

The Gatlinburg Board of Commissioners met in a regular meeting on Tuesday, November 17, 2015, at 6:00 P.M. in the City Council Room. All members were present. Mayor Mike Werner called the meeting to order and led the Pledge of Allegiance. Finance Director Robert Holt gave the Invocation.

Mayor Werner then called for a motion to approve the Minutes of the regular meeting of October 20, 2015. Commissioner Mike Helton made a motion to approve the Minutes which was seconded by Commissioner Jerry Hays and then unanimously adopted.

There were no Petitions or Communications from the Public or Items from the audience.

Regarding Reports of Boards and Committees, the Gatlinburg Convention and Visitors Bureau Quarterly Report was presented by Executive Director Vicki Simms who proceeded to distribute the 3<sup>rd</sup> Quarter update and reviewed highlights by stating that the September Taste of Autumn Event had a record attendance and that over \$9,000 was donated to the United Way of Sevier County and also in September the Gatlinburg Convention and Visitors Bureau Board accepted the 2016 Budget and contracted with a new Advertising Agency, the Tombras Group. Ms. Simms continued and stated that in the GAC Summer Across America Sweepstakes Gatlinburg received 26,632 email opt-ins and that there were over 2.4 million entries to the sweepstake and that the Gatlinburg.com Booking/Search Engine reached 2.2 million referrals and stated that Gatlinburg's Instagram page reached 30,000 followers and the Facebook page hit 550,000 likes. Ms. Simms then stated that as of July 15, 2015, Gatlinburg.com had reached 2.3 million sessions and concluded that the Convention and Visitors Bureau distributed twenty-one press releases for the CVB, the City and the community and that there were 11,983,363 impressions and an ad value of \$1,134,545.22. Ms. Simms then offered thanks to the City Commission for their support of the Twelve Days of Christmas Event in allowing free parking and trolley services for the event and that it is exciting that the Festival of Trees Event is being taken over by Hospitality Solutions and expressed appreciation for the City's support of Convention and Visitors Bureau. Mayor Werner then referenced the previous Workshop meeting and that the City is excited about the Tombras Group taking care of the City's marketing needs and then stated that he appreciated Ms. Simms report.

The City Manager reported and/or requested:

- (1) that she would like to remind everyone of the upcoming Festival of Trees Event which will be held Wednesday, November 25 through Sunday, November 29 at the Mills Conference Center and that this event benefits the Smoky Mountain Boys and Girls Clubs and stated that a new event is the Candy Canes and Cocktails – Preview Party and Silent Auction which will be held Tuesday, November 24 at 6:00 P.M. in Mills Auditorium and tickets are \$25 and to RSVP by Friday, November 20; and,

(2) that she would also like to announce that the Winter Magic Tunes and Tales weekend performances will begin on Friday and Saturday, November 27 & 28 and runs through December 18 & 19; and,

(3) that she would like to remind everyone of the 40<sup>th</sup> Annual Christmas Parade of Lights that will be held on Friday, December 4, 2015, at 7:30 P.M. The Parade will be recorded live and broadcast on Charter Cable network and parade-goers can purchase a bleacher seat in the television zone at traffic light #3 where they will receive a Santa Hat to wear during the parade and receive a DVD of the entire event. Tickets are \$20 and can be purchased at Gatlinburg.com. and there will also be nine marching bands from all over the eastern United States; and,

(4) that TripAdvisor recently named Gatlinburg in the top twenty-one US Ski Destinations Most Popular among International Travelers. The City Manager further stated that TripAdvisor Vacation Rentals analyzed US vacation home interest from international travelers, for the months of December through February and only guests coming from outside the US were factored and that Gatlinburg made #13 on the list. She continued and stated that TripAdvisor determined that international guests to Gatlinburg come from Puerto Rico, Brazil, Saudi Arabia, Australia and the Dominican Republic. Other destinations on the list include Killington and Stowe, Vermont, Mammoth Lakes and South Lake Tahoe, California, Aspen, Vail and Breckenridge, Colorado, Big Sky, Montana and Teton Village, Wyoming.

**ORDINANCE NUMBER 2487, AN ORDINANCE AMENDING THE MUNICIPAL CODE BY CHANGING THE METHOD OF MEASURING THE DISTANCE REQUIREMENTS BETWEEN A SCHOOL AND AN ESTABLISHMENT SEEKING A CERTIFICATE OF COMPLIANCE IN THE C-1 COMMERCIAL ZONE, SECOND READING, (PASSED FIRST READING 10/20/15).**

The only Item under Old Business was Ordinance Number 2487, an Ordinance amending the Municipal Code by changing the method of measuring the distance requirements between a school and an establishment seeking a Certificate of Compliance in the C-1 Commercial Zone, Second Reading, (Passed First Reading 10/20/15). Commissioner Don Smith made a motion to approve the Ordinance which was seconded by Commissioner Hays and then unanimously adopted on Second and Final Reading.

**DISCUSSION AND CONSIDERATION OF APPROVING AN ON-PREMISE CERTIFICATE OF GOOD MORAL CHARACTER FOR JIM L. ENGLAND, D/B/A HOWARD'S STEAKHOUSE, LLC, 976 PARKWAY.**

The first Item under New Business was discussion and consideration of approving an On-Premise Certificate of Good Moral Character for Jim L. England, d/b/a Howard's Steakhouse, LLC, 976 Parkway. Commissioner Helton made a motion to approve the Certificate which was seconded by Vice Mayor Mark McCown and then unanimously

approved.

**ORDINANCE NUMBER 2488, AN ORDINANCE AMENDING THE ZONING ORDINANCE RECLASSIFYING PARCEL 14 OF TAX MAP 126M, GROUP A, LOCATED OFF BASKINS CREEK ROAD, FROM R-1 (LOW DENSITY RESIDENTIAL) TO C-1 (TOURIST COMMERCIAL) DISTRICT, FIRST READING, (PASSED PLANNING COMMISSION 10/15/2015).**

Item B under New Business was Ordinance Number 2488, an Ordinance amending the Zoning Ordinance reclassifying Parcel 14 of Tax Map 126M, Group A, located off Baskins Creed Road, From R-1 (Low Density Residential) to C-1 (Tourist Commercial) District, First Reading, (Passed Planning Commission 10/15/2015). Commissioner Smith made a motion to approve the Ordinance which was seconded by Commission Helton. The City Manager then asked the Building and Planning Director to explain and Mr. Ball stated that the request is to rezone from R-1 to C-1 and that there are a couple of thing to note about this piece of property. Mr. Ball then stated that this is a a seven acre tract of land that is currently landlocked and that the Bentz' have requested the rezoning because the fifty-five acre adjacent tract is already zoned C-1 and that the objective is to get this smaller tract zoned C-1 and eventually combine the seven acre tract with the fifty-five acre tract to expand the perimeter of their development. Mr. Ball concluded that that Planning Commission has reviewed and that it is a landlocked piece of property and it makes good sense to combine with the larger tract. After these comments, the motion to approve Ordinance Number 2488 was unanimously adopted on First Reading.

**DISCUSSION AND CONSIDERATION OF APPROVING AN AMENDMENT TO THE TOWER LEASE AGREEMENT WITH VERIZON WIRELESS TENNESSEE PARTNERSHIP, D/B/A VERIZON WIRELESS.**

Item C under New Business was Discussion and Consideration of approving an amendment to the Tower Lease Agreement with Verizon Wireless Tennessee Partnership, d/b/a Verizon Wireless. Commissioner Hays made a motion to approve the amendment which was seconded by Vice Mayor McCown. The City Manager then asked the Finance Director to explain and Mr. Holt stated that there was an oversight on the attachment to the contract, Exhibit B1, which listed an item that is not on the tower and will not be going on the tower. Mr. Holt continued that the microwave dish with associated elliptical line that is listed on Exhibit B1 will be removed and the updated document will be presented for final signature. After these comments, the motion to approve the amendment to the Tower Lease Agreement with Verizon Wireless Tennessee Partnership, d/b/a Verizon Wireless was unanimously adopted.

**DISCUSSION AND CONSIDERATION OF APPROVING A SINGLE BID TO ROBERT MAPLES CONSTRUCTION FOR THE CONVENTION CENTER LIGHTING PROJECT.**

The next Item under New Business was discussion and consideration of approving a

single bid to Robert Maples Construction for the Convention Center Lighting Project. Commissioner Helton made a motion to approve the single bid which was seconded by Commissioner Smith. The City Manager then asked Mr. Scott Murphy to explain and he proceeded by stating that this Project includes step lights on the Parkway entrance steps and that upgrades will be made to the alley way lights to the public restrooms which will be more aesthetically pleasing than the twenty-six year old lighting and that it will improve the overall lighting of these areas. Mayor Werner then commented that the LED lights are great and illuminate so much better. The City Manager then stated that this Project was approved in the Convention Center Budget in the amount of \$25,000 and that the single bid is a little over \$21,000. After these comments, the motion to approve the single bid to Robert Maples Construction for the Convention Center Lighting Project was unanimously adopted.

**DISCUSSION AND CONSIDERATION OF APPROVING A ZERO TOLERANCE AND DRUG AND ALCOHOL TESTING POLICY.**

The last Item under New Business was discussion and consideration of approving a Zero Tolerance and Drug and Alcohol Testing Policy. Commissioner Smith made a motion to approve the Policy which was seconded by Vice Mayor McCown. The City Manager then commented that it is a lengthy Policy and then reviewed the highlights of the Policy stating that it is an updated Policy based upon the last review by the Tennessee Department of Transportation of the City's current policy and that this will supplement the Human Resource Rules and Regulations and that it applies to all "safety-sensitive" positions defined as any employees who drive, dispatch or repair/maintain trolleys as well as those with a Commercial Driver's License. The City Manager continued that the Policy also lists the prohibited substances for which the City must test, defines testing procedures, education and training requirement and stated that the underlined sections are provisions that are included under the sole authority of the City of Gatlinburg and not part of Federal Regulations. After these comments, the motion to approve a Zero Tolerance and Drug and Alcohol Testing Policy was unanimously adopted.

**UNSCHEDULED ITEMS:**

**Commissioner Jerry Hays:**

- (1) Commented that he would like to point out how nice the Winter Lights look after they got turned on and stated that they are gorgeous; and,
- (2) Stated that he would like to wish everyone a Happy Thanksgiving.

**Commissioner Mike Helton:**

- (1) Commented that everyone did a great job last week at the Winter Lights Kick-Off and Chili Cook-Off and stated that it was great weather, great vendors and a great crowd.

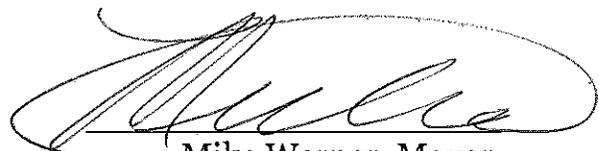
**Vice Mayor Mark McCown:**

- (1) Wished everyone a Happy Thanksgiving and stated that we have so much to be thankful for living in America.

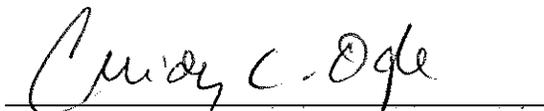
**Mayor Mike Werner:**

- (1) Commented that the Chili Cook-Off was great and stated that the Veteran's Day Event was the best ever that he had been to in sixteen years and that these were two great events in one day; and,
- (2) Also wished everyone a Happy Thanksgiving.

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



Mike Werner, Mayor



---

Cindy Cameron Ogle, City Recorder  
/jv