

The Gatlinburg Board of Commissioners met in a regular meeting on Tuesday November 8, 2016, at 6:00 P.M. in the City Council Room. All members were present with the exception of Commissioner Mike Helton. 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 October 18, 2016. Commissioner Don Smith made a motion to approve the Minutes which was seconded by Vice Mayor Mark McCown and then unanimously adopted.

There were no Petitions or Communications from the Public.

Regarding Reports of Boards and Committees, the first item was the presentation of the Gatlinburg Convention and Visitors Bureau (GCVB) 2016 Third Quarter Report. Mayor Werner recognized Mr. Mark Adams, GCVB President/CEO who proceeded to distribute the report and reviewed highlights and stated that the GCVB staff coordinated for State Senator Doug Overbey to present a Proclamation from the State of Tennessee honoring the 40th Anniversary of Sweet Fanny Adams Theatre and that staff also attended the Governor's Conference on Tourism in Chattanooga. Mr. Adams continued that GCVB staff attended the Governor Bill Haslam and Commissioner Kevin Triplett media event at the Sevier County Courthouse and stated that he would begin doing an economic analysis of events in the future. Mr. Adams further reported that Gatlinburg.com had over 600 visitors per hour which represents a 5% increase and stated that 138,000 have downloaded the mobile app. Mr. Adams then stated that the Convention Center Sales team booked twenty-six future events and that the Chamber of Commerce membership increased by twelve members to a total of 639 members and also stated that the Welcome Centers had approximately 450,000 visitors and that number was up 36,000 over the previous year. Mr. Adams concluded by stating that the Human Resources team goes to each of the GCVB offices every other Friday for enhanced employee communications.

The City Manager reported and/or requested:

- (1) first of all, that she would like to provide a copy of information from the Tennessee Department of Environment and Conservation regarding the Sevier Solid Waste reduction and diversion statistics and stated that as noted in the letter, the State has a goal that each Solid Waste Region meet a minimum 25% rate and the Sevier Solid Waste rate for 2015 was actually 86% when compared to the base year method, and 85% using the real-time comparison; and,

DISCUSSION AND CONSIDERATION OF APPROVING AN OFF-PREMISE CERTIFICATE OF GOOD MORAL CHARACTER FOR MARIAH FARMER, D/B/A/ EPI'S FINE WINE & SPIRITS, 1359 PARKWAY EAST.

Item A under New Business was discussion and consideration of approving an Off-Premise Certificate of Good Moral Character for Mariah Farmer, d/b/a Epi's Fine Wine & Spirits, 1359 Parkway East. Commissioner Jerry Hays made a motion to approve the Certificate which was seconded by Commissioner Smith and then unanimously approved.

DISCUSSION AND CONSIDERATION OF APPROVING A CERTIFICATE OF COMPLIANCE FOR MARIAH FARMER, D/B/A EPI'S FINE WINE & SPIRITS, 1359 PARKWAY EAST.

The next Item under New Business was discussion and consideration of approving a Certificate of Compliance for Mariah Farmer, d/b/a/ Epi's Fine Wine & Spirits, 1359 Parkway East. Commissioner Smith made a motion to approve the Certificate which was seconded by Vice Mayor McCown and then unanimously approved.

DISCUSSION AND CONSIDERATION OF APPROVING THE PURCHASE OF PROPERTY LOCATED AT 1059 BANNER ROAD.

The next Item under New Business was discussion and consideration of approving the purchase of property located at 1059 Banner Road. Vice Mayor McCown made a motion to approve the purchase which was seconded by Commissioner Smith. The City Manager then commented that Mr. Austin Williams is here this evening and has offered to sell this property to the City for \$50,000 and that an appraisal was completed and reflects the value of the property at \$60,000. The City Manager further stated that the discussion has been ongoing for approximately four years as to the need to raze the existing Sanitation Department building that is located at the Transfer Facility to make a much better place for the employees to have Safety and Departmental meetings. The City Manager continued that the original idea was to tear down the existing building and build in the footprint of the old building and that the opportunity to purchase the property next to the existing facility provides for a much better location and footprint for a new facility. The City Manager continued that this Project was approved in the Capital Improvements Program and additional monies were requested to make this Project a reality and that the Project budget is approximately \$300,000 and that monies to procure this property are in the Project budget. The City Manager then asked the Public Works Director to further explain and Mr. Henderson stated that

this location is a much better piece of property to build the new Sanitation Office facility in that it is out of the floodway, is zoned appropriately and is much better for all aspects of this Project. After these comments, the motion to approve the purchase of property located at 1059 Banner Road was unanimously adopted.

DISCUSSION AND CONSIDERATION OF APPROVING A LOGO AGREEMENT WITH THE GATLINBURG TOURISM DEVELOPMENT AUTHORITY D/B/A THE GATLINBURG CONVENTION AND VISITORS BUREAU.

Item D under New Business was discussion and consideration of approving a Logo Agreement with the Gatlinburg Tourism Development Authority d/b/a the Gatlinburg Convention and Visitors Bureau. Commissioner Hays made a motion to approve the agreement which was seconded by Vice Mayor McCown. The City Manager then commented regarding the previously held Workshop and stated that this was discussed with Commission and then asked the Finance Director to further explain. Mr. Holt stated that, several months ago, one of the Convention and Visitors Bureau staff noticed that the bear image that is used in most of the City marketing was being used by a business in North Carolina which lead the City to investigate the trademark of the image. Mr. Holt continued that it was determined that there was not a trademark for the Logo and that the City took the proper steps and the City Attorney worked with the State to get the Logo trademarked and this Agreement will allow the CVB to continue to use the Logo in all marketing efforts for the City. After these comments, the motion to approve the Logo Agreement with the Gatlinburg Convention and Visitors Bureau was unanimously adopted.

UNSCHEDULED ITEMS:

Commissioner Jerry Hays:

- (1) Encouraged everyone to come out to the Winter Lights kick-off and Chili Cook-Off on Wednesday evening.

Mayor Werner then commented that Commissioner Helton got a great report and stated that we are all very thankful for answered prayers.

Vice Mayor Mark McCown:

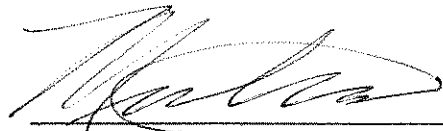
- (1) Stated that the Veterans Day Event is November 11, at 11:00 A.M. at Ripley's Plaza and that it is a great event and stated that the 82nd Airborne from Ft. Bragg will be there and that it is an emotional event for a lot of people and a

very good event for the City.

Mayor Mike Werner:

- (1) Mentioned that several citizens have voiced their concern over Charter having a monopoly in regard to internet, fiber optic and cable services and wanted the City to reach out to other companies and requested that the City Manager talk with lobbyists and legislators to see if the cost for services can be a little more fair to the consumer; and,
- (2) Encouraged everyone to vote and stated that there is a little time left if you have not made it to the polls.

There being no further business to come before the City Commission, Commissioner Hays made a motion to adjourn. Commissioner Smith seconded the motion which was unanimously approved.



Mike Werner, Mayor



Cindy Cameron Ogle, City Recorder

/jv