

## Facts (White Hat)

Differences in the communities  
Tie to restaurants  
Set backs, insurance, wash stations, tables, trash, parking, safety  
There Pre-Covid was a need for steady places to eat  
Less employees  
Steady place for people to eat (and workers to eat)  
Required need bathroom/special event  
It seems to be a niche market  
Seem to benefit from the process  
Enough rules/power/generators are loud  
Options/time  
Food Truck Wednesday  
“Food Desert”  
Having limited access to healthy foods  
14 restaurants total-5 are Italian, 9 others have fried food and burgers  
No need for staffing  
Millennials are the next generation  
Currently no diversity  
Will provide a revenue stream (permits, etc...)  
Will bring a new demographic to the area thereby increasing traffic to other businesses  
Inconsistent business hours  
Need food everyday of the week  
Not enough restaurant/dining options for residents & visitors with families  
Target market  
Outdoor dining  
Monday is the busiest day at the visitor center  
Restaurants are closing one day a week to allow staff a day off because they are overwhelmed  
Problem before COVID  
The open restaurants grid is not correct  
Plans have not been updated since 2007  
Tourist perspective  
Inconsistency right now  
Target Market is residents first  
Not steady hours/days  
Pre Covid, outdoor dining, pet friendly  
Maggie isn't closed on weekdays, target weekday businesses  
Trash pickup?  
Lack of diversity of options  
M-W  
Trash cans  
M is busiest day at visitor center

Maggie lacks food diversity & accessibility to dining including quicker food options for tourists, locals, and families.

In the current public health crisis, Maggie needs safer options for patrons to dine in conjunction with CDC request to avoid dining indoors.

Bathroom access/sanitation

Tied to restaurants or not? -Location

Chapter 110-Need Required Permit

Need outdoor dining

Limited diversity

Time

Restaurant staffing

Target market?

Visibility?

Parking

Ingress & egress

Few restaurants open Mon-Tues-Wed

#### Feelings (Red Hat)

Impact on restaurants

Enforcement of regulations-who enforces

Seasonally impact

Who are we? Where are we going?

Mon, Tues, Wed,

Try a Chuck Wagon Style setup on Monday, Tuesday's

I think they would be a good addition to the valley

Fast-easy for people on the go

Time assume food truck is quicker

Niche Market

Why not?

In need of available food

Vending is a get & go product

Nobody wants to wait more than 30 minutes for food

We need more dining options, affordable & outside dining & diverse menus

Not progressing

Wendy's 700 Food Trucks

Once they go to Waynesville they stay

People that want to wait will. People that want to sit will. Adopt Food Model.

Test case

What can we do to make it better

Spacing

M,T,W June-July time of visitors

My feelings are that our town is not progressing

It is hard to get and keep help without having tourism  
Parents w/ kids need now  
We do get a lot of families  
Pet friendly  
Bikers/people on the go, they have schedules  
Rally's not officially @ festival grounds, groups at hotels  
Regulated  
MMC  
Competitor is fast food  
Spacing throughout so people walking  
With all respect to current restaurants & restaurant owners in Maggie Valley, we cannot cater to the needs of restaurants when there is a blatant need for food accessibility & options for our community members, tourists, and families.  
Part of our continued success & growth is access to lodging, shopping, AND food.  
Food trucks relieve some staffing problems  
No 2 trucks are alike (Mexican, Middle Eastern, Jamaican, BBQ, Philly Steak, Fu-fu odd ball French, Ice cream)  
DC-No food trucks Fri, Sat, Sun If a cart at stadium  
Pushcarts in winter for hot chocolate near snow slide

#### Cautions (Black Hat)

Impact on restaurants  
Lack of enforcement  
How do we come up with fair rules & regulations  
Seasonal, Mon, Tues, Wed Impact  
Impact on Town-Public Works, Police  
How often does Health Department check on food?-liability  
Neat, clean  
Nothing  
Facts  
No support from local government  
Over regulated  
Do need reasonable restrictions balanced with also allowing success  
Need adequate parking  
Need for additional trash cans  
Odor from cooking impacting adjacent properties  
Not clean, nice-looking  
Include more trash cans  
Over regulation, critical regulation making it difficult to the point of exhaustion for food truck owners to participate.  
Are trash cans along sidewalks for those who walk & eat  
Bikers, car clubs want a BBQ food truck at their convention hotel

Permitting & regulating & enforcing-need an employee  
Food trucks may require weekly health inspections-county & town

#### Benefits (Yellow Hat)

Food Options (Diverse)

Enhance restaurants & other businesses

New opportunities for other businesses

Lessen seasonality

Draw in more visitors

Small work staff, fast service

Diversity

Give 1<sup>st</sup> Choice to Maggie Businesses to have a food truck

Competitions help local/tourist out of food

Different food

Happier people

Happier workers-more options

Growth

Quality options for food

Brings a new demographic to our area

Creates diversity, allows for more social events

More businesses for everyone

Bridges gap for when restaurants are closed

Food available all seasons

Food diversity

Bring more visitors to town

Diversity in food options

Outdoor dining

More affordable

More options for full time residents

Diversity in food and customers

Grow economy

Compete with other towns

Alleviate burdens on our successful restaurants

Keep people in town

Fast food option

Permit fees

Keep people in town

Fast food option

Alleviates burden of successful restaurants

Maggie Valley tourism grows

More options for residents

Businesses succeed

Permit fee income  
Step up other restaurants  
Happy visitors, residents, people who work here  
Good diversity  
Healthy competition  
Flexibility  
Accessibility to food for tourists, community members, including families  
Reaching a new demographic of tourists  
Achieving economic growth even through a public global health crisis  
More options for full time residents during all seasons  
Healthy competition promotes growth  
Diversity (leads to diversity in customers)  
Food truck day can benefit all  
Food truck means restaurant can stay open with reduced staffing  
Food truck at a motel could be a draw for a motel or two motels

#### Creativity (Green Hat)

Start off right- tie in restaurants only (starting point)  
Permitted by Town  
Defined distinctions-trash, signage, restaurants  
No restrictions on time, quality of truck>lessen restrictions to enforce regulation  
Wash station  
Food station inspection  
Permitting  
Town business 1<sup>st</sup> choice  
Have food trucks on Monday & Tuesday at Fair Grounds to start with to see how it goes  
Vendors take trash with them  
Have 3 zones to limit vendors  
Sanitation/cleanliness  
Good food options  
Affordable price point  
Rethinking food model  
Support attractions/venues as priority  
Not restricted to current restaurants due to diversity  
Encourage a key day  
Not restricted to certain days  
Allow awnings/umbrellas  
Commissary responsible for Full Time following rules  
Temporary signage  
Flags  
What do you want it to look like  
Not restricted to restaurants only because there is no diversity

## Rethinking food model

Ability to eat under covered umbrellas or awnings

Scatter throughout Maggie Valley for foot traffic

Consistency, schedule, not the same food

Giving private property/business owners the option to have food trucks on their premises

Having pre-zoned areas for food trucks to set up with Town approval on public property

Push carts in winter-hot chocolate & sweets

Where might pushcarts be successful

Food truck policy: sanitation/inspection of foodtruck, parking sufficient, setup/power to site

Permitting: first choice to Maggie Valley businesses, test case at fair grounds/several

motels/Mon-Wed

## Process (Blue Hat)

Move forward with plan

I'm ok with food trucks, giving everyone choices, offering box lunches for hikers, etc.

A fixed time to do

Don't reinvent the wheel, use other public & private property

A step forward-new public demands/wants what other communities have

Will be good for our businesses/workers

Will be good for all gatherings in/valley etc.

Brings choices in food, money, availability

Have zones

Vendor must clean area & take trash with them

We do not need to wait to do a trial run

Food is not just seasonal-folks need to eat everyday!

Create info/questionnaire for motels/hotels visitors to get their feedback at checkin

Controlled growth

Enforcement-equal and not selective

Trash should be commissary

We should be one of few towns that encourages a community of food truck a couple times a month

There are still local businesses owners that need to eat

The landowners restrict the food truck

Wouldn't those restrictions put pathways out of business for Maggie

We see a need, there's a void

It will add value to Maggie Valley

SWOT

Fall Pilot Period

Dining, lodging, shopping

Ask food truck owners

Adopt a rule, revisit in a year

Opening the Town up for the opportunity of food truck inclusivity opens Maggie up for diversification, economic growth, and safe options for community members & tourists during a global health crisis.

Try food trucks Mon, Tues, Wed opposite festival grounds with porta johns & access to fair ground bathrooms

Quiet generators

Develop useful shifts or test cases

Check with/run it through Mike Mehaffey for Sanity Check