



TOWN OF MAGGIE VALLEY ANNUAL NEWSLETTER

# Town of Maggie Valley



2019 - 2020

## A Message From Your Mayor

Dear Friends,

Sometimes we forget the beautiful mountains and scenery that we live in. It is a great feeling to look out the window and think this is such a perfect place to live, I am so lucky!

The Aldermen and myself realize how special our Town is and we try our best to provide the highest quality of service for all of our citizens. The Town's tax rate is once again at \$0.43, which is the lowest municipal tax rate in Haywood County. I am proud to say that this is the third year we have had this rate, while continuing to provide citizens with outstanding services and making substantial investments for our Town.

If you haven't visited the Town's website, <https://maggievalleync.gov>, I hope you will. The Board is very proud of the website and the information is being consistently updated for you. A new playground was constructed behind Town Hall in the park with the basketball court, walking path and horseshoe pits. The playground features a number of fun attractions for all ages of children. While the children are playing, Mom,

Dad and friends can prepare a meal on the new grills and use the picnic tables under the Picnic Shelter. Mary Rathbone Rich Memorial Park, Parham Park and Town Hall Park all have new 'unified' rock signs and Wi-Fi has been installed to improve your user experience.

I hope you have noticed the beautiful flower barrels throughout the valley. More barrels are needed to really stand out and we are asking citizens to adopt barrels, making them spectacular and keeping them watered and looking great!

A new welcome sign has been created at the intersection of Soco Road (US Hwy 19) and Jonathan Creek Road (US Hwy 276) for residents and visitors entering from the east. An identical sign was constructed last year at Mary Rathbone Rich Park to welcome those entering from the west.

The Town and Haywood Waterways have joined forces for a Streambank Restoration project at Elevated Park, behind Elevated Mountain Distillery. The old school bus that had been in the creek for years is now gone and it is so beautiful and surreal there.

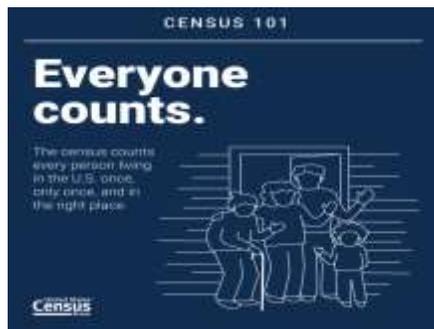
The Town, along with the Home

Owners Associations upgraded three Non-Powell Bill streets: Hemlock Loop, Saddle Drive and Nottingham Road. The Board installed a much-needed Fire Alarm and Security System in the Town Hall building. We are in the process of upgrading the telephone system, financial management system and creating a new citizen inspired app for your smartphone.

I did not sign up for re-election this year so I will no longer be your Mayor as of this December. It has truly been a joy representing the people of Maggie Valley over the years and I have appreciated your support. I truly love Maggie Valley and do realize how fortunate I have been to live and work in such a beautiful town.

**Respectfully,  
Saralyn Price, Mayor**





### From the Town Clerk

As we prepare to enter the year 2020, the 20<sup>th</sup> year of the 3<sup>rd</sup> millennium, the 20<sup>th</sup> year of the 21<sup>st</sup> century and the 1<sup>st</sup> year of the 2020s decade let us make a conscious decision to become more involved in our community and our local government. How you may ask?

#### **Community involvement:**

☞ **Get to know your neighbors** and watch out for them, especially during inclement weather. Pay attention and tell someone if there are strange or unusual activities in your neighborhood.

☞ **Volunteer your time.** There are always organizations that can use a helping hand. The Chamber of Commerce and other promoters can always use volunteers at the many different events hosted at the Maggie Valley Festival Grounds. The Maggie Valley Garden Club, Lion's Club and Civic Association are excellent organizations to participate in or volunteer... meet new friends and make a difference.

☞ **Donate your resources.** Clothes and household goods to your local thrift shops or area Salvation Army or Goodwill, food to a food bank, bed linens to a local mission or homeless shelter, books to area libraries, food, cleaning supplies, and bedding to your local animal shelter.

☞ **Shop locally:** Maggie Valley has some remarkable retail shops for gifts, seasonal decorations and seasonal clothing. Buy your coffee/ hot chocolate here in the valley. After Church, stop at one of many restaurants for lunch or stop for a Sunday afternoon ice cream or fudge for that sweet tooth.

#### **Local Government:**

☞ Volunteer to be a member of the Planning Board or the Zoning Board of Adjustment.

☞ Get counted in the 2020 Census: It's a chance to stand up—for the places you call home, and the people you call friends, and neighbors, and family. From new clinics, to new schools, to new roads, the 2020 Census can help shape your community's future. And there are many ways for individuals, businesses, community organizations, and government leaders to play a part.

You will be receiving information on the Census through the Sunshine List. Email or call me @ 828-926-0866 x102 or

[vbest@maggievalleync.gov](mailto:vbest@maggievalleync.gov)

Vickie Best, NCCMC, CMC

### From the Town Planner

A new decade begins January 1, 2020 and the 2020s in Maggie Valley promise a bright future. The year 2020 will also mark the 24<sup>th</sup> United States Census. It is extremely important that all Maggie Valley residents respond to the Census so that there is an accurate count of our population. The results of the 2020 Census will determine the number of seats for each state in the House of Representatives. The state and federal government will also use the results of the Census to help allocate funding to local communities for roads, schools, hospitals, emergency services, and more. April 1, 2020 is National Census Day and by this date, households will receive an invitation to participate in the 2020 Census. This year there are three options for responding: online, by mail, or by phone. Let's make sure everyone in Maggie is counted!

Speaking of counting, during the first nine months of 2019, more than seventy-five zoning permits have been issued for new construction and development projects in Town. Fourteen of these permits were for new residences. The Town has also issued 32 Notice of Violation letters this year, most all of which have been remedied. This is an ongoing process and the Town appreciates everyone's hard work to help keep our extraordinary valley maintained. Other noteworthy ways we worked in 2019 to maintain the Town included the planting of thousands of new plants and flowers at the Town's parks. These enhancements have been made at the Mary Rathbone Rich, Elevated, and Town Hall Parks. Please visit one of our numerous parks and enjoy a few relaxing minutes, or hours. It is also notable that in 2019 I was privileged to have participated in "Leadership Haywood," a professional development course offered by the Haywood Chamber of Commerce and Economic Development Council. Over several months I learned much about this great community and how Maggie Valley plays a vital role as an important partner in a very unique and special County. The next year will offer many exciting things to come and it's shaping up to be a great 2020 and new decade in Maggie Valley!

**Ron Hancock, AICP**

[rhancock@maggievalleync.gov](mailto:rhancock@maggievalleync.gov)



### Town Staff Directory

**Town Manager – Nathan Clark**

[nclark@maggievalleync.gov](mailto:nclark@maggievalleync.gov)

**Town Clerk – Vickie Best**

[vbest@maggievalleync.gov](mailto:vbest@maggievalleync.gov)

**Finance Officer – Shayne Wheeler**

[swheeler@maggievalleync.gov](mailto:swheeler@maggievalleync.gov)

**Town Planner – Ron Hancock**

[rhancock@maggievalleync.gov](mailto:rhancock@maggievalleync.gov)

**Director of Public Works –**

**Mike Mehaffey**

[mmehaffey@maggievalleync.gov](mailto:mmehaffey@maggievalleync.gov)

**Executive Assistant – Shelly Coker**

[scoker@maggievalleync.gov](mailto:scoker@maggievalleync.gov)



### Are you paying Occupancy Tax on your rental accommodations?

If you rent out your home or vacation property for periods of less than 90 days, State of North Carolina and Haywood County law requires you to collect a 4% occupancy tax (in addition to NC sales tax) from your guests. You must first register your rental property with the Haywood County Finance Office, which will instruct you on how to remit the occupancy tax money you collect. The Haywood County Finance Department can be reached at 828-452-6629.



### From the Police Chief

The Maggie Valley Police Department is proud to be of service to our citizens of Maggie Valley. As always, we value community engagement with our officers and staff, in problem solving and enhancing our community. Our agency would like to take this opportunity to share events and changes that have occurred in our police department over the past year, and mention our community partners that have assisted our Police Department. We would like to thank all those who brought our officers and staff cakes, pies, cookies, and refreshments. We deeply appreciate you and your friendships. To our business owners, which have been so gracious in supporting our officers and staff, we greatly appreciate you and your employees.

Our officers continue to build on our relationships with our business leaders by regular visits where we interact and engage in community discussions. We have interacted with Homeowners Associations to address their community concerns, how to resolve issues and create a safer environment. We continue to track our neighborhood patrols and business visits. A vital part of our policing initiative is to maintain a positive working relationship with our community. Please feel free to contact or come by our office with any

concerns you might have. Our police officers and staff are at your service.

Our agency recognizes outstanding officers by presenting them our "Excellence in Policing" award. Officers eligible for this award have to meet certain criteria in work performance. This past year we recognized Officer William Sterrett for his outstanding service, dedication, and devotion to our agency's goals. K9 Officer Logan Wood has developed our K9 program to include, not only illegal contraband searches, but tracking lost, missing, or wanted persons. Moses, our canine, has successfully tracked several persons eluding arrest out in the field. Officer Logan Wood and Moses competed in the United States Police Canine Association field trials (USPCA). This year the USPCA trials were held in Maggie Valley at our festival grounds. These trials take on a form of competition, but are primarily used for K9 certification in tracking, article searches, and illegal contraband. We would like to congratulate Officer Wood and Moses on obtaining their K9 certifications.

Our agency would like to welcome two new police officers, Alan Williams and Shanna Bellows. Patrol Officer Ryan Flowers has been appointed to Sergeant. Sergeant Flowers was one of the first recipients of our "Excellence in Policing" award and is our lead "Field Training Officer". Officer William Sterrett continues teaching D.A.R.E. at Jonathan Valley Elementary School. Officer Sterrett stays current on the latest teaching methods by attending the annual D.A.R.E. conference held in Wilmington N.C.

Our agency is committed to public safety, and continued education is key in our commitment. We require Officers to train and educate themselves to better serve our community. Our Police Officers attend annual training at the North Carolina Justice Academy for focused training, and Haywood Community College for annual in-service training. We have Officers that are now attending college to obtain their A.A.S. degree and or Bachelor of Science degree in Criminal Justice or related field. Our permanent radar signs, located on US Hwy 19, are still in service, alerting motorist to drive at a safe speed. Prescription drugs are still at the forefront of public concern. We maintain a Prescription Drop-Off box located at the front entrance of our Police Department. I would like to thank all those that deposit unused prescription drugs at our office for destruction.

Our Maggie Valley Police officers are dedicated, and proudly serve the residence of Maggie Valley. We take every opportunity to better serve our community and keep "Excellence in Policing" as the standard of service. We look forward to partnering with you in the future.

**Chief Russell N. Gilliland**

**61 Summit Drive**

**Maggie Valley NC 28751**

**828/926-0867**

[rgilliland@maggievalleync.gov](mailto:rgilliland@maggievalleync.gov)

**In an emergency,  
always dial 911!**

### Haywood County's Maggie Valley Branch Library

The Maggie Valley branch of the Haywood County Library is located inside Town Hall. The library offers many services, including Wi-Fi, computer access, newspapers, magazines, DVDs, and great books! Operating hours are Tuesday and Thursday from 9am to 5pm. For more information, please call 828-356-2541.



**Charging your electric vehicle  
at Maggie Valley Town Hall  
is a complimentary service of  
the Town**

### Mountain Project's Maggie Valley Congregate for Seniors

The Maggie Valley Congregate Nutrition Program operated by Mountain Projects meets in the Town Hall cafeteria Monday - Friday. The program provides a nutritionally balanced meal, crafts, health promotion, seminars, field trips, bingo, and a time to socialize. The Congregate Nutrition Program is available free of charge to anyone age 60 or over. Anyone 55 or older is welcome to participate, for a nominal fee. For more information stop by the Town Hall Cafeteria from 9am-1pm or contact Vicki Woodley at 828-926-0866 x 110.

## Can the grease!

Pouring cooking fats and grease down your kitchen drain is a recipe for disaster! These substances build up in your home's plumbing and in the Town of Maggie Valley's sewer system and that's bad news for your pipes and ours. Why? Clogged pipes can cause raw sewage to back-up into your home, yard, streets or waterways.

How can you help prevent grease buildups from blocking sewer lines? **Never pour grease down the sink drain**, even with dish soap and hot water! Scrape food scraps from pans and dishes into a trash can or garbage bag. Mayonnaise, salad dressings and other food items that contain fats and oils can clog pipes too. Pour cooled grease into an empty can or bottle and place it in the trash. Use rubber scrapers and paper towels to remove oil and grease from cookware. Avoid using your garbage disposal for this waste. Put baskets or strainers in sinks to catch food scraps, and empty them in the trash can.



## Our Curbside Services:

### Garbage & Recycling Service

One of the Town's most popular residential services is our weekly curbside garbage and recycling pick-up. As most of you that use the service know, garbage pick-up is on Monday and recycling on Tuesday.

**Curbside garbage and recycling pickups may be affected by holidays! Check the website home page for any changes in our service schedule.**

In addition to providing these pick-up services, the Town provides residential customers with one 95 gallon brown toter to better help you manage your garbage and a 64 gallon blue recycling toter. For those who haven't gotten their containers, they are available for pick-up or we will deliver them to your home. \*Lost or stolen containers may be replaced for a charge.\*



**Call, email or use 'Request a Service' on [maggievalleync.gov](http://maggievalleync.gov) for our Curbside Services:**

### Yard Debris Pick-up

This service is provided for bagged trimmings & leaves, limbs, brush, branches, etc. Brush, branches and limbs (no longer than 12' in length and no larger than 4" in diameter) should be piled with cut ends facing the street.

### White Goods Pick-up

This service is provided for stoves, refrigerators, gas grills, washers, dryers, microwaves, freezers and other discarded appliances.

### E-Waste Pick-up

This service is provided for discarded printers, TVs, copiers, computers, etc.

Call 828-926-0866 x117 or email

[scoker@maggievalleync.gov](mailto:scoker@maggievalleync.gov)

**Town Hall Offices are open Monday – Friday 8am to 5pm**



### **We encourage you to recycle!**

Items to be recycled should be rinsed, if needed and mixed together in your blue toter – no bags. Place your clean recyclable items in the container and place it at the curb on Tuesday morning by 7am.

**Please recycle** glass bottles & jars, paper, plastic bottles & jars and metal cans, cardboard, etc. For more information or a complete list of recyclable items, stop by Town Hall and pick up a brochure or our Solid Waste packet, or download and print one from [maggievalleync.gov](http://maggievalleync.gov).

**Carpet, fluorescent light bulbs, tires, building materials, mattresses, paint and stumps will not be picked up. Please call Haywood County Solid Waste at 828-627-8042 for information on proper disposal of these items.**



**Town of Maggie Valley  
3987 Soco Rd  
Maggie Valley, NC 28751  
828-926-0866**

**Call 811 Before You Dig!  
North Carolina  
One Call Center  
[www.ncooc.org](http://www.ncooc.org)**

## ALSO PROVIDED BY THE TOWN

**Snow & Ice Removal**

The Town of Maggie Valley provides snow and ice removal services on all Town Maintained Streets and a number of privately maintained roads during winter storm events. Learn which roads are included in this valuable service and how you can request your private street to be added by visiting

<https://maggievalleync.gov/community/our-services/street-maintenance-our-services/#1486576077860-6eae7815-444a>

**Tourism in Maggie Valley**

Tourism has always played a vital role in the success of Maggie Valley's local economy. For generations, visitors have filled our restaurants, hotels/motels, rental cabins and retail establishments.

Last year, the Town saw a 6% increase in tourists who spent at least one night in Maggie Valley. For residents, "tourist season" can sometimes come with some inconveniences such as having to wait a little longer to eat at your favorite restaurant however, the benefits of tourism on our Town and Haywood County are undeniable.

According to Haywood County Tourism Development Authority tourist spending produces a \$276.84 per year tax savings for each Maggie Valley resident.



Since debuting our @townofmaggie Instagram account two years ago we have acquired almost 1,000 followers. We use this social media platform to showcase the essence and vibrant spirit of Maggie Valley in weekly pictures. Feel free to tag us in your pictures or use #MaggieValley so others can enjoy the best of what Maggie Valley has to offer.

## Calling Maggie Valley Home

**Municipal Elections**

Tuesday November 5, 2019 is the Maggie Valley Municipal Election. This year voters will be choosing the Town's next mayor as well as voting for two aldermen seats. Contact Haywood County Board of Elections (828.452.6633) for voter eligibility and voting precinct information.

A sample ballot maybe viewed online: <https://www.haywoodcountync.gov/DocumentCenter/View/120/M004---Maggie-Valley-Sample-Ballot-PDF>.

**New Smartphone App**

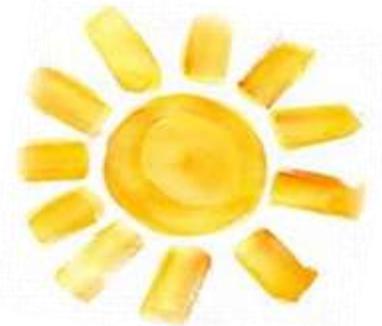
The Town of Maggie Valley will be launching a new app for your smartphone on December 1<sup>st</sup>. Users will have the ability to request town services, report code violations and even pay taxes. This is the Town's first mobile app and has been designed specifically to engage with citizens, increase staff productivity and gain valuable analytics to aid in our data driven decision making process.

**Subscribe to the Sunshine List**

The Town of Maggie Valley's "Sunshine List" is a great way to stay informed on public policy issues that are being discussed by the Town. By subscribing to the Town's Sunshine List, you will receive email notices regarding all public meetings conducted by the Town's Board of Aldermen, Planning Board and Zoning Board of Adjustment.

Knowing when the meetings are about issues that matter most to you, is critically important in generating valuable public input. This helps the Boards with their decision-making process. Additionally, subscribers will receive meetings minutes, special community announcements and reminders.

Currently, the Town's Sunshine List has nearly 400 subscribers and we encourage you to be next! If you would like to subscribe to the Sunshine List, email Vickie Best, Town Clerk at [vbest@maggievalleync.gov](mailto:vbest@maggievalleync.gov) or give her a call at 828.926.0866 x102.



## Maggie Valley Town Parks

The Town of Maggie Valley has a number of parks, each with its own unique amenities that allow residents and visitors the opportunity to relax, refresh and recharge.

**Mary Rathbone Rich Memorial Park** (4538 Soco Road) has a Picnic Pavilion & Restrooms, Wi-Fi, Walking Path, Lions Club Sensory Garden and Jonathan Creek Access.



**Parham Memorial Park** (1861 Mood Farm Road; Intersection of Soco Road) has a Picnic Pavilion & Restrooms, Wi-Fi, Walking Path, Grills and Jonathan Creek Access with Fishing Deck.



**Elevated Park** (3723 Soco Road behind Elevated Distillery) has a Picnic Shelter, Grill and Jonathan Creek Access.



**McCracken Corner Park** (Intersection of Moody Farm Road and Soco Road at stoplight) has Pergola Seating, Picnic Tables, Grills and parking for walkers and bikers.



**Mountain View Creek Walk** (Intersection of Mountain View Drive and Moody Farm Road) has two staircase Jonathan Creek Access Points, Picnic Tables, Grills and a Walking Path.



**Town Hall Park** (3987 Soco Road behind Town Hall) has a new Playground and Picnic Shelter, Basketball Court, Horseshoe Pits, Grills, Walking Trail and access to Restrooms located inside Town Hall during business hours and in the Town Hall Pavilion at other times.

