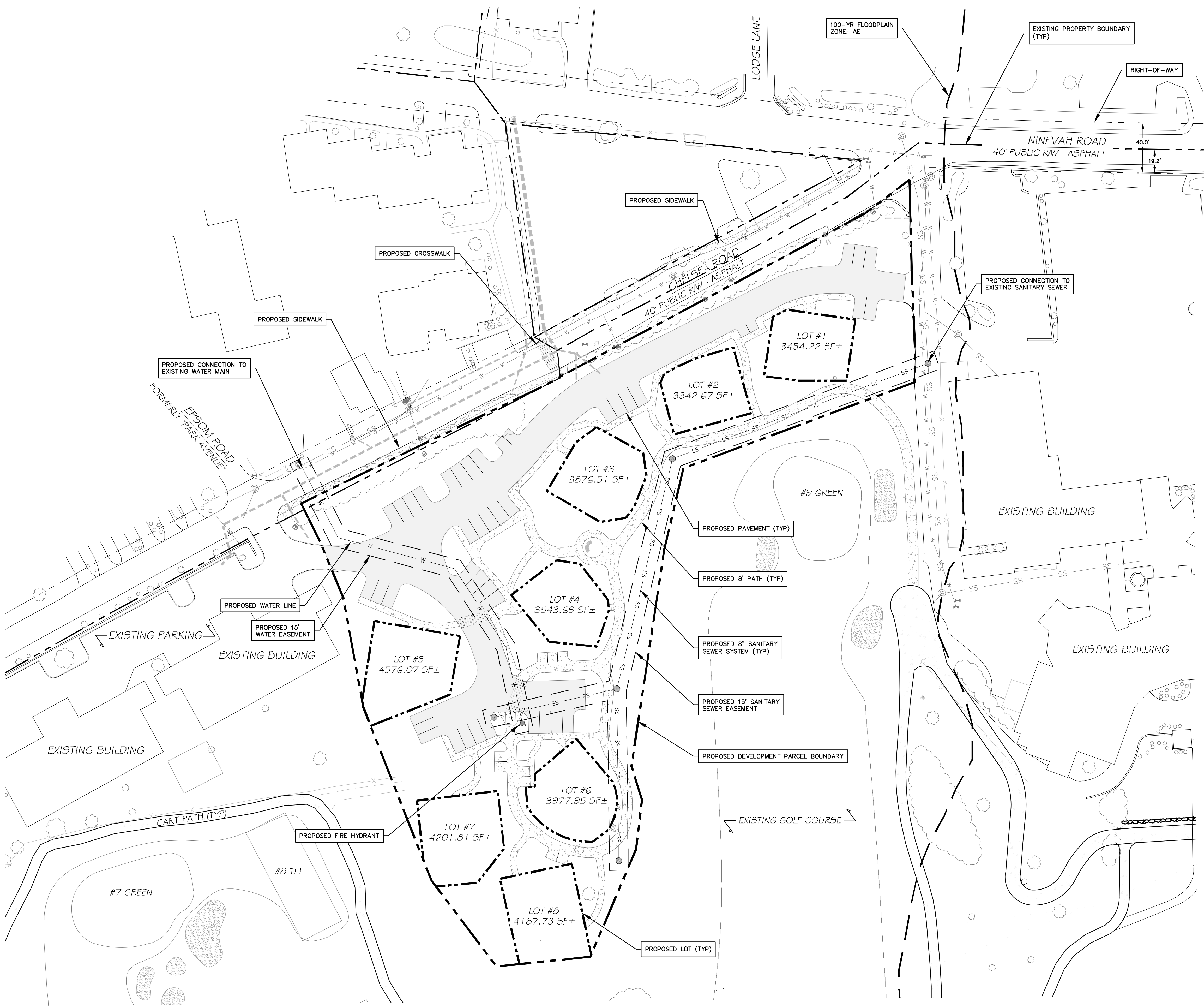
**FUNDING SOURCE/IMPACT:**

N/A

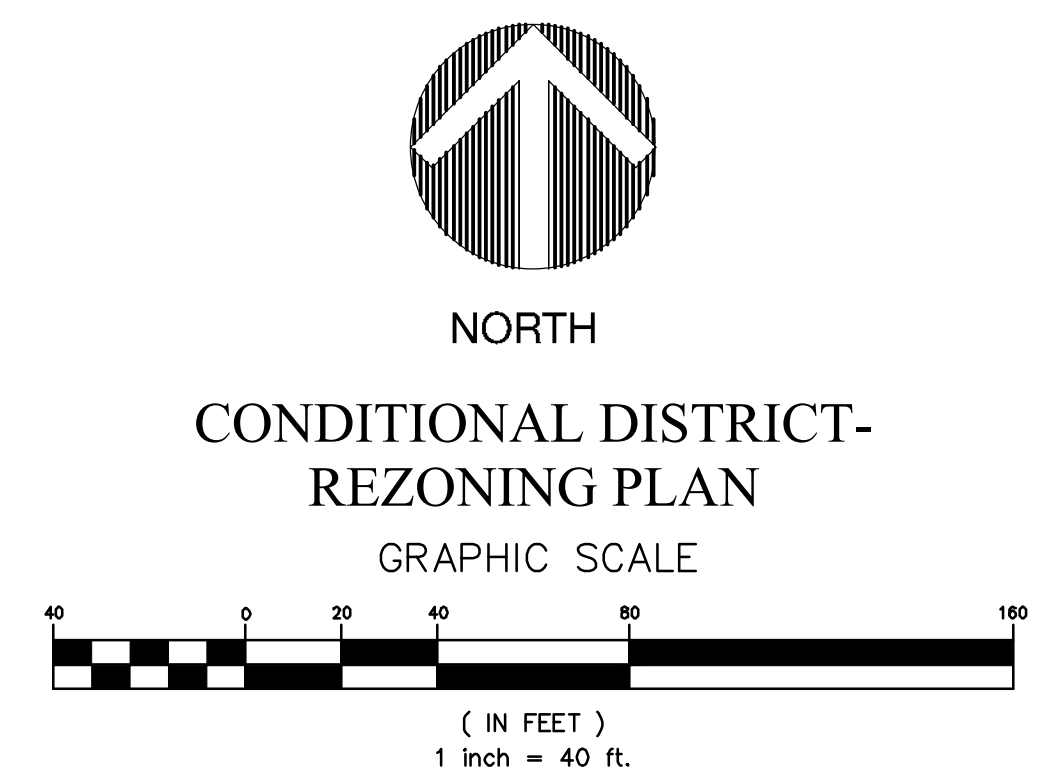
**ATTACHMENTS:**

Master and Site Plans, Area Map

**MANAGER'S COMMENTS AND RECOMMENDATIONS:**



| DEVELOPMENT DATA  |  |
|-------------------|--|
| OWNER/DEVELOPER:  | WGC HOSPITALITY LLC<br>1943 HOFFMEYER RD STE C<br>FLORENCE, SC 29501-3939<br>JAY HAM<br>(843) 799-2306         |
| CONTACT:          |  |
| CIVIL ENGINEER:   | CIVIL DESIGN CONCEPTS, P.A.<br>168 PATTON AVENUE<br>ASHEVILLE, NC 28801<br>DAVID BRAUN, P.E.<br>(828) 252-5388 |
| CONTACT:          |  |
| PROJECT DATA      |  |
| PIN:              | 8604-99-9017   |
| ADDRESS:          | 176 COUNTRY CLUB DR, TOWN OF WAYNESVILLE, NC 28786   |
| DEED BOOK/PAGE:   | CABC/8641, CABC/4600   |
| SITE ACREAGE:     | 2.84 ACRES<br>BEING SPLIT FROM GOLF CLUB PROPERTY, PIN# 8604-99-9017   |
| TOTAL LOT AREAS:  | 0.72 AC  |
| COMMON AREA:      | 2.12 AC  |
| PIN:              | 8604-99-9017   |
| EXISTING ZONING:  | CC-RL (COUNTRY CLUB RESIDENTIAL-LOW DENSITY)   |
| PROPOSED ZONING:  | CD (CONDITIONAL DISTRICT)  |
| PARKING PROVIDED: | 40 SPACES  |
| PROPOSED USE:     | EIGHT SINGLE FAMILY HOMES @ 4 BEDROOMS/EACH = 32 BEDROOMS  |



168 PATTON AVENUE  
ASHEVILLE, NC 28801  
PHONE (828) 452-4410  
FAX (828) 252-5388

52 WALNUT STREET - SUITE 9  
WAYNESVILLE, NC 28786  
PHONE (828) 452-4410  
FAX (828) 452-5388

Civil Design Concepts, PA

NCBELS LICENSE #: C-2184

| NO. | DATE | DESCRIPTION | BY |
|-----|------|-------------|----|
|     |      |             |    |
|     |      |             |    |
|     |      |             |    |
|     |      |             |    |

SEAL  
030669  
DAVID BRAUN  
REGISTERED PROFESSIONAL ENGINEER  
NORTH CAROLINA

WAYNESVILLE INN & GOLF CLUB  
COTTAGES

WGC HOSPITALITY LLC — WAYNESVILLE, NORTH CAROLINA

SITE PLAN FOR:

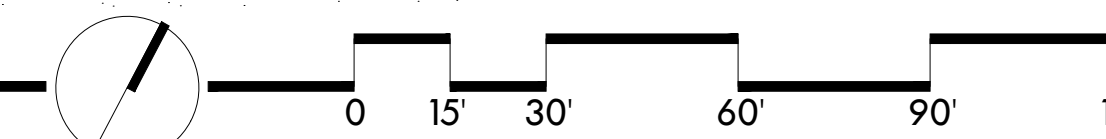
WAYNESVILLE INN & GOLF CLUB  
COTTAGES

WGC HOSPITALITY LLC — WAYNESVILLE, NORTH CAROLINA

DRAWN BY: JAA  
CDC PROJECT NO.: 22105

SHEET  
C001





# WAYNESVILLE INN GOLF RESORT COTTAGES

PREPARED FOR:  
**RAINES**  
CHARLESTON, SC

REVISIONS

| NO. | REMARKS | DATE |
|-----|---------|------|
|     |         |      |
|     |         |      |
|     |         |      |
|     |         |      |



NOT FOR  
CONSTRUCTION

DATE:  
8.31.2021

SHEET TITLE:

SCHEMATIC  
SITE  
PLAN

CONSULTANT

LANDSCAPE ARCHITECTURE  
88 Patton Avenue | Suite 700 | Asheville, NC 28801 | 828.225-4945

SHEET NO.

L-100

STUDIOS



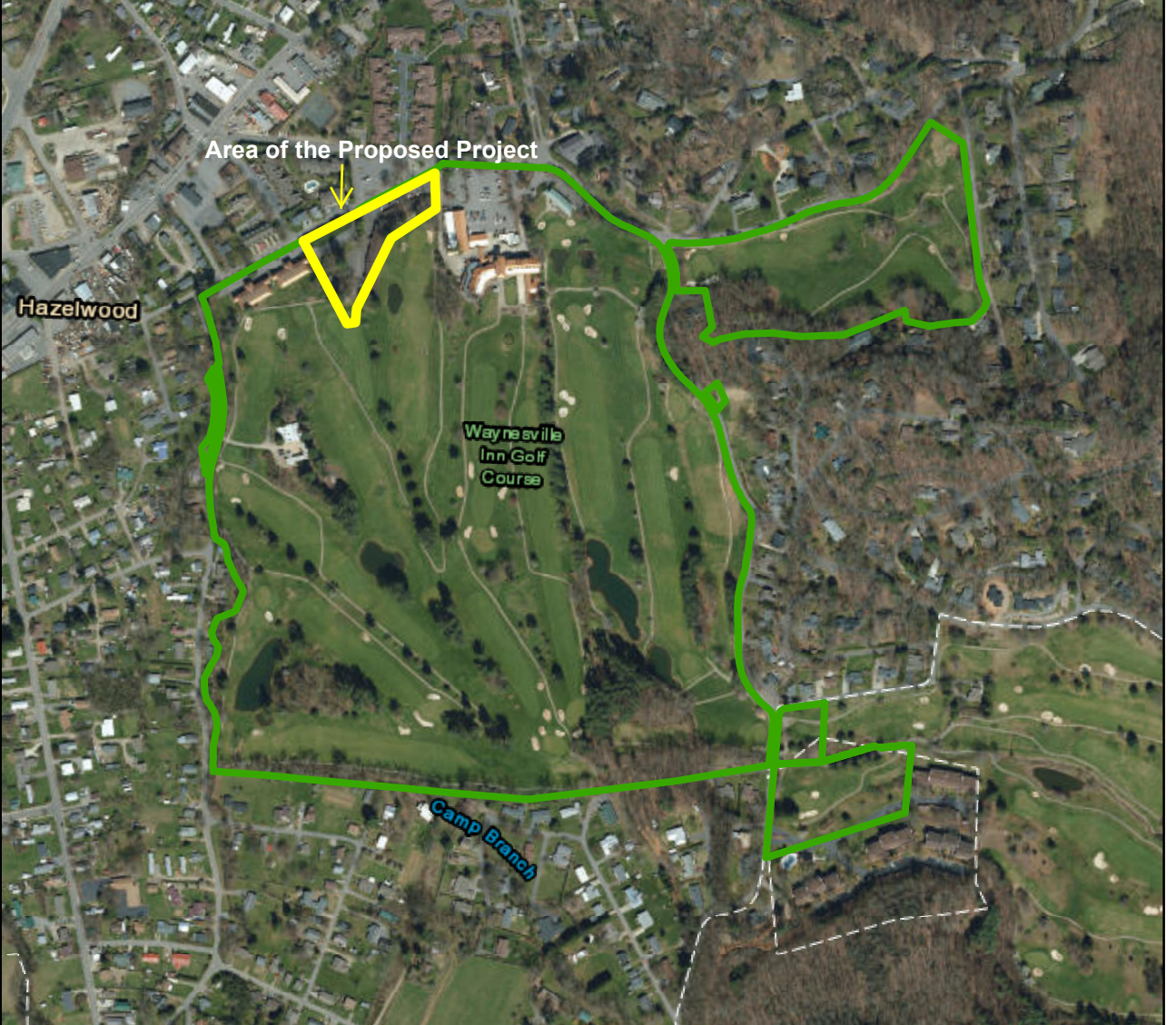
Area of the Proposed Project



Hazelwood

Waynesville  
Inn Golf  
Course

Camp Branch



**TOWN OF WAYNESVILLE BOARD OF ALDERMEN  
REQUEST FOR BOARD ACTION  
Meeting Date: September 28, 2021**

**SUBJECT:** Board Room Audio Visual Upgrades

**AGENDA INFORMATION:**

**Agenda Location:** New Business

**Item Number:**

**Department:** Administration

**Contact:** Jesse Fowler, Assistant Town Manager

**Presenter:** Jesse Fowler, Assistant Town Manager

**BRIEF SUMMARY:** At the request of the Board of Aldermen, staff has received a quote to upgrade the audio and visual capabilities of the Town's Board room. The new audio and visual upgrades to the Town's Board room provide the Board with new televisions, monitors, cameras, and sound equipment in the overflow mezzanine as well as the downstairs lobby. These upgrades will allow the Board to accommodate larger crowds and the ability to record and stream video. Carolina Technologies and Consulting, LLC., in partnership with Electronic Office will be providing the equipment and carrying out the installation. This project is quoted at \$69,476.17.

**MOTION FOR CONSIDERATION:**

1. Motion to approve the integrated systems proposal for new board room equipment at \$69,476.17

**FUNDING SOURCE/IMPACT:** Administration: Data Processing Supplies – 104120-532930

  
\_\_\_\_\_  
Dean Trader, Assistant Finance Director

9/20/2021

\_\_\_\_\_  
Date

**ATTACHMENTS:**

Integrated Systems Proposal

**MANAGER'S COMMENTS AND RECOMMENDATIONS:**





# Integrated Systems Proposal

Town of Waynesville

Electronic Office

1400 Sweeten Creek Road  
Asheville, NC 28803

**Prepared by:**  
Carolina Technologies and  
Consulting, LLC

EJohnson@CarolinaTechnologies.com  
(828) 274-1918

## ELECTRONIC OFFICE - TOWN OF WAYNESVILLE

### MEDIA ROOM

- 1 Solstice Pod  
Mersive Pod  
*The Solstice Pod is our turnkey wireless collaboration solution that combines our award-winning Solstice software running on an optimized hardware platform. The Solstice Pod fits any meeting space from conference rooms to huddle spaces and classrooms and offers our most extensive collaboration and screen sharing experience.*
- 4 Atlona® PTZ Camera with HDBaseT Output  
Atlona AT-HDVS-CAM-HDBT
- 4 Atlona 4K Ultra HD HDBaseT Receiver - 328 ft  
Atlona AT-UHD-EX-100CE-RX  
*Atlona 4K Ultra HD HDBaseT Receiver - 328 ft*
- 6 4K/UHD HDMI HDBaseT TX/RX with Ethernet, Control, and PoE  
Atlona AT-UHD-EX-100CE-KIT  
*The Atlona® AT-UHD-EX-100CE-KIT is an HDBaseT transmitter/receiver kit for HDMI transmission up to 330 feet (100 meters) over category cable with Ethernet pass through, RS-232 and IR control, plus Power over Ethernet (PoE). This extender kit transmits video signals up to 4K/UHD @ 60Hz with embedded multi-channel audio and remote 48V power for the receiver. Additionally, this kit extends Ethernet, RS-232, and 12-volt based IR control commands. This kit is HDCP 2.2 compliant and supports EDID communication. Both transmitter and receiver feature quarter rack width metal enclosures for easy rack mounting with rear panel I/O ports for uncluttered wire management. Use with an optional AT-IR-CS-RX*
- 1 Video Switcher  
ATEM Mini Extreme  
*True professional model adds total of 8 HDMI inputs, 16 way multiview, 4 ATEM Advanced Chroma keyers, SuperSource with 4 extra DVE's, 2 HDMI outputs, 2 USB ports and a more powerful control panel.*
- 1 Tesira Forte AVB  
Forte AVB  
*12 mic/line level inputs, 8 mic/line level outputs  
Gigabit Ethernet port  
RS-232 serial port  
4-pin GPIO  
2-line OLED display with capacitive-touch navigation  
Rack mountable (1RU)  
System configuration and control via Ethernet  
Internal universal power supply  
Signal processing via intuitive software allows configuration and control for signal routing, mixing, equalization, filtering, and delay  
CE marked, UL listed, and RoHS compliant  
Covered by Biamp Systems' five-year warranty*

- 1      Tesira EX-IN  
EX-IN  
*Four channels of balanced mic or line level input  
0 – 66dB gain, adjustable in 6dB increments  
+48V Phantom Power  
-100 to +12dB fader range for level  
Audio and control networking over AVB/TSN  
Powered by PoE+  
Plug-in barrier strip connectors  
Front panel LEDs for device status indications  
Half-rack chassis  
RoHS compliant and AES grounded  
Covered by Biamp Systems' five-year warranty*
  
- 10     Binary B4 Series 4K Ultra HD High Speed HDMI Cable with Ethernet - 2m (6.5 ft)  
Binary B4-HD-2  
*Binary B4 Series 4K Ultra HD High Speed HDMI Cable with Ethernet - 2m (6.5 ft)*
  
- 10     Binary B4 Series 4K Ultra HD High Speed HDMI Cable with Ethernet - .7m (2.3 ft)  
Binary B4-HD-.7  
*Binary B4 Series 4K Ultra HD High Speed HDMI Cable with Ethernet - .7m (2.3 ft)*
  
- 2      Atlona 4K HDR 2-Output HDMI Distribution Amplifier  
Atlona AT-RON-442  
*Atlona 4K HDR 2-Output HDMI Distribution Amplifier*
  
- 2      4K HDR HDMI Distribution Amplifier  
Atlona AT-RON-448  
*The Atlona Rondo™ is a 1x2, 1x4, or 1x8 HDMI distribution amplifier for high dynamic range (HDR) formats. It is HDCP 2.2 compliant and supports signals up to 4K @ 60 Hz 4:4:4, as well as HDMI data rates up to 18 Gbps.*
  
- 2      Episode 70V IP-Enabled Amplifier | 150W x 2 Channels  
Episode ESA-70V2CH-150W  
*Episode 70V IP-Enabled Amplifier | 150W x 2 Channels*
  
- 12     Episode 800 Commercial Series 70-Volt In-Ceiling Speaker  
Episode ECS-800-IC-6
  
- 1      Sense UHF Wireless Microphone Receiver  
Sense SE-350-WR-1CHD  
*This wireless receiver offers premium features and more for your most common wireless systems. With channel grouping, true diversity reception and hi/low transmission powers, it's perfect for training rooms, auditoriums, and stage performances.*
  
- 1      Sense™ UHF Wireless Condenser Microphone  
Sense SE-350-WT-HAND  
*This handheld microphone is a great companion for our wireless receiver. Its superior audio pickup ensures you get the sound you want, and its advanced build quality promises excellence for a long time to come. It's easy to set up, too, so it's perfect for training rooms, auditoriums, and stage performances.*
  
- 1      Episode Electronics Tabletop Mount Plasma/LED-Proof IR Sensor Kit  
Episode EE-IR-RCVR-TT-KIT  
*Episode Electronics Tabletop Mount Plasma/LED-Proof IR Sensor Kit*
  
- 3      Strong Contractor Series Universal Articulating Dual Arm Mount - 47-90" Displays  
Strong SM-CS-ART2-XL  
*Strong Contractor Series Universal Articulating Dual Arm Mount - 47-90" Displays*



- 3      75" Class TU7000 Crystal UHD 4K Smart TV  
         Samsung UN75TU7000FXZA  
         *The ultra-fast Crystal Processor 4K transforms everything you watch into stunning 4K*  
         *See what you've been missing on the crisp, clear picture that's 4X the resolution of Full HD*
  
- 2      Arlington Combo TV Box for Electrical and Low Voltage  
         Arlington TVBU505  
         *Arlington Combo TV Box for Electrical and Low Voltage*
  
- 1      Strong Contractor Series Rack - 18" Depth | 12U  
         Strong SR-CS-RACK-12U  
         *Strong Contractor Series Rack - 18" Depth | 12U*
  
- 9      17-Inch Capacitive LED Backlit Multi-Touch Monitor  
         Angel B07GTJMSM  
         *True Flat Seamless Design Touchscreen, VGA and HDMI Input, for Office.*

|                              |             |
|------------------------------|-------------|
| Area Labor & Equipment Total | \$54,981.00 |
|------------------------------|-------------|

## PROJECT SUMMARY

|                            |                           |
|----------------------------|---------------------------|
| Equipment Total            | \$44,812.25               |
| Cable & Hardware           | \$2,450.00                |
| Programming                | \$5,500.00                |
| Installation Total         | \$10,168.75               |
| Design, Project Management | \$2,000.00                |
| Tax                        | <u>\$4,545.17</u>         |
| <b>TOTAL</b>               | <b><u>\$69,476.17</u></b> |

## TERMS, SCOPE & ACCEPTANCE

Your satisfaction is important to us, and we plan to exceed your expectations!

This proposal is a complete package, including design, wiring, equipment, installation, and coordination of plans with architects, decorators, electricians, and cabinetmakers.

All equipment is warranted by the manufacturers. We guarantee all installation work to be free of defects for a period of one year from installation date. If service is required, we will be happy to provide you with excellent service for your system. Carolina Technologies assumes no responsibility for damages, either direct or consequential, that may result from accidents associated with the design, installation, and operation of the sound and video equipment listed herein. Prices contained in this proposal are valid for 30 days. Any changes to this proposal will be submitted in writing for approval.

Responsibilities of others: High voltage electrical wiring and cabinetry are to be supplied by others. Television service connection will be furnished by others. Any 'prewire' locations do not include termination of wiring or wall outlets. Cabinetry must be adequate to fit this equipment and drawings must be submitted for our approval. Media cabinets must provide adequate ventilation to dissipate the heat of electronic equipment. In some cases, quiet fans may be needed for ventilation. Any conduits or trenching required to bury outdoor cabling (including Satellite and Cable company wiring) are not included and will be provided by others.

This proposal does not include installation or configuration of televisions or other video components.

Equipment Manufacturer's regularly update their product offerings. In our efforts to provide you with the very latest technology, we reserve the right to substitute the most up to date models available at the time of installation.

Terms: 30% with acceptance, 30% after rough-in is complete, and balance 40% upon completion of the installation. This equipment shall remain the property of Carolina Technologies until all installation and equipment charges have been paid in full.

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Accepted by

---

Date

---

Carolina Technologies

I accept this proposal and authorize the work to be done and accept responsibility for payments due.

**TOWN OF WAYNESVILLE BOARD OF ALDERMEN  
REQUEST FOR BOARD ACTION  
Meeting Date: 9/28/21**

**SUBJECT:** Options for Organization of Town Administered Municipal Service District

**AGENDA INFORMATION:**

**Agenda Location:** Manager's Report  
**Item Number:** H7  
**Department:** Administration  
**Contact:** Rob Hites  
**Presenter:** Rob Hites

**BRIEF SUMMARY:**

The Board of Aldermen began discussions on the structure of a Town Administered Municipal Service District during their previous meeting. I have studied the structures of several Main Street Communities and modified them to fit Waynesville. The attached options are meant to engender discussion.

**MOTION FOR CONSIDERATION:**

**Discuss options for organizing the Town's Municipal Service District.**

**FUNDING SOURCE/IMPACT:** Downtown Municipal Service District tax and General Fund contribution

**ATTACHMENTS:** Options

**MANAGER'S COMMENTS AND RECOMMENDATIONS**

**Review the options, mix and match. Many of the events that start in Frog Level and Hazelwood also involve the Downtown. The Town is receiving Special Event Permits for all three commercial districts and coordinating them with other events is becoming routine. I recommend that the Municipal Service District fund 70% of the salary of the Special Events Coordinator with the remaining Thirty Percent being appropriated through the General Fund. If the Town coordinates the Special Events that they have been paying DWA to carry out it will save \$12,000.**

**I have amended the Hendersonville Rules of Procedure for their municipal service district to fit Waynesville's prospective Advisory Board structure. There were discussions as to whether the DWA should use the procedural format of Robert's Rules of Order for their meetings. Hendersonville drafted a streamlined version of Robert's Rules to aide their Downtown Advisory Board in conducting their meetings. I found this document to be particularly useful.**



## MEMORANDUM

**TO:** Mayor and Town Board of Aldermen  
**FROM:** Robert W. Hites Jr.  
**DATE:** 9/27-21  
**SUBJECT:** Options for Establishing an Advisory Committee Structure and Staff Organization for Administration of the Downtown Municipal Service District.

I have drafted several options for establishing an “Advisory Committee” to the Board of Alderman to aid the Town in administering the Municipal Service District.

- **Steering Committee** to develop an organizational plan for a Town Administered Municipal Service District.  
**Makeup of Steering Committee**  
*Five- person committee appointed by the Board made up of two merchants, one property owner and two Alderman. Committee would study the needs of the Downtown/Town and develop an organizational operating plan for Board approval.*

Staff will be Town Employees dedicated to the Steering Committee and supervised through the Manager’s Office.

- **13 Member Board Advisory Committee** (Approved by Town Board through application process)

Committee to carry out the “N C Main Street Program” (Promotions, Design, Economic Vitality and Organization. Three members will sit on the committee with the addition of one volunteer from the District. The Board chair will be a member of all committees permitting five members.

***Committee Made up of the Following:***

*Four members representing merchants*

*Four members representing owners/residents*

*One member of the Board of Aldermen*

*One member representing County (may be a Commissioner or Staff Member)*

*Three At-Large Members*

Staff will be Town Employees dedicated to the Advisory Board and Special Events and supervised through the Manager’s Office.

Page 2.

Options for Establishing and Advisory Committee to administer the Downtown MSD

- **17 Member Board Advisory Committee** (approved by Town Board through Application Process)  
Committee to carry out the NC Main Street Program (Promotions, Design, Economic Vitality and Organization)

**Member Committee made up of the following:**

Four members representing merchants

Four member representing owners/residents

Two members from Board of Aldermen

One member representing the County (may be commissioner or staff member)

Three at-large members

Three members representing the non- profit corporation titled "Downtown Waynesville Association" .

The 17- member structure permits four members to be appointed to each of the four "Main Street Committees" with the chair being a member of all committees. Total committee membership "5".

Staff will be Town Employees dedicated to the Advisory Board and town wide special events supervised through the Manager's office.



# **TOWN OF WAYNESVILLE**

## **DOWNTOWN ADVISORY BOARD**

### **Charter & Rules of Procedure**

#### **Article 1. Name**

The name of this organization is the Town of Waynesville Downtown Advisory Board, hereinafter referred to as the “Board.”

#### **Article 2. Purpose and Powers**

The general purpose of the Board is to serve in an advisory role to the Town Board in matters pertaining to the Main Street Municipal Service District, subject to such limitations as may be imposed by state law or by ordinances of the Town. The Boards shall be embodied for the following purposes: Advise, deliberate and make recommendations to the Town Board to help facilitate the implementation of the Comprehensive Plan as it relates to downtown; Serve to support economic development efforts, and the marketing and promotion of downtown; Identify appropriate uses for downtown and identify developers/investors for downtown development; Recommend to Town Board an overall policy for the continued development and sustainability of downtown; Develop financial tools for downtown development; Promote and facilitate the improvement of downtown infrastructure, including water, public safety, parks, parking, transportation, utilities, sidewalks, sewer, and streetscape; Promote and facilitate a program to assist in business retention in the downtown; Promote and facilitate a marketing program to increase sales, visitors, and awareness of downtown; Provide Town Board with representative community participation in preparing and implementing plans and reports concerning the development of downtown; Promote, facilitate, and act as liaison to developments significantly affecting the downtown area. Promote and support downtown as a special event location.

#### **Article 3. Jurisdiction**

The Town of Waynesville Downtown Advisory Board’s jurisdiction shall apply to the Waynesville Main Street Municipal Service District . The Main Street Municipal Service District is formed by the boundaries shown in Exhibit “A”. The Board may also discuss and be consulted on matters outside of the Main Street Municipal Services District, provided the subject is related to the core mission of supporting a healthy and vibrant downtown.

#### **Article 4. Membership**

**Section 1. Membership and Appointment.** All appointments shall be made by the Town of Waynesville Town Board. The Board shall consist of \_\_\_\_\_ members voting members. and Membership shall be composed from the following membership categories:

- ( ) \_\_\_\_\_
- ( ) \_\_\_\_\_
- ( ) \_\_\_\_\_
- ( ) \_\_\_\_\_
- ( ) \_\_\_\_\_

Merchant members are defined as persons operating businesses whether being the owner or tenant.

Property owners or residents are defined as persons who own property or live in the district.

At-large members are defined as persons owning property or residing within the Town of Waynesville or Haywood County, or business owners whose business is located within the Town of Waynesville or Haywood County.

Staff Support Town staff shall be assigned to the Downtown Advisory Board, acting as the Secretary and liaison between the Board, Town Departments, and the Town Board and shall have the charge of correspondence, minutes, notifying members of meetings, and other information.

**Section 2. Member Terms and Term Limits.** Board members shall be appointed to staggered three-year terms by the Town Board annually in June. The term of service shall be three years. No member shall serve more than two consecutive full three-year terms. Members shall serve without compensation.

At the end of a member's second full term, they must take a one-year hiatus before seeking reappointment to the Board.

At initial appointment for this Board, Town Board may implement staggered terms for members, meaning that [REDACTED] members of the Board membership shall be appointed for an initial term to run from [REDACTED] 2021 to June 30, 2022, [REDACTED] members of the Board membership shall be appointed for an initial term to run from [REDACTED] 2021 to June 30, 2023, and [REDACTED] members of the Board membership shall be appointed for an initial term to run from [REDACTED], 2021 to June 30, 2024. Thereafter appointments shall be for 3-year terms unless filling an unexpired term.

**Section 3. Attendance at Meetings.** Any member who misses more than three consecutive regular meetings or more than one-half the regular meetings actually held in a calendar year shall cease to be a Board member.

**Section 4. Vacancies and Reasons for Dismissal.** All members serve at the pleasure of the Town of Waynesville Town Board. Members may be dismissed for any reason with or without cause. Including but not limited to failure to attend meetings. Vacancies shall be filled at the earliest convenience of the Town Board. A vacancy of the chair or vice chair shall be elected by a majority of the Board at the next regularly scheduled meeting.

## **Article 5. Meetings**

**Section 1. Open-Meetings Law.** All meetings and committees of the Board shall be open to the public, and any person may attend their meetings. Except as permitted below, all meetings of the Board shall be open to the public and any person may attend its meetings. For purposes of these rules, a meeting of the Board occurs whenever a majority of the Board's members gather, either in person or simultaneously by electronic means, to conduct hearings, deliberate, vote, or otherwise transact public business within the Board's real or apparent jurisdiction. The term "majority" as used here and elsewhere in these rules means, unless otherwise specified, a simple majority, that is, more than half. No meeting shall occur except as part of a duly called and advertised meeting. For the avoidance of doubt informal gatherings of a majority of the members where business of the Board is discussed are strictly prohibited.

**Section 2. Closed Session.** The Board may enter a closed session from which the public is excluded on any of the grounds listed in G.S. 143-318.11(a).

1. Motion to Enter Closed Session. The Board may hold a closed session only upon a motion duly made and adopted in open session. The motion to enter closed session shall cite one or more of the permissible bases listed in G.S. 143-318.11(a) for closed sessions. For a closed session held under G.S. 143-318.11(a)(1) (prevent disclosure of privileged or confidential information or information not considered public record), the motion shall name or cite the law that renders the information confidential or privileged. For a closed session called pursuant to G.S. 143-318.11(a)(3) (attorney consultation and preservation of attorney-client privilege), the motion shall name the parties to any pending lawsuit that the Board's attorney plans to discuss in the closed session.

2. Closed-Session Participants. Aside from the Board members themselves, only those individuals invited by the Board may participate in a closed session. The Board will invite only those individuals whose presence is reasonably necessary to aid the Board in its closed-session deliberations.

3. Motion to Return to Open Session. Upon completing its closed-session business, the Board shall return to open session.

4. As per State Statute minutes of the Closed Sessions shall be drafted in such detail that a reasonable person would understand the discussion.

**Section 3. Regularly Scheduled Meetings.** The Board shall hold regular meetings monthly on the  . The Board shall annually adopt a regular meeting schedule showing the dates, times, and places of its regular meetings for the year.

1. Notice of Regular Meeting Schedule. The Board shall ensure that a copy of its current regular meeting schedule, complete with the date, time, and place of each regular meeting, is filed with the Town Clerk and posted on the Town's website, and the Board's webpage if they have one.
2. Change to Regular Meeting Schedule. The Board may revise its regular meeting schedule to change the date, time or place of a particular regular meeting or all regular meetings within a specified period. The Board shall ensure that the revised regular meeting schedule is filed with the Town Clerk at least seven (7) consecutive calendar days before the first meeting held pursuant to the revised schedule. The Board shall also have the revised schedule posted on the Town's website and the Board's webpage if they have one.

**Section 4. Special Meetings.** The chair or the majority of the members of the Board may at any time call a special meeting of the Board by signing a notice stating the date, time and place of the special meeting and the subjects to be considered. Alternatively, a special meeting may be called by vote of the Board in open session during a regular meeting or another duly called special meeting if on the special meeting agenda.

**1. Notice to the public.** At least 48 hours before a special meeting, the Board shall cause written notice of the meetings date, time, place, and purpose(s) to be:

- i Posted on the Board's principal bulletin Board or, if the Board has no such bulletin Board, at the door of the Board's usual meeting room.
- ii Mailed or delivered to each newspaper, wire service, radio station and television station and person who has filed a written request for notice with the secretary.

**2. Notice to Board Members.** For all meetings called by the chair, or a majority of the members, notice of the meeting date, time, place, and purpose(s) shall be mailed, emailed, or delivered to all members of the Board at least 48 hours before the meeting. If the special meeting was called at another duly held meeting of the Board, and one or more members were absent, the chair shall ensure that notice of the meeting's date, time, place, and purpose(s) is mailed, emailed, or delivered to any absent member(s) a minimum of forty-eight hours in advance of the special meeting.

**3. Business Conducted at a Special Meeting.** Only the business that is specified in the notice of the meeting may be transacted during a special meeting.

**Section 5. Organizational Meeting.** On the date and at the time of the regular meeting in July, the Town Board shall appoint a chair and vice chair. The new Board shall be to adopt an annual scheduled of meetings for the upcoming calendar year. Newly appointed and reappointed members must have taken their oath prior to the start of the organizational meeting.

**Section 6. Electronic Board Meetings and Member Participation.** No member who is not physically present may participate in a meeting of the Board by electronic means except in accordance with this rule.

**1. Electronic Meetings Generally.** Provided a quorum is present, in person, at a meeting, Board members may participate in a meeting electronically. Any member wishing to participate electronically in a meeting shall be required to give the Chair and the Secretary at least Twenty -four (24) Hours before the start of the meeting. When one or more members are participating remotely, the following rules shall apply:

*(a) Member Identification.* Each member who attends by electronic means shall identify himself or herself in each of the following situations:

- i when roll is taken, or the meeting begins.
- ii before taking part in deliberations, including making any motions, proposing any amendments, or raising any points of order; and
- iii before voting.

*(b) Method of Electronic Participation.* Any member who attends electronically shall use a means of communication that enables the member

- i to hear what is said by other Board members and any person who addresses the Board and

ii to be heard by other Board members.

(c) *Voting*. The Board shall conduct all votes by calling for ayes and noes. It may not vote by secret or written ballots. The votes of any member who attends by electronic means shall be counted as if the member were physically present, but only while the Board maintains electronic communication with that member.

(d) *Minutes*. The minutes shall which members took part electronically, and when such members joined or left the electronic meeting.

2. Electronic Meetings During a State of Emergency Declared by the Governor or General Assembly. During any state of emergency declared by the Governor or General Assembly pursuant to G.S. 166A-19.20, a meeting of the Board shall comply with the requirements of this paragraph if the Board falls within the emergency area and at least one Board member attends the meeting by conference call, conference video, or other electronic means.

(a) *Notice*. The public notice for any regular, special, emergency, or recessed meeting that is subject to this paragraph shall specify how the public can access the electronic meeting in real time.

(b) *Member Identification*. Each member who attends by electronic means shall identify himself or herself in each of the following situations:

- i when roll is taken, or the meeting begins.
- ii before taking part in deliberations, including making any motions, proposing any amendments, or raising any points of order; and
- iii before voting.

(c) *Meeting Materials*. All documents considered during the meeting shall be furnished to each Board member.

(d) *Method of Electronic Participation*. Any member who attends electronically shall use a means of communication that enables the member

iii to hear what is said by other Board members and any person who addresses the Board and

iv to be heard by other Board members.

(e) *Quorum*. A member who attends by electronic means counts as present for quorum purposes, but only while the Board maintains electronic communication with that member.

(f) *Voting*. The Board shall conduct all votes by roll call. It may not vote by secret or written ballots. The votes of any member who attends by electronic means shall be counted as if the member were physically present, but only while the Board maintains electronic communication with that member.

(g) *Acting by Reference*. The Board shall not deliberate, vote, or otherwise act on any matter by reference to the agenda or any other document unless copies of the agenda or document are available for public inspection at the meeting and so worded that persons in attendance



can understand what is being deliberated or acted upon.

(h) *Minutes*. The minutes shall indicate that the meeting was conducted by electronic means, which members took part electronically, and when such members joined or left the electronic meeting.

(i) *Live Streaming*. The meeting may be streamed live online so that live audio (and video, if any) are available to the public. If the Board meets by conference call, the public shall have an opportunity to dial in or stream the audio live and listen to the electronic meeting.

(j) *Public Hearings*. Although it may conduct any public hearing mandated or permitted by law, the Board shall allow the public to submit written comments on the hearing's subject matter between the publication of any required notice and twenty-four hours after the hearing.

**Section 7. Cancellation of Meetings.** Whenever there is no business for the Board the chair may cancel a meeting by giving reasonable notice to all members before the time set for the meeting. However, in the case of a special meeting called by a majority of the Board, the chair may cancel the meeting only upon the concurrence of a majority of the Board. The majority concurring in the cancellation need not be the same majority that called the special meeting.

## **Section 8. Continued Meetings**

1. **Calling continued Meetings.** When conducting a properly called regular, special, or emergency meeting, the Board may continue the meeting to another date, time, or place by a procedural motion made and adopted in open session, as provided in Article 10, Section 5 (Motion 3). The motion shall state the time (including the date if the meeting will resume on a different day) and place at which the meeting will resume.

2. **Notice of Continued Meetings.** If the Board's website is maintained by one or more Board employees, notice of the recessed meeting's date, time, and place shall appear on the website prior to the meeting. No further notice of a properly called continued meeting is required.

## **Article 6. Agenda**

**Section 1. Proposed Agenda.** The Secretary shall prepare a proposed agenda for each meeting. A request to have an item of business placed on the agenda must be received at least three working days before the meeting. Any board member may, by a timely request, have an item placed on the proposed agenda. A copy of all proposed policies shall be attached to the proposed agenda. Each board member shall receive a copy of the proposed agenda and any attachments and they shall be available for public inspection and/or distribution when they are distributed to the Board members.

**Section 2. Adoption of the Agenda.** As its first order of business at each meeting, the Board shall, as specified in Article 8, discuss, and revise the proposed agenda and adopt an agenda for the meeting. The Board may by majority vote add items to or subtract items from the proposed agenda, except that the Board may not add items to the agenda of a special meeting unless (a) all members are present and (b) the Board determines in good faith at the meeting that it is essential to discuss or act on the item immediately. If items are proposed to be added to the agenda, the Board may, by majority vote, require that written copies of particular documents connected with the items be made available at the meeting to all board members.

The Board may designate certain agenda items "for discussion and possible action." Such designation means that the Board intends to discuss the general subject area of that agenda item before making any motion concerning that item.

**Section 3. Open Meetings Requirements.** The Board shall not deliberate, vote, or otherwise act on any matter by reference to a letter, number or other designation, or other secret device or method, with the intention of making it impossible for persons attending a meeting of the Board to understand what is being deliberated, voted, or acted on. However, the Board may deliberate, vote, or otherwise act by reference to an agenda, if copies of the agenda--sufficiently worded to enable the public to understand what is being deliberated, voted, or acted on--are available for public inspection at the meeting.

## **Article 7. Agenda Items from Members of the Public & Public Input**

**Section 1. Agenda Items from Members of the Public.** If a member of the public wishes to request that the Board include an item on its regular-meeting agenda, the individual shall submit the request in writing to the Board's secretary at least five working days before the meeting date. The Board shall decide whether or not to add any agenda items submitted by the public at the adoption of the agenda. The Board is not obligated to place an item on the agenda merely because such a request has been received.

**Section 2. Public Input.** Public input at all Board meetings shall have a three-minute limit per speaker. The Chair reserves the right to alert time limits for public comment periods.

**Section 3. Broadcasting and Recording Meetings.** Any person may photograph, film, tape-record, or otherwise reproduce any part of a Board meeting that must take place in open session. Except as provided in paragraph (c) of this rule, any radio or television station may broadcast any such part of a Board meeting.

1. Advance Notice. Any radio or television station that plans to broadcast any portion of a Board meeting shall so notify the secretary no later than three hours before the meeting. The failure to provide notice is not, by itself, grounds for preventing the broadcast of a Board meeting.

2. Equipment Placement. The Board chair or an appropriate staff member may regulate the placement and use of camera or recording equipment in order to prevent undue interference with a Board meeting, so long as he or she allows the equipment to be placed where it can carry out its intended function. If the Board chair or staff member determines in good faith that the equipment and personnel necessary to broadcast, photograph, or record the meeting cannot be accommodated without undue interference to the meeting, and an adequate alternative meeting room is not readily available, the chair or staff member may require the pooling of the equipment and the personnel operating it.

## **Article 8. Order of Business**

Items shall be placed on the agenda according to the order of business. The order of business for each regular meeting shall be as follows:

Discussion and revision of the proposed agenda; adoption of an agenda  
Approval of the minutes  
Public comment  
Public hearings  
Administrative reports  
Team reports  
Unfinished business  
New business Informal  
discussion

By general consent of the Board items may be considered out of order.

## **Article 9. Officers**

**Section 1 Presiding Officer.** The presiding officer of each meeting of the Board shall be the chair of the Board. In situations where the chair is unavailable or unable to participate in the meeting or any particular matter before the Board, the vice chair shall preside. In the event that neither the chair nor the vice chair is available, the members of the Board, by affirmative vote of the majority, may appoint an acting chair who shall have all powers of the chair while acting as presiding officer.

**Section 2. Selection of The Chair and Vice Chair.** The chair shall be selected by majority vote of the Town Board. The Chair and Vice Chair shall be appointed by the Town Board unless the Town Board chooses to delegate that responsibility to the Advisory Board.

**Section 3. Powers and Duties of The Chair and Vice Chair.** The chair shall preside at all meetings of the Board but shall also have the right to engage in discussion and vote on any matter before the Board unless otherwise excused. The chair shall have the power to call a special meeting, rule on procedural matters during a meeting, call a brief recess of a meeting at any time, and adjourn a meeting in an emergency. At any other time, adjournment shall be by motion, duly approved. The vice chair shall have all powers and perform all the duties of the chair in his or her absence.

### **Section 4. The Chair**

1. Presiding Officer. The chair shall preside at meetings of the Board.
2. Voting by the Chair. The chair has the same duty to vote as other members, though in no event may the chair break a tie on a motion on which he or she has already voted.
3. Recognition of Members. A member must be recognized by the chair (or other presiding officer) in order to address the Board, but recognition is not necessary for an appeal pursuant to Article 10, Section 5 (Motion 1).
4. Powers as Presiding Officer. As presiding officer, the chair is to enforce these rules and maintain order and decorum during Board meetings. To that end, the chair may
  - (a) rule on points of parliamentary procedure, to include ruling out of order any motion clearly offered for obstructive or dilatory purposes.
  - (b) determine whether a member or other speaker has gone beyond reasonable standards of courtesy in his or her remarks and entertain and rule on objections from other

members on this ground.

(c) entertain and answer questions of parliamentary procedure.

(d) call a brief recess at any time; and

(e) adjourn in an emergency.

(f) Appeals of Procedural Rulings. A member may appeal a decision made or an answer given by the chair under subparagraph (d)(1), (2), or (3) of this rule in accordance with Article 10, Section 5 (Motion 1).

**Section 5. Duties of The Secretary.** The Town Manager shall assign a staff person to the Board who shall serve as the secretary of the Board and shall perform the following:

1. The secretary shall ensure that all meetings of the Board are properly noticed.
2. The secretary shall maintain the sunshine list that is a list of those persons or entities that have filed a written request indicating a desire to receive notice of all special meetings of the Board.
3. The secretary shall take and record the actions of the Board and draft minutes of the meetings accordingly. Minutes shall be sent to Board members prior to their next regularly scheduled meeting. The secretary shall also forward a copy of the minutes as they are approved to the Clerk to the Town Board and post on the Town's website
4. The secretary shall be responsible for maintaining an accurate list of members of the Board, submitting to the Town Clerk a quarterly attendance report for its members and notifying the Town Clerk of any resignations of any of its members, or any other change in membership of the Board.

## **Article 10. Action by the Board**

**Section 1. Quorum.** A majority of the members shall constitute a quorum for any meeting. No action of the Board may be taken at any meeting where less than the required quorum is present, except to adjourn the meeting. Once a quorum has been established, it will not be defeated if members leave.

**Section 2. Motions and Voting.** Action of the Board may be taken upon a motion made by any member, including the chair, without the need for a second. A motion shall be adopted if approved by the affirmative vote of a majority of the members present and not excused after full discussion of the motion by the members.

**Section 3. Withdrawal of Motion.** The member who introduces a motion may withdraw the motion unless the motion has been amended or put to a vote.

**Section 4. Substantive (or Main) Motions.** A substitute motion is not in order when any other motion is pending. Once the Board disposes of a substitute motion, it may not take up a motion that presents essentially the same issue at the same meeting unless it first adopts a motion to reconsider pursuant to Article 10, Section 5 (Motion 13).

## Section 5. Procedural Motions

(a) ) Certain Motions Allowed. The Board may consider only those procedural motions listed in this rule. Unless otherwise noted, each procedural motion may be debated and amended and requires a majority of votes cast, a quorum being present, for adoption.

(b) Priority of Motions. The procedural motions set out in this paragraph are listed in order of priority. A procedural motion is not in order so long as another procedural motion of higher priority is pending, except that

- any procedural motion other than an appeal under Motion 1 is subject to amendment as provided in Motion 11 and
- a motion to call the question (end debate) may be made with regard to any procedural motion in accordance with Motion 8.

When several procedural motions are pending, voting shall begin with the procedural motion highest in priority, except that a motion to amend or end debate on the highest-priority motion shall be voted on first.

**Motion 1. To Appeal a Ruling of the Presiding Officer.** Any member may appeal the presiding officer's ruling on whether a motion is in order or on whether a speaker has violated reasonable standards of courtesy. The presiding officer's response to a question of parliamentary procedure may also be appealed by any member. An appeal is in order immediately after the disputed ruling or parliamentary response and at no other time. The member who moves to appeal need not be recognized by the presiding officer, and if timely made, the motion may not be ruled out of order.

**Motion 2. To Adjourn.** This motion may be used to close a meeting. It is not in order if the Board is in closed session.

**Motion 3. To Recess to a Time and Place Certain.** This motion may be used to call a Continued meeting as permitted under Rule 12. The motion must state the time (including the date if the meeting will reconvene on a different day) and place at which the meeting will resume. The motion is not in order if the Board is in closed session.

**Motion 4. To Take a Brief Recess.**

**Motion 5. To Follow the Agenda.** This motion must be made at the time an item of business that deviates from the agenda is considered; otherwise, the motion is out of order as to that item.

**Motion 6. To Suspend the Rules.** To be adopted, a motion to suspend the rules must receive affirmative votes equal to two-thirds of the Board's actual membership, excluding any vacant seats. The Board may not suspend provisions in these rules that restate state law requirements.

**Motion 7. To Defer Consideration.** The Board may defer its consideration of a substantive motion, and any proposed amendments thereto, to an unspecified time. A motion that has been deferred expires unless the Board votes to revive it pursuant to Motion 12 within 100 days of deferral. A new motion having the same effect as a deferred motion may not be introduced until the latter has expired.

**Motion 8. To End Debate (Call the Previous Question).** If adopted, this motion terminates debate on a pending motion, thereby bringing it to an immediate vote. This motion is not in order



until every member has had an opportunity to speak once on the pending motion.

**Motion 9. To Postpone to a Certain Time.** This motion may be employed to delay the Board's consideration of a substitute motion, and any proposed amendments thereto, until a designated day, meeting, or hour. During the period of postponement, the Board may not take up a new motion raising essentially the same issue without first suspending its rules pursuant to Motion 6.

**Motion 10. To Refer a Motion to a Board.** The Board may vote to refer a substitute motion to a Board for study and recommendations. While the substitute motion is pending before the Board, the Board may not take up a new motion raising essentially the same issue without first suspending its rules pursuant to Motion 6. If the Board fails to report on the motion within sixty days of the referral date, the Board shall take up the motion if asked to do so by the member who introduced it.

### **Motion 11. To Amend**

(a) Germaneness. A motion to amend must concern the same subject matter as the motion it seeks to alter.

(b) Limit on Number of Motions to Amend. When a motion to amend is under consideration, a motion to amend the amendment may be made; however, no more than one motion to amend and one motion to amend the amendment may be pending at the same time.

**Motion 12. To Revive Consideration.** The Board may vote to revive consideration of any substantive motion that has been deferred pursuant to Motion 7, provided it does so within 100 days of its vote to defer consideration.

**Motion 13. To Reconsider.** The Board may vote to reconsider its action on a matter, provided the motion to reconsider is made (1) at the same meeting during which the action to be reconsidered took place and (2) by a member who voted with the prevailing side. For purposes of this motion, "the same meeting" includes any continuation of a meeting through a motion to recess to a certain time and place (Motion 3). The motion is not in order if it interrupts the Board's deliberation on a pending matter.

**Motion 14. To Rescind.** The Board may vote to rescind an action taken at a prior meeting, provided rescission is not forbidden by law.

**Motion 15. To Prevent Reintroduction for Six Months.** This motion may be used to prevent the reintroduction of a failed substantive motion for a time, but it is in order only when made immediately following the substantive motion's defeat. To be adopted, this motion must receive affirmative votes equal to at least two-thirds of the Board's total membership, excluding vacant seats. If this motion is adopted, the ban on reintroduction remains in effect for six months or until the Board's next organizational meeting, whichever occurs first.

### **Rule 26. Debate**

The presiding officer shall state the motion and then open the floor to debate, presiding over the debate according to the principles listed below.

- The maker of the motion is entitled to speak first.
- A member who has not spoken on the issue shall be recognized before a member who has

already spoken.

- To the extent practicable, debate shall alternate between proponents and opponents of the measure.

### **Rule 27. Adoption by Majority Vote**

A motion is adopted if supported by a simple majority of the votes cast, a quorum being present, except when a larger majority is required by these rules or state law.

### **Rule 28. Changing a Vote**

A member may change the member's vote on a motion at any time before the presiding officer announces whether the motion has passed or failed. Once the presiding officer announces the result, a member may not change a vote without the unanimous consent of the remaining members present. A member's request for unanimous consent to change a vote is not in order unless made immediately following the presiding officer's announcement of the result.

## **Article 11. Reports**

**Section 1. Annual Report.** The Board shall make a report to the Town of Waynesville Town Board at least annually. This report must be submitted no later than January 31<sup>st</sup> of each year.

**Section 2. Public Records Law.** The Board shall abide by North Carolina Public Records Law N.C.G.S. Chapter 132.

## **Article 12. Duty to Vote**

Every member must vote unless excused by the remaining members of the Board. A member who wishes to be excused from voting shall so inform the chair, who shall take a vote of the remaining members. No member shall be excused from voting except in cases involving conflicts of interest, as defined by the Board or by law, or the member's official conduct, as defined by the Board. In all other cases, a failure to vote by a member who is physically present, or who has withdrawn without being excused by a majority vote of the remaining members present, shall be recorded as a vote with the prevailing side.

## **Article 13. Public Hearings**

**Section 1. Calling Public Hearings.** The Board may hold public hearings to solicit the public's input on specific issues. The Board may schedule its public hearings or delegate that responsibility to staff members, as appropriate.

**Section 2. Public Hearing Locations.** The Board may hold public hearings anywhere within the area served by the Board.

**Section 3. Notice of Public Hearings.** Any public hearing attended by a majority of members shall be considered part of a regular or special meeting of the Board. Consequently, the relevant notice and related requirements of the open meetings law apply to such hearings. If a hearing's subject matter triggers additional notice requirements under state law or local rules, the Board shall see that they are also satisfied.

**Section 4. Rules for Public Hearings.** The Board may adopt reasonable rules for public hearings that, among other things,

- fix the maximum time allotted to each speaker.
- provide for the designation of spokespersons for groups supporting or opposing the same positions.
- provide for the selection of delegates from groups supporting or opposing the same positions when the number of persons wishing to attend the hearing exceeds the capacity of the Town meeting room (so long as arrangements are made, in the case of a hearing subject to the open meetings law, for those excluded from the meeting room to listen to the hearing); and
- provide for the maintenance of order and decorum in the conduct of the hearing.

**Section 5. Continuing Public Hearings.** The Board may continue any public hearing without further advertisement, provided the time (including the date, if the hearing will resume on a different day) and place of the continued hearing are announced in open session. Except for hearings conducted pursuant to Section 7 of this Article, if a quorum of the Board is not present for a properly scheduled public hearing, the hearing shall be continued until the Board's next regular meeting without further advertisement.

**Section 6. Conduct of Public Hearings.** At the time appointed for the hearing, the chair shall call the hearing to order and proceed to allow public input in accordance with any rules adopted by the Board for the hearing. Unless the Board votes to extend the hearing, when the time allotted for the hearing expires, or when no one wishes to speak who has not already done so, the chair shall declare the hearing closed, and the Board shall resume the regular order of business.

**Section 7. Public Hearings by Less Than a Majority of Board Members.** Unless inconsistent with state law or local rules, the Board may appoint a member or members to hold a public hearing on its behalf. The notice provisions in Section 3 of this Article apply when the Board appoints more than one member to conduct such a hearing.

**Section 8. Public Comment.** The Board may hold a public comment period at any regular meeting or special meeting called, at least in part, for that purpose. During the public comment period, members of the public may speak on any matters within the Board's real or apparent jurisdiction. The provisions in Section 4 and 6 of this Article apply to the Board's public comment periods.

## **Article 14. Meeting Minutes Required for All Meetings**

**Section 1. Meeting Minutes. Minutes Required for All Meetings.** The Board shall keep full and accurate minutes of its meetings, including any closed sessions. To be "full and accurate," the minutes must record all actions taken by the Board, as well as the Board's compliance with any applicable procedural requirements. The minutes should set out the precise wording of each motion and make it possible to determine the number of votes cast for and against each motion. The minutes need not record Board member discussions, though the Board in its discretion may decide to incorporate such details into the minutes.

1. Record of "Ayes" and "Noes." At the request of any member, the minutes shall indicate how each member voted by name on a particular matter.
2. General Accounts of Closed Sessions. In addition to minutes, the Board shall keep a general account of each closed session. The general account shall be sufficiently detailed to

provide a person not in attendance with a reasonable understanding of what transpired. The Board may combine the minutes and general account of a closed session into one document, so long as the document contains both a complete record of actions taken, and the level of detail required for a general account.

3. Sealing Closed-Session Records. Minutes and general accounts of closed sessions shall be sealed until unsealed by order of the Board or in accordance with instructions adopted by competent authority. The sealed minutes and general account of any closed session may be withheld from public inspection, so long as public inspection would frustrate the purpose(s) of the closed session.

## **Article 15. Appointments**

The Board may consider and make appointments to other bodies, including its own sub-Boards, if any, only in open session.

## **Article 16. Sub-Committees and Teams**

**Section 1. Establishment and Appointment.** The Board may establish and appoint members for such temporary and standing sub-committees and teams as are required by law or needed to help carry on the committee's work. Any specific provisions of law relating to particular sub-committees and teams shall be followed.

**Section 2. Open Meetings Law.** The requirements of the open meetings law shall apply to all elected or appointed authorities, boards, commissions, Boards, or other bodies of a local governmental unit that are composed of two or more members and that exercise or are authorized to exercise legislative, policymaking, administrative, or advisory functions. However, the law's requirements shall not apply to a meeting solely among a unit's professional staff. All meetings of subcommittees shall be considered special meetings and shall comply with special meeting requirements provided in Article 5.

## **Article 17. Reference to Robert's Rules of Order**

Boards shall refer to the current edition of *Robert's Rules of Order Newly Revised*, to answer procedural questions not resolved in these rules, so long as RONR does not conflict with North Carolina law or with the spirit of these rules.

## **Article 18. Amendments**

The Board may amend these bylaws by action of the Board; provided however, that amendments shall not be effective until they are approved by the Waynesville Town Board.

Adopted by the Town Board of the Town of Waynesville, North Carolina on this \_\_\_\_\_ day  
of \_\_\_\_\_, 20\_\_\_\_.

Attest:

\_\_\_\_\_  
Gary Caldwell, Mayor, Town of Waynesville

\_\_\_\_\_  
Eddie Ward, Town Clerk

Approved as to form:

\_\_\_\_\_  
Martha Bradley, Town Attorney