



TOWN OF BLACK MOUNTAIN BOARD OF ALDERMEN
SPECIAL CALL MEETING MINUTES
February 26, 2020

THE BLACK MOUNTAIN BOARD OF ALDERMEN, held a special called meeting on Wednesday February 26, 2020 at 5:00 p.m. in the board room of Town Hall, 160 Midland Avenue, Black Mountain NC. The purpose of this meeting is to review information regarding the Town's Sanitation Services and contract, discuss NC Highway 9 Sidewalk, and to discuss TDA funding.

1. CALL TO ORDER

Mayor Don Collins called the special meeting to order at 5:00 p.m. with the following members present:

Mayor Don Collins
Vice Mayor Maggie Tuttle
Alderman Larry Harris
Alderman Ryan Stone
Alderman Tim Raines

The following staff members were present:

Josh Harrold, Town Manager
Angela Reece, Assistant to Manager/Town Clerk
Ron Sneed, Town Attorney
Dean Luebbe, Assistant Town Manager
Shawn Freeman, Police Chief
Jamey Matthews, Public Works Director
Jessica Trotman, Planning Director
Joshua Henderson, Recreation Director

Sharon Tabor, Executive Director of the Black Mountain Chamber of Commerce and Jon Brooks, President of the Black Mountain Chamber of Commerce shared information regarding the Buncombe County Tourism Development Authority and provided handouts to the Board which are made part of and included in these minutes. Mr. Brooks stated overall operational costs and visits have increased in recent years to the visitor center and stated there is an increasing need for additional funding from the TDA. Mr. Brooks stated since 2002 the TDA has given out \$42M in grant funding and said the Black Mountain area has received \$350,000 which funded a project for installation of bleachers at the Montreat College campus in Black Mountain. Town Manager Harrold reminded everyone the TDA was not accepting grant applications for the last year due to a reorganization. Alderman Larry B. Harris stated he wished to explore criteria for seeking additional grants from TDA as appropriate. Alderman Harris mentioned the need to link to the Fonta Flora State Trail system to the Town's greenway system and the need for

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additional greenway project funding as well as the need for an upgraded tennis facility, all of which will bring tourism into Black Mountain. Town Manager Harrold will continue working with the Chamber to collaborate with the TDA.

Attorney Ron Sneed addressed the Board of Aldermen with an update regarding the sidewalk construction along NC Highway 9 recalling previous discussions with Sikes Regan to obtain an easement to install sidewalk along the Cheshire Village area along NC Highway 9. Attorney Sneed discussed the possibility of a public private partnership stating this would be advantageous to the Town but said a low responsive bid has been submitted which is less than the fifty percent match required by law of the private entity. Attorney Sneed advised the Board there is no statutory authority to circumvent the bidding process and presented alternate options including rejecting all bids and re-bidding the project, skipping the section along Cheshire for now. Manager Harrold reminded the Board funding has been budgeted for this project in the current fiscal year and stated more funding will be budgeted in the next fiscal year a few months away which could be combined to install sidewalk to the end of the town limits on NC Highway 9, skipping the Cheshire section for now as it currently has a walkway. Mayor Don Collins and Alderman Larry B. Harris stated providing a safe route for pedestrians is imperative. Alderman Stone agreed and suggested rejecting the bids at the next regular meeting and requesting new bids. Board members directed attorney Sneed to approach Sikes Regan and advise the town is unable to pay the difference for brick pavers and to give him one last chance to pay the difference from the low bid if he chose to. No decision was made at this meeting.

Manager Josh Harrold continued discussions regarding the 2020 Sanitation contract. Manager Harrold stated the cost of an oil and water separator (for garbage trucks to be washed and the water piped into the sewer) is approximately \$17,500 for purchase and install. Manager Harrold stated a metal canopy to house the truck is \$35,000. Manager Harrold reminded the Board that the Waste Pro total cost for services for Fiscal Year 21 (not including landfill tipping fees) was \$1,073,650. He stated he has **negotiated a reduction in the bid offer for Waste Pro sanitation services to \$963,000, which includes landfill tipping fees** which is a reduction per home from \$18.51 to \$16.25. The current Waste Pro price per household is \$12.90. Manager Harrold has provided an estimates for in-house sanitation service of **\$740,017** which includes 5 employees, 3 rear loading garbage trucks, two pickups, and a knuckle boom brush truck. (The excerpt of the spreadsheet is below.) Board members discussed the need for three garbage trucks and scheduling. The Board directed staff to produce a schedule showing equipment, routes and personnel and to report back.

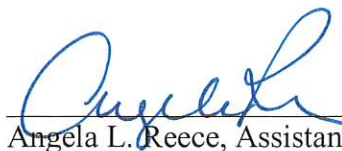
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	Waste Pro same service	ToBM (five employees and trucks, debt, no carts)	Waste Pro same service, both trash and recycling carts	Waste Pro New same service
	FY20 (estimated)	FY21	FY21	FY21
Personnel			250,000	
Contract Labor			35,000	
Garbage pickup	660,400	931,250	-	1,087,922
Tipping Fee	132,000	138,600	138,600	138,600
Fuel			25,000	
Insurance (WC and liab)			20,000	
Other	3,800	3,800	25,000	3,800
Recycling disposal			40,000	
Debt Payments			123,917	
MR Trucks			30,000	
			-	
TOTAL	796,200	1,073,650 25.84%	687,517 -15.81%	1,230,322 35.29%
				963,000 17.32%
Month Per Household	12.90	18.51		
	4,080	4,080	(Waste pro supplies both trash and recycli carts)	16.25
	12	12		4,080
				12
	631,584	906,250		795,600
Total cost per household w/tipping	16.26	21.93	14.04	19.67
Canopy for trucks			35,000	
Oil/water seperator			17,500	
			740,017	

There was no further discussion.

There being no further business, on a motion made by Vice Mayor Maggie Tuttle and with a vote of 4-0, Mayor Don Collins adjourned the meeting at 6:05 p.m.

ATTEST:


Angela L. Reece, Assistant to Manager/Town Clerk


Don Collins, Mayor

TOURISM & THE BCTDA: FAST FACTS & FAQs

What is the Buncombe County Tourism Development Authority?

- The BCTDA is a public authority with the public purpose of strengthening the local economy by promoting Asheville and Buncombe County to people who will come here and spend money with local businesses.
- The BCTDA's investment in tourism promotion:
 - Creates a customer base that sustains local businesses year-round.
 - Provides funding for community assets enjoyed by residents.
 - Generates awareness/reputation for Asheville that supports all economic development goals.

How does tourism contribute to the area's economic vitality?

- *Visitor spending*
 - People who come here spend \$2 billion at local businesses in Buncombe County annually – that's cash in the registers of local residents.
 - Those local businesses buy goods and services from more local businesses for total economic impact of \$3.1 billion.
- *Job creation*
 - Tourism-related businesses employ more than 18,000 people. In total, tourism supports over 27,000 jobs, or 15% of employment in Buncombe County:
 - 6,142 restaurant workers (half of all restaurant workers)
 - 4,812 workers in lodging
 - 2,895 jobs in recreation and entertainment (half of recreation/entertainment workers)
 - 2,673 retail workers (16.5% of all retail workers)
 - More than 10,000 jobs in other categories including business services, finance, insurance and real estate
- *Generation of local taxes*
 - Tourism generated \$199.1 million in state and local revenues in 2017, providing programs and services the community needs.
 - In total, tourism generates \$53 million in property taxes – 16% of the total property tax for the Buncombe County and 33% of the total for the City of Asheville.

Do local taxpayers fund BCTDA's promotion of Asheville and Buncombe County?

- Absolutely not! Lodging businesses provide 100% of the funding to attract visitors to Buncombe County by collecting an occupancy tax from visitors, in addition to sales tax.
- Every \$1 spent on advertising generates \$43 of spending at local businesses within just a few months of the campaign. Seventy-five percent of that spending is at non-lodging businesses including entertainment, recreation, attractions, retails, food and beverage, and the arts.

What Is the Occupancy Tax?

- The occupancy tax was established by state law in 1983, and the Buncombe County Tourism Development Authority was formed to invest the tax revenue in tourism promotion to attract people who stay overnight in commercial facilities in Buncombe County.
- The self-imposed 6% occupancy tax is a surcharge to the 7% sales tax for a total tax of 13% on paid accommodations in Buncombe County. So, the tax is paid strictly by overnight visitors who stay in commercial hotels, bed and breakfast establishments, and short-term rentals.
- By law, 75% of the proceeds must be used for promotion and the remainder is dedicated to the Tourism Product Development Fund (TPDF).

What is the Tourism Product Development Fund (TPDF)?

- 25% of the occupancy tax paid by people who stay overnight in commercial facilities in Buncombe County goes to the Tourism Product Development Fund (TPDF) for capital projects.
- Since the fund's inception, the BCTDA has awarded \$44 million to 39 community projects, to include parks, greenways, sports facilities, performing and cultural arts organizations, museums, and more.
- This model is unique to Buncombe County and is being replicated in other communities. The TPDF is the largest grant program available to nonprofits for capital in Western North Carolina.

What is the Tourism Management & Investment Plan (TMIP)?

- Tourism is one source of growth that places demands on city services and infrastructure. Forty percent of downtown Asheville is occupied by uses that are not taxable. On a peak day in October, an estimated 25,000 overnight tourists visit Buncombe County while 45,000 non-resident workers commute into the city daily. Overnight visitors account for 9% of these daily population of Buncombe County.
- The BCTDA is currently leading a process known as the Tourism Management & Investment Plan to collaborate with municipal and public entities to create a 10-year strategy of investing Tourism Product Development Funds to address community needs, within the legislative mandate of the Fund, designed to help relieve some of the impacts of tourism on our growing, thriving community.

What is the Explore Asheville Convention & Visitors Bureau?

- Explore Asheville is the name of Asheville and Buncombe County's Convention & Visitors Bureau, or CVB. Explore Asheville carries out the program of work established by the BCTDA, to include advertising, public relations, and efforts to bring groups here, such as conferences and meetings.
- Explore Asheville also provides marketing support to local businesses like attractions, galleries, museums, music venues, restaurants, breweries, lodgers, outfitters, tour operators, local shops, and others. Currently, we serve more than 1,300 tourism partners. We also provide opportunities for networking and collaboration among our partners and offer free listings on our website, which attracts more than 5 million user sessions a year.

What are other ways the BCTDA supports our community?

- A program funded by revenue earned from paid advertising on the ExploreAsheville.com website provides grants for local festivals and cultural events, such as the Blue Ridge Pride Festival, Asheville Fringe Festival, CiderFest NC, Shindig on the Green, Asheville Holiday Parade, Hola Asheville, Goombay Festival, Sourwood Festival, and others. More than \$580,000 has been awarded since 2016.

Project	Award	Year of Award	Project	Award	Year of Award
The John B. Lewis Soccer Complex at Azalea Park	\$400,000	2002	Highland Brewing Company	\$850,000	2014
	\$400,000	2004	The Collider	\$150,000	2014
	\$500,000	2009		\$150,000	2015
Grove Arcade	\$500,000	2002	RiverLink -- Pearson Bridge River Access	\$25,000	2014
The Bonsai Garden at the North Carolina Arboretum	\$750,000	2003	Enka Center Ballfields	\$2,000,000	2014
Asheville Visitor Center	\$750,000	2003	City of Asheville -- Riverfront Destination Development 1.0	\$1,800,000	2014
Western North Carolina Veterans' Memorial at Pack Square Park	\$87,000	2007	City of Asheville -- Riverfront Destination Development 2.0	\$725,000**	2015
Buncombe County Civil War Trails	\$16,500	2007	City of Asheville -- Riverfront Destination	\$4,800,000	2017
Asheville Area Wayfinding Program	\$1,650,000	2007	ABYSA -- JBL Soccer Complex	\$1,100,000	2015
Phase II	\$150,000	2010	Asheville Museum of Science (formerly Colburn Earth Science Museum)	\$400,000	2015
Pack Square Park	\$500,000	2004	Friends of the WNC Nature Center	\$313,000	2015
Pack Square Park Pavilion	\$1,500,000	2007	Asheville Community Theatre	\$1,000,000	2016
	\$500,000	2009	City of Asheville -- U.S. Cellular Center	\$1,500,000	2016
	\$1,000,000	2007	Montreat College	\$350,000	2016
Asheville Art Museum	\$500,000	2009	WNC Farmers Market	\$380,000	2016
	\$250,000 loan guaranty & \$50,000 grant	2009	The Wortham Center	\$700,000	2016
			Woodfin Greenway & Blueway	\$2,250,000	2017
	\$2,000,000	2010	Black Mountain College Museum + Arts Center	\$200,000	2017
City of Asheville -- ExploreAsheville.com Arena at the U.S. Cellular Center	\$1,375,000	2012	Buncombe County -- Enka Recreation Destination	\$8,000,000	2018
	\$800,000	2013	Center for Craft	\$975,000	2018
Smoky Mountain Adventure Center	\$100,000	2010	YMI Cultural Center	\$800,000	2018
Montford Park Players	\$125,000	2012	LEAF Global Arts Center	\$705,000	2018
Navitat Canopy Adventures	\$500,000	2012	North Carolina Arboretum	\$905,000	2018
University of North Carolina at Asheville Foundation	\$500,000	2013	African-American Heritage Museum at Stephens-Lee	\$100,000	2018
Asheville Downtown Association -- Pack Square Park Canopy	\$50,000	2013	TOTAL -- 39 Projects	\$44 Million	

BLACK MOUNTAIN = 762 CONTRIBUTING UNITS*

(Short-Term Rentals, B&B, Hotel, Motel)

		Conserv. Nightly Rt low avg		BC Occupancy averages 70% NIGHTS at... 30 % Occupancy	Per Unit Amount	NUMBER OF ROOMS		
419	STR	\$	130	110	\$14,300	419	\$5,991,700	
35	B&B	\$	130	110	\$14,300	35	\$500,500	
308	Hotel/Motel			40% Occupancy				
	Hampton	\$	120	146	\$17,520	90	\$1,576,800	
	Quality Inn	\$	89	146	\$12,994	55	\$714,670	
	Monte Vista	\$	100	146	\$14,600	47	\$686,200	
	Super 8	\$	65	146	\$9,490	75	\$711,750	
	Acorn	\$	65	146	\$9,490	20	\$189,800	
	Apple Blossom	\$	65	146	\$9,490	21	\$199,290	
762						308	\$10,570,710	Blk Mtn Generated Occupancy Tax

*762 Total Units is 9.29% of the 8200 Total Units in Buncombe County

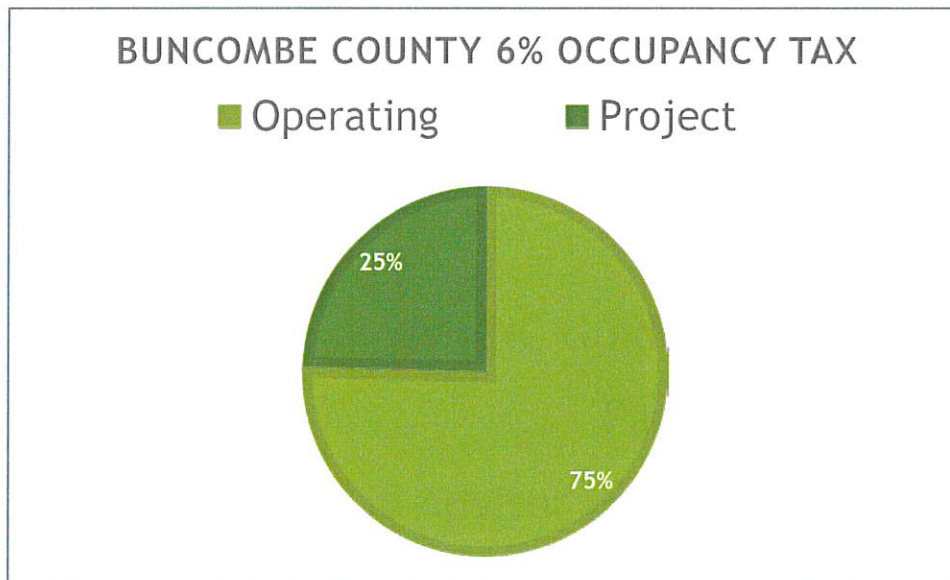
** 419 STR Units is 12% of the 3528 STR Units in BC

x 6%

\$634,243

BCTDA = Explore Asheville

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY



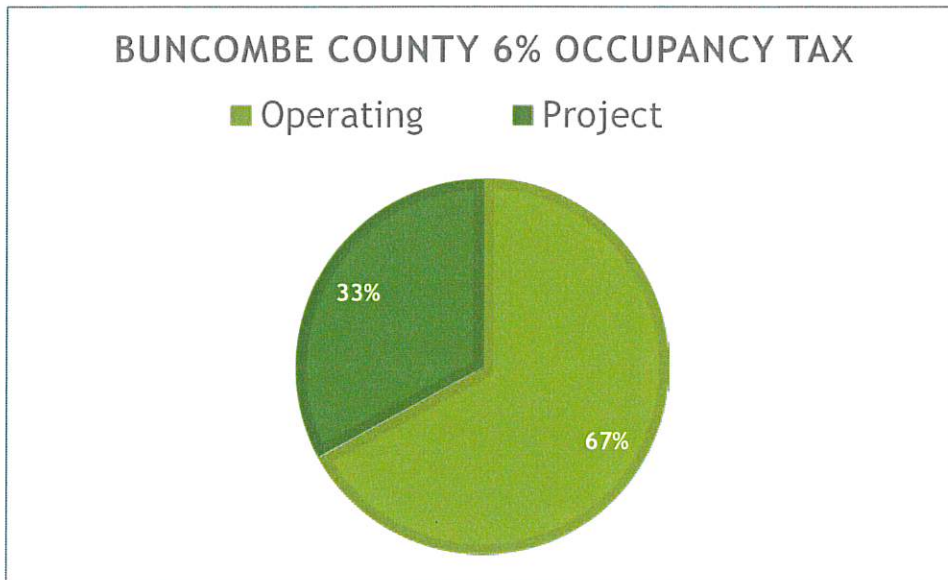
25.7 Million/YR Cont

- Hotels
- Motels
- B & B 's
- Short Term Rental

Operating Budget = \$19,350,0
Project Grant Fund Increase =

BCTDA = Explore Asheville

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY



Proposed Amendment Hotel Association

- Hotels
- Motels
- B & B 's
- Short Term Rental:

Operating Budget = \$17,700,000 (+2.2M from current fu
Project Grant Fund Increase = +\$8,700,000

Important BCTDA Timing

Next Board Meeting (April 2) will discuss “Strategies & Tactics”

The Big (Potential) Change

Proposed Amendment by the Hotel Association

Means...

- ▶ More money for Tourism Product Development Grants (historic projects)
- ▶ Stipulation that some of it can now be used for
 - Transit Master Plan
 - Maintenance / Administration / Design

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	Quality Inn	\$ 89	146	\$12,994	55
	Monte Vista	\$ 100	146	\$14,600	47
	Super 8	\$ 65	146	\$9,490	75
	Acorn	\$ 65	146	\$9,490	20
	Apple Blossom	\$ 65	146	\$9,490	<u>21</u>
762					308

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\$

A Modest Proposal (DRAFT)

A Combined Request with the Town of Blk Mtn

Upgraded chamber Website, marketing and social media promotion 1

- ▶ Part-time visitor center staff, 60 hrs/wk, 1
- ▶ Visitor center insurance, utilities, fac
- ▶ Visitor Center capit
- ▶ Event support (Sourwood, BBQ Fest, Marathons,
- ▶ Even
- ▶ Eve

Chamber s

TOWN OF BLACK MOUNTAIN

- ▶ Riverwalk greenway - town's 20% of DOT funding for 2 yrs (\$80K x2) (pg 130)- \$16
- ▶ Riverwalk additional engineering - beyond scope (pg 133) - \$20,000
- ▶ Fanta Flora state trail development and further maintenance- \$40,000
- ▶ Town Square Maintenance and electrical additions for event support- \$20,000
- ▶ Town subtotal - \$240,000