

The Gatlinburg Board of Commissioners met in a regular meeting on Tuesday February 21, 2017, at 6:00 P.M. in the City Council Room. All members were present with the exception of Commissioner Jerry Hays. Mayor Mike Werner called the meeting to order and led the Pledge of Allegiance. Building and Planning Director David Ball gave the Invocation.

Mayor Werner then called for a motion to approve the Minutes of the regular meeting of February 7, 2017. Commissioner Don Smith made a motion to approve the Minutes which was seconded by Commissioner Mike Helton and then unanimously adopted.

Regarding Petitions and Communications from the Public, Mayor Werner recognized Mr. Steve Isaacs who is the owner of the Fast Stop Markets in Sevier County and Gatlinburg. Mr. Isaacs stated that he has had conversation with local competitors, suppliers and vendors that have indicated a downturn in business anywhere between 10% to 40% and stated that is a real problem for businesses. Mr. Isaacs then stated that tourists need to know that Gatlinburg is back and open for business and that many people think that Gatlinburg has been destroyed and further stated that the media has given people this idea. Mr. Isaacs concluded by stating that he is here this evening to encourage Gatlinburg and Pigeon Forge to get the word out that we are alive and well and that there needs to be money spent to get this information out to visitors.

Regarding Reports of Boards and Committees, the City Manager then commented that this was a great transition into introducing Convention and Visitors Bureau President/CEO Mark Adams who will present the 2016 Fourth Quarter Report and also show the new television commercial. Mr. Adams then showed the new television commercial and stated that it has been running for approximately two and half weeks. Mr. Adams then proceeded to review the Fourth Quarter report and stated that Special Events had over 50,000 attendees and then referenced sales activity along with Chamber of Commerce activities, Visitors Services, Marketing and Public Relations. Mayor Werner then commented on the great efforts of the Board of Directors and the Convention and Visitors Bureau Staff with everyone getting on board with Tombras to get the new commercial produced.

The City Manager reported and/or requested:

(1) that she would like to announce that the Great Smoky Arts and Crafts Community is hosting "Hands on Gatlinburg" and that it is scheduled for April 7 thru 9, 2017, and that more than thirteen studios will offer over 30 different hands on arts and crafts classes where participants will make a craft to keep and stated that a few of the crafts offered are knitting, painting, jewelry and scarf making, weaving, pottery and woodworking. The City Manager further stated that class

sizes are limited and early registration is encouraged and to sign up on line at Gatlinburg.com; and,

(2) that she would like to announce the upcoming Gatlinburg Smoky Mountain Wine Fest that will be held Saturday, April 7 and 8, 2017, 1:00 to 6:00 P.M. on the Arrowmont Campus and that this is the 5th Annual Event with fifteen wineries from around the State participating in this Tennessee Wineries Association sanctioned event. The City Manager further stated that tickets are available on line at Gatlinburg.com and are \$25 in advance; and,

(3) that she would also like to announce that the Gatlinburg Earth Day 5K will be held on Friday, April 21, 2017, and that registration is open on line at Gatlinburg.com and that there is a \$25 registration fee that includes a t-shirt and goody bag and that early registration is encouraged for this event.

ORDINANCE NUMBER 2511, AN ORDINANCE TO ESTABLISH A REASONABLE TIME FOR THE REMOVAL OF DEBRIS FROM PRIVATE PROPERTY CAUSED BY THE WILDFIRES, SAID REASONABLE DATE FOR REMOVAL IS HEREBY ESTABLISHED AS SEPTEMBER 30, 2017, SECOND READING, (PASSED FIRST READING 02/07/17).

The only Item under Old Business was Ordinance Number 2511, an Ordinance to establish a reasonable time for the removal of debris from private property caused by the Wildfires, said reasonable date for removal is hereby established as September 30, 2017, Second Reading, (Passed First Reading 02/07/17). Commissioner Helton made a motion to approve the Ordinance which was seconded by Commissioner Smith. Mayor Werner then commented that this date is a reasonable time to get properties cleaned up and that it is so important for the City. Mayor Werner then thanked the people that have already cleaned up their property and stated that it makes a huge difference and is another part of the recovery process. After these comments, Ordinance Number 2511 was unanimously adopted on Second and Final Reading.

DISCUSSION AND CONSIDERATION OF APPROVING AN OFF-PREMISE CERTIFICATE OF GOOD MORAL CHARACTER FOR KERRY J. RADER & ROBERT M. TROSPER, D/B/A/ GATEWAY PACKAGE STORE, 1125 PARKWAY.

Item A under New Business was discussion and consideration of approving an Off-Premise Certificate of Good Moral Character for Kerry J. Rader & Robert M. Trospen, d/b/a Gateway Package Store, 1125 Parkway. Vice Mayor Mark McCown

made a motion to approve the Certificate which was seconded by Commissioner Helton and then unanimously approved.

DISCUSSION AND CONSIDERATION OF APPROVING A CERTIFICATE OF COMPLIANCE FOR KERRY J. RADER & ROBERT M. TROSPER, D/B/A GATEWAY PACKAGE STORE, 1125 PARKWAY.

Item B under New Business was discussion and consideration of approving a Certificate of Compliance for Kerry J. Rader & Robert M. Trospen, d/b/a Gateway Package Store, 1125 Parkway. Commissioner Smith made a motion to approve the Certificate which was seconded by Commissioner Helton and then unanimously approved.

DISCUSSION AND CONSIDERATION OF APPROVING A REQUEST FOR ADDITIONAL FUNDING FROM THE GATLINBURG CONVENTION AND VISITORS BUREAU FOR RECOVERY MARKETING EFFORTS.

The next Item under New Business was discussion and consideration of approving a request for additional funding from the Gatlinburg Convention and Visitors Bureau for recovery marketing efforts. Vice Mayor McCown made a motion to approve the request which was seconded by Commissioner Smith. The City Manager then commented that the request is for \$750,000 and that is to be used for recovery marketing efforts. The City Manager further stated that the monies requested would be used toward additional television placement and targeted digital internet and social media campaigns. The City Manager then commented that from a financial standpoint, there are sufficient monies in the Tourism Fund/Fund Balance to support this request if Commission so desires to approve. After these comments, the motion to approve the additional funding request from the Gatlinburg Convention and Visitors Bureau for Recovery Marketing efforts was unanimously adopted.

RESOLUTION NUMBER 934, A RESOLUTION AUTHORIZING THE CITY TO PARTICIPATE IN THE TENNESSEE HOUSING DEVELOPMENT AGENCY (THDA) HOME INVESTMENT PARTNERSHIP PROGRAM.

Item D under New Business was Resolution Number 934, a Resolution authorizing the City to participate in the Tennessee Housing Development Agency (THDA) Home Investment Partnership Program. Vice Mayor McCown made a motion to approve the Resolution which was seconded by Commissioner Smith. The City Manager then commented that it is Staff's understanding that the City would not generally qualify for this program and that due to the Wildfires, the City has been

placed in a position to qualify for the Program. The City Manager further stated that the Resolution is to authorize the City to apply for participation in the Program and stated that a consulting company would aid in administering the Program. The City Manager then asked the Finance Director to further explain and Mr. Holt stated that he would like to give a couple of highlights and that Mr. Chris Oelgoetz is here with Community Development Partners to answer any other questions and that the Resolution does allow the City to apply for the maximum amount of \$500,000 for the HOME Program and that there is a March 9, 2017, deadline and that there is a lot to process after that and that Community Development Partners would be the consulting firm that would aid the City in handling all the Public Notices and information to qualify and receive applications for funding. Mr. Holt further stated that the City would be notified by the middle of May how much would be awarded and that a three year contract would begin July 1, 2017. Mr. Oelgoetz then stated that this to help low to moderate income homeowners in the City that want to rehabilitate or reconstruct their primary residence. After these comments, the motion to approve Resolution Number 934 was unanimously adopted.

DISCUSSION AND CONSIDERATION OF APPROVING THE PURCHASE OF TWO-WAY RADIOS FOR THE STREET AND FIRE DEPARTMENTS.

The next Item under New Business was discussion and consideration of approving the purchase of two-way radios for the Street and Fire Departments. Commissioner Smith made a motion to approve the purchase which was seconded by Commissioner Helton. The City Manager then commented that this is to purchase eighteen two-way radios, six for the Street Department that were destroyed during the fire and that twelve for the Fire Department relate to the Emergency Flood Evacuation System that the City has contracted to purchase. The City Manager further advised that the System should be here by the middle of March and that these radios are needed to synchronize with the new system. The City Manager further stated that the amount is \$10,800 to purchase the radios and that this is being purchased in conjunction with a Sevier County bid that was awarded to Land Air Communications for this type of equipment and that is why it is before Commission for action. After these comments, the motion to approve the purchase of two-way radios for the Street and Fire Departments was unanimously adopted.

DISCUSSION AND CONSIDERATION OF APPROVING A LEASE AGREEMENT FOR WAREHOUSE SPACE FOR STORAGE OF THE WINTER LIGHTS DISPLAYS.

The last Item under New Business was discussion and consideration of approving

a lease agreement for warehouse space for storage of the Winter Lights Displays. Commissioner Helton made a motion to approve the agreement which was seconded by Vice Mayor McCown. The City Manager then commented that this is Wildfires related and that the facility that is commonly referred to as the "Stalcup Warehouse" on Circle Drive was significantly damaged by the fires and that an Item on the last Agenda was related to another storage area that was used to better organize pole decorations and that this warehouse space is to store the ground displays and that the location is in Sevierville and is 5,000 square feet and Staff has assured that this is the closest location to house these displays. The City Manager further stated that the lease amount is \$2,500 per month and is for four months and stated that the City will do everything to expedite the rehabilitation of the Stalcup Warehouse. After these comments, the motion to approve the Lease Agreement for warehouse space for storage of the Winter Lights Displays was unanimously adopted.

UNSCHEDULED ITEMS:

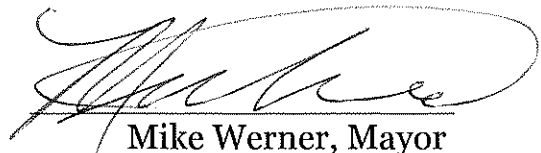
Commissioner Mike Helton:


- (1) Stated that the Lady Highlanders basketball team plays in Region Tournaments this Friday at 7:00 P.M. and encouraged everyone to come and support the team.

Mayor Mike Werner:

- (1) Appreciated everyone being at the meeting; and,
- (2) Thanked the Convention and Visitors Bureau and Chamber of Commerce for all the hard work that everyone has put into marketing Gatlinburg and getting the word out that Gatlinburg is open for business.

There being no further business to come before the City Commission, Vice Mayor McCown made a motion to adjourn. Commissioner Helton seconded the motion which was unanimously approved.


Mike Werner, Mayor



Cindy Cameron Ogle, City Recorder
/jv