I. **CALL TO ORDER** – Mayor Renee Castiglione called the regular meeting of the Beech Mountain Town Council to order at 3:00 p.m., Tuesday, March 13, 2018 in the Town Hall Council Chambers located at 403 Beech Mountain Parkway Beech Mountain North Carolina 28604. Other Council Members present were Barry Kaufman, Carl Marquardt, Weidner Abernethy, and Wendel Sauer. A quorum was present. Town Attorney Stacy C. Eggers, IV was present. Staff members present included Town Manager Tim Holloman, Town Clerk Jennifer Broderick, Police Chief Tim Barnett, Police Captain Renee Castiglione, and Tax Administrator Rebecca Ward.

II. **Invocation** – Town Manager Tim Holloman presented the invocation.

III. **Pledge of Allegiance** – All present joined in the Pledge of Allegiance to the flag.

IV. **Adoption of Agenda** – Councilman Sauer motioned to approve the amended agenda. Councilman Abernethy seconded the motion, the vote carried unanimously.

V. **Closed Session** – Pursuant to NC GS 143-318.11(a)(3) Attorney Client Matters and NC GS 143-318.11(a)(6) Personnel Matters – At 3:01 p.m., Councilman Sauer moved to enter closed session pursuant to N.C. Gen. Stat. §143-318.11 (a)(3) for the purpose of discussing attorney-client matters to include Solars v. Town of Beech Mountain and NC GS 143-318.11(a)(6) Personnel Matters. The motion was seconded by Councilman Abernethy and passed unanimously. Upon motion by Councilman Sauer, seconded by Councilman Abernethy, the Council voted passed unanimously to exit closed session at 3:45 p.m.

VI. **Other Business** – There was no other business to discuss.

VII. **Consent Agenda** – Mayor Castiglione opened the floor for Council to take action on the consent agenda. Vice Mayor Kaufman motioned to approve the consent agenda. Councilman Sauer seconded the motion, the vote passed unanimously. The consent agenda was approved as follows:

a. **February 13, 2018 – Regular Meeting**;
b. **February 13, 2018 – Closed Session**.
VIII. **Public Comment** – Harold Halliburton, of 132 Skiway Circle, stated that in 1996 Skiway Circle conducted a petition to pave Skiway Circle that the town permitted the homeowners to move forward. It has been twenty-two years since the road was paved and is now in need of repair. Mr. Halliburton has collected almost two-thirds of the owner’s signatures on the petition. Manager Holloman was directed to review the petition and reach back out to Mr. Halliburton. Frank Steele, of 107 Christie Way, provided Council with an update on a meeting with Director of Tourism and Economic Development Director Kate Gavenus and Tourism Development Authority Chair Judy Decker. Mr. Steele encouraged Council to sit down and discuss issues with these two individuals who are promoting the mountain.

IX. **New Business**

a. **Proclamation of the Town of Beech Mountain, NC Honoring the Elder-Mann Family for Re-Development of the Overlook Barn** – Mayor Castiglione postponed Council’s consideration of the proclamation honoring the Elder-Mann family to Council’s regular June 12, 2018 meeting.

b. **Public Works and Salt Building Survey Design and Bid Construction Proposal** – Manager Holloman stated that Special Projects Riley Hatch has been working on the Public Works and Salt Building Survey Design project. Benjie Thomas, PE of West Consultants, provided Council with a proposal for land surveying, design, and administration services for the town’s new proposed Public Works Facilities and salt building. The proposed facility would include a new Public Works building, salt storage building, and relocation of the Recycling Center. West Consultants would work with staff and Council to make the best use of the land and tie in the existing uses. Manager Holloman and Mr. Hatch toured a Public Works facility completed by West Consultants late 2011 for a cost of $846,054. The facility had similar functions of storing materials, water lines. Another more recent facility constructed by West Consultants in 2016 cost $1,300,000. Manager Holloman informed Council that the town would have an engineer on site one day a week with Mr. Hatch on site some days of the week too. Mr. Hatch stated that staff is proposing a building very similar but with a heavier metal for the wind conditions and snow loads on the mountain. Mr. Hatch stated that staff is also working out storage and the layout design with the salt building on the outside. The proposed site has approximately 5 acres. Vice Mayor Kaufman asked if the building would last 50 years. Mr. Hatch stated that the last Public Works facility was built in 1969. Councilman Sauer motioned to waive the qualification based selection procedure for the proposed project based on the town’s
ongoing work with West Consultants engineering services and familiarity of the project. Councilman Abernethy seconded the motion, the vote passed unanimously. Councilman Sauer motioned to approve the contract for services with West Consultants subject to the Town Attorney’s review. Vice Mayor Kaufman seconded the motion. Mayor Castiglione called for the vote, the vote passed unanimously. West Consultants New Public Works Facilities Land Surveying, Design, & Administration Services Proposal is attached as Exhibit A and is incorporated by reference as if fully set out within these minutes.

c. ½ Ton Pickup for Public Works and Public Utilities Department – Director of Infrastructure Robert Heaton informed Council staff was requesting to purchase two pickups at $25,466.00 each from Ashe County Ford. Staff would used monies from Public Utilities Department Capital Outlay to purchase one vehicle for the Public Utilities Department and monies from the BB&T Loan Fund to replace old car 3 that was taken out of service due to frame issues to pay for the Public Works Department vehicle. Councilman Abernethy motioned to approve the purchase of two pickups at a cost of $25,466.00 each from Ashe County Ford dealership. Councilman Sauer seconded the motion. Councilman Abernethy questioned the value of trucks. Mr. Heaton stated that the town will try to keep on truck, the other vehicle’s frame is broke so will try to sell it on Govdeals for parts. Councilman Abernethy stated 61,000 is a not a lot of miles. Councilman Abernethy asked if it would be an important feature to have an underbody wash. Vice Mayor Kaufman stated that you have a 100,000 warranty on the body frame. Hearing no more discussion Mayor Castiglione called the vote. The motion passed unanimously.

d. Utilities Request for Approval to Contract for Water and Sewer Line Projects – Director of Infrastructure Robert Heaton stated the project will rehabilitate or replace approximately 7,800 linear feet of 8” (inch) gravity sewer and 9,600 linear feet of 12” gravity sewer in the Charter Hills area of town. Mr. Heaton stated that part of the application process for applying for a State Water and Sewer loan requires the town to conduct a Request for Qualifications for Engineering Services. Responses to the Request for Qualifications were received February 15, 2018. The town received four (4) proposals for the Sewer Project to Replace and Repair 8” Gravity Sanitary Sewer Lines and two (2) proposals for the 2” Water Line Replacement Project. All submitted proposals were scored with West Consultants achieving the highest score for both projects. Mr. Heaton informed Council that the individual score sheets had been provided to Council in their agenda packet. Councilman Marquardt stated that these types of projects were a high priority to get started without delaying. Councilman Marquardt motioned to approve
West Consultants to work on the town’s Sewer Project to Replace and Repair 8” Gravity Sanitary Sewer Lines and the 2” Water Line Replacement project. Councilman Sauer seconded the motion. Hearing no more discussion Mayor Castiglione called the vote. The motion passed unanimously.

e. Proposed Ordinance Amendment No. 2018-04: An Ordinance to Amend §92.21 ‘Enforcement’ for Continuously Barking Dogs – Police Chief Tim Barnett stated that in order for an investigation to be pursued Police Officers have to see the crime that is occurring. The proposed ordinance amendment would establish a thirty-day timeframe and three calls as the threshold for when an Officer is mandated to issue a civil or State citation. Attorney Eggers stated that the proposed ordinance before Council did not contain the thirty-day stipulation. Councilman Sauer confirmed that the Officer still had to be able to see the dog barking. Attorney Eggers clarified that the Officer would have to be able to have the burden of proof satisfied to have an incident flagged as one of the three occurrences. Councilman Abernethy motioned to approve Ordinance No. 2018-04: An Ordinance to Amend §92.21 ‘Enforcement’ for Continuously Barking Dogs as amended in 92.21(c) to include the three occurrences taking place within a 30 day timeframe. Vice Mayor Kaufman seconded the motion. Hearing no further discussion Mayor Castiglione called the vote, the vote passed unanimously. Ordinance No. 2018-04: An Ordinance to Amend §92.21 ‘Enforcement’ for Continuously Barking Dogs is attached as Exhibit B and incorporated by reference as if fully set out within these minutes.

f. Resolution No. 2018-02: ‘A Resolution of the Town of Beech Mountain to Require Registration of Properties Engaged in Short Term Residential Rentals’ – Mayor Castiglione reviewed the intent of the permitting process. Councilman Sauer motioned to approve Resolution No. 2018-02: ‘A Resolution of the Town of Beech Mountain to Require Registration of Properties Engaged in Short Term Residential Rentals’. Vice Mayor Kaufman seconded the motion. Hearing no further discussion Mayor Castiglione called the vote, the vote passed unanimously. Resolution No. 2018-02: ‘A Resolution of the Town of Beech Mountain to Require Registration of Properties Engaged in Short Term Residential Rentals’ attached as Exhibit C and incorporated by reference as if fully set out within these minutes.

g. Proposed Master Parks and Recreation Plan – Parks and Recreation Director Sean Royall stated that in order for the town to make an application for the Parks and Recreation Trail Fund grants and additional types of funding opportunities the department needed to have a Parks and
Recreation Master Plan in place. Mr. Royall informed Council that a lot of the plan before them was part of the town’s Comprehensive Plan. Mr. Royall stated that by having these items in the Recreation Department’s Master Plan it further shows the town is committed to this vision. Manager Holloman stated that there are several projects ahead of the pool. Vice Mayor Kaufman asked if any modifications had been made after the Recreation Committee reviewed and approved at their meeting. Mr. Royall stated that Council had the same version before them that the Recreation Committee approved. Councilman Marquardt thanked the Planning Board and Recreation Committee for their good work and further clarification. Vice Mayor Kaufman motioned to approve the Master Parks and Recreation Plan. Councilman Sauer seconded the motion. Hearing no further discussion Mayor Castiglione called the vote, the vote passed unanimously. The Master Parks and Recreation Plan is attached as Exhibit D and incorporated by reference as if fully set out within these minutes.

h. Request to Apply for Parks and Recreation Trust Fund Grant – Parks and Recreation Director Sean Royall requested Council schedule a special meeting for the purpose of receiving public input on Shane Outdoor Park and application to the Parks and Recreation Trust Fund Grant (PARTF) to help build the park. The Parks and Recreation Trust Fund grant is a 1:1 matching grant. Staff will be asking for a $450,000 commitment for a total of $900,000 in funds for Shane Outdoor Park. The commitment would be $150,000 a year over the next three years. Special fundraisers for donations will be held to achieve the town’s goal of providing our community with a new outdoor recreation park. Councilman Sauer motioned to schedule a special meeting to hear public input on staff moving forward with applying for the Parks and Recreation Trust Fund grant to assist with funding Shane Outdoor Park for April 10, 2018 at 5:00 p.m. at Town Hall located at 403 Beech Mountain Parkway Beech Mountain, North Carolina 28604. Vice Mayor Kaufman seconded the motion. Hearing no further discussion Mayor Castiglione called the vote, the vote passed unanimously.

i. Resolution No. 2018-03: ‘Resolution of Support for Shane Outdoor Park’ – Parks and Recreation Director Sean Royall stated that this resolution would come before Council at the special meeting after hearing public input.

j. Public Hearing Request for Resolution of the Town of Beech Mountain to Clarify Application of Minimum Lot Size §154.105 – Town Planner Preston Yates stated this is only for those lots enacted prior to the enactment of the ordinance. We are looking to clarify that the
minimum lot size only applies to those lots created after this date. Vice Mayor Kaufman motioned to schedule the public hearing for Council’s next regularly scheduled Council meeting. Councilman Abernethy seconded the motion, the vote passed unanimously.

**k. Tree Board Appointment** – Mayor Castiglione stated that she has begged people in the community to participate on the Board. Lear Powell is an arborist that lives on the backside of Beech Mountain. He has provided free services to assist with the Beech Mountain Trees. Vice Mayor Kaufman nominated Lear Powell to the Tree Board. Councilman Sauer seconded the nomination. Hearing no more nominations nor Council discussion Mayor Castiglione called for the vote to appoint Lear Powell to the Town’s Tree Board for a term expiring December 2018. The vote passed unanimously.

**l. Schedule Town Hall Meeting Date(s)** – Mayor Castiglione stated that the purpose of these meetings are to garner public input on important topics in the community. After discussing meeting dates and the sequential order of topics Councilman Marquardt encouraged Council to change the sanitation meeting date to the summer time to allow the core group of the constituency the opportunity to provide feedback during the summer. Council agreed. The meetings would all be held at Buckeye Recreation Center at 1330 Pine Ridge Road Beech Mountain, NC 28604 from 4:00 p.m. to 6:00 p.m. As time permitted, the public would be able to provide input on other topics. The Town Hall Meeting schedule with main topic of discussion was set as follows:

- April 23rd, 2018 – Police Take Home Cars
- June 25th, 2018 – Infrastructure and Rates
- July 23rd, 2018 – Sanitation
- October 1st, 2018 – Watauga River Intake

**X. Town Manager and Staff Reports**

**North Carolina Department of Transportation Customer Survey** – Manager Holloman stated that the North Carolina Department of Transportation is conducting a survey to find out what North Carolina residents think about various services provided by the North Carolina Department of Transportation. This survey is part of the department’s efforts to measure performance and provide high quality services. Results from this survey will be used to identify ways North Carolina Department of Transportation can make North Carolina transportation safer, more efficient, and customer-focused. The survey takes about 15 minutes to complete. Those
interested in completing can do so on the town’s website by going to ‘Survey’ on the left hand menu of the homepage.

**High Country Municipal Association Meeting** – Manager Holloman informed Council that Beech Mountain was hosting the upcoming High Country Municipal Association meeting on Thursday, April 19, 2018 at Buckeye Recreation Center. Council Members are requested to let the Town Clerk know whether or not they will be attending the meeting by March 23, 2018.

**UNC School of Government Course: Strategic Planning for Elected Officials** – Manager Holloman stated that three Council Member along with himself were attending the Strategic Planning for Elected Officials Course offered by UNC School of Government on March 23, 2018 in Chapel Hill at the Knapp-Sanders Building, School of Government.

**Planning Retreat II** – Manager Holloman stated that Town Council would hold their second Planning Retreat on March 20, 2018 at 10:00 a.m. in the Council Chamber Room at Town Hall located at 403 Beech Mountain Parkway Beech Mountain, NC 28604.

**Recreation Committee** – Parks and Recreation Director Sean Royall stated that the Recreation Committee would like to meet with the Town Council to show the Council the town’s recreational facilities and trails sometime between May and October around mid-morning for a couple of hours. Manager Holloman stated that he would check with everyone on the April 23, 2018 date. Recreation Committee Member Rory Ellington stated that if a member of the Council was unable to attend on the meeting date a separate time could be arranged. Manager Holloman stated that staff would pole Council and provide public notice when Council finalized the date and time.

### XI. Town Council Comments

**School Bus Assistance** – Councilman Abernethy thanked Police Officer Chris Ward of the town for picking up children stranded on a school bus on a very bad winter day. Police Chief Barnett stated that Police Captain Renee Carpenter and Telecommunicator Shannon Birchfield coordinated this effort with Officer Ward. Mayor Castiglione stated that this is the type of personal contact that makes Beech Mountain special.

**Salting Program** – Councilman Abernethy stated that a resident on Tamarack and residents on other town roads have sent emails thanking Council for the good shape the roads are in during the winter season stating
that they are passable and safer. Mayor Castiglione stated she had received emails supporting the salting program too.

**Infrastructure Department** – Councilman Sauer stated that the Infrastructure Department received a call from a resident in the community needing to take their wife to a medical appointment off the mountain requesting the department start clearing roads with snow near his house so they could get out. The department accommodated the request. Director of Infrastructure Robert Heaton stated that Public Works Superintendent Matthew Clauson worked out the accommodations with staff.

**Street Cleanup** – Councilman Sauer stated that the Chamber of Commerce was again sponsoring the annual Street Cleanup. April 29, 2018 is the date for those interested in participating. Mayor Castiglione stated that it would be great if everyone could get out there and help pick up.

**Community Participation** – Councilman Marquardt thanked everyone for attending and expressing interest in the community. Councilman Marquardt encouraged those in attendance to assist with spreading the word to nonresident property owners as they arrived about the Town Hall meeting dates and topics. Councilman Marquadt stated that it was important to hear everyone’s opinions during these discussion opportunities.

**Buckeye Recreation Center Annual Dues** – Mayor Castiglione complemented the membership receipt service that was mailed post payment of the annual dues for membership at Buckeye Recreation Center. Parks and Recreation Director Sean Royall stated that members can also sign up for automatic renewal and that notifications are sent to members when it is time to pay their annual dues.

**Safety at Buckeye Recreation Center** – Mayor Castiglione stated that a request to add mirrors in the weight room were requested to provide users full view of those entering and exiting the room. Mayor Castiglione thanked the department for quickly responding to the request and installing the mirror.

Note: Town Manager Tim Holloman and Town Clerk Jennifer Broderick were excused from Closed Session at 5:05 p.m. Attorney Eggers took the minutes for closed session and the remaining regular meeting minutes.

**XII. Closed Session Pursuant to NC GS 143-318.11(a)(6) Personnel Matters**
- At 5:05 p.m., Councilman Sauer moved to enter closed session pursuant to N.C. Gen. Stat. §143-318.11 (a)(6) for the purpose of discussing personnel matters. The motion was seconded by Councilman Abernethy and passed
unanimously. Upon motion by Councilman Abernethy, seconded by Vice Mayor Kaufman, the Council voted unanimously to exit closed session at 5:48 p.m.

XIII. Other Business – Following closed session, no other business was conducted.

XIV. Adjourn – Upon motion by Councilman Sauer, seconded by Vice Mayor Kaufman, the Council voted unanimously to adjourn at 5:48 p.m.

Minutes approved by Town Council on April 10, 2018.

____________________________
Renee D. Castiglione, Mayor

ATTEST:

____________________________
Jennifer L. Broderick, MMC
Town Clerk
ATTACHMENT TO MINUTES
BEECH MOUNTAIN TOWN COUNCIL
Regular Meeting – March 13, 2018

EXHIBIT A – West Consultants New Public Works Facilities Land Surveying, Design, & Administration Services Proposal

EXHIBIT B – Ordinance No. 2018-04: An Ordinance to Amend §92.21 ‘Enforcement’ for Continuously Barking Dogs

EXHIBIT C – Resolution No. 2018-02: A Resolution of the Town of Beech Mountain to Require Registration of Properties Engaged in Short Term Residential Rentals

EXHIBIT D – Master Parks and Recreation Plan
March 6, 2018

Mr. Tim Holloman
Town of Beech Mountain
403 Beech Mountain Parkway
Beech Mountain, NC 28604

RE: New Public Works Facilities
   Land Surveying, Design, & Administration Services Proposal

Dear Mr. Holloman:

Thank you for contacting West Consultants, PLLC with regard to professional services for the referenced project. We understand that the project will consist of a new metal building which includes an office section approximately 60 feet by 62 feet and a vehicle and equipment maintenance/storage section approximately 60 feet by 150 feet. Additionally, we understand that the existing recycling facilities will be relocated and/or improved and that a 40 feet by 40 feet salt storage building will be constructed as part of this project.

We have provided professional services for numerous similar projects, and in particular we provided services for two clients that built facilities very similar to what Beech Mountain intends to build:

1. Brentwood Water Corporation, Morganton, NC
2. EnergyUnited Water Corporation, Hiddenite, NC

I invite you to speak to the owners of these facilities to inquire about our qualifications related to this type of project.

We propose to complete the following tasks in support of this project, for the fees indicated.

**Preliminary Planning ($7,500):**

Meet with Town staff to determine public works functions that need to be accommodated by the new facilities and to determine storage volumes needed, traffic flow preferences, etc. Using the gathered information, develop schematic plans and coordinate with Town representatives to make major design decisions.

**Land Surveying ($10,000):**
Perform survey of affected areas for the purpose of developing a site plan. This would include performing a boundary survey of the four Town tracts (Avery County PIN’s 185905294536, 185906295571, 185906298372, and 185905294239) and then a topographic and land feature survey of the areas already improved or to be improved (about seven acres). The dog park would not be surveyed except for the boundary around it.

Engineering Design ($79,000):

Prepare detailed construction drawings and specifications with life safety information, building code data, structural, interior and exterior finishes, mechanical, plumbing, electrical, site grading and paving, storm drainage, and erosion control for the project. These documents will be suitable for permitting and competitive bidding. The structural design for the main building will not include the detailed steel frame and sheathing design since that is routinely provided by metal building manufacturers. We would provide the design of some wood, block, brick, or other façade on the front side of the building for improved aesthetics. We would also provide separate drawings and specifications for the salt storage building in case the Town desires to bid and construct it on a separate schedule from the other construction.

It is assumed that necessary public utilities, such as water and sewer, already exist on or adjacent to the site; therefore, we will not design any off-site utility extensions.

Assist with coordinating the services of a soils testing firm (but the cost of testing is not included in this proposal).

Assist in acquiring the following permits which are expected to be required: NCDEQ approval of the sedimentation and erosion control plan, NCDOT approval for modified driveway connection(s) to Beech Mountain Parkway (if applicable), and local building permit for general construction.

Permit application fees charged by governmental agencies are not included in this proposal.

Bidding & Negotiating Phase Services ($5,000):

Advise Town of all dates for any meetings, bid opening date and pre-bid meeting. Act for and on behalf of the Town in advertising for bids in the local media, in contacting bidders during the bidding interval and bid openings, in analyzing and comparing bids with the contract documents and Engineer’s estimates, and recommending of the successful bidder or the rejection of all bids.

Construction Phase Services (estimated $40,000):

This is an estimated fee using assumed hours and expenses, but the actual fees invoiced would be based on actual hours spent and expenses incurred, which could be less or more than the estimated amount.

Provide construction administration for the project which will include, but not be limited to, periodically observe the construction in progress (generally weekly), assist with coordinating the
services of a soils and materials testing firm (but cost of testing is not included in this proposal),
review of contractor requests for information, review/negotiate change orders, lead progress
meetings, review product shop drawings, review periodic applications for payment, perform final
inspections, and administer project close-out procedures.

Exclusions:

The following services, and any other services not listed above, are excluded from the scope of
services in this proposal: stream or wetland delineations; geotechnical engineering, testing, or
monitoring; retaining wall design; design of cabled utilities; permanent water quality treatmen:
devices design, and construction staking. Such services may or may not be required. If West
Consultants, PLLC were to provide any of these or other additional services, the fee would be
based on the attached standard hourly rates or would be negotiated prior to providing the services.

If you need more information, please do not hesitate to call me. We look forward to working with you
on this project if this proposal is acceptable.

Sincerely,

WEST CONSULTANTS, PLLC

Benjamin B. Thomas, PE

Enclosures
WEST CONSULTANTS, PLLC
MORGANTON, NORTH CAROLINA

BASIC FEE SCHEDULE

I. PROFESSIONAL FEES

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<td>Staff Engineer</td>
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<tr>
<td>Court Appearance</td>
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II. EXPENSES

A. Mileage – per current IRS allowable limits
B. Reproduction costs, postage, overnight lodging, meals, and other incidental expenses shall be a direct invoice charge per receipts (no mark-up).

III. ASSOCIATED SERVICES

Associated job required services such as soil analysis, materials, surveying, testing, etc., shall be pre-negotiated and agreed upon prior to initiating work.

revised July, 2013
COUNCIL MEMBERS
Renee Castiglione, Mayor
Barry Kaufman, Vice Mayor
Weidner Abernathy
Carl Marquardt
Wendel Sauer

TOWN MANAGER
Tim H. Holloman

TOWN ATTORNEY
Stacy C. Eggers IV

BEECH MOUNTAIN
NORTH CAROLINA
Eastern America's Highest Town

Ordinance No. 2018-04

TOWN OF BEECH MOUNTAIN

AN ORDINANCE TO AMEND §92.21 'ENFORCEMENT' FOR CONTINUOUSLY BARKING DOGS

WHEREAS, the Town of Beech Mountain is a resort and retirement community which has a number of residents, property owners, and renters; and

WHEREAS, the Town of Beech Mountain desires to maintain a high standard for the quality life; and

WHEREAS, noise disturbances caused by a continuously barking dog intrude upon the quality of life.

NOW THEREFORE, BE IT ORDAINED BY THE TOWN COUNCIL OF THE TOWN OF BEECH MOUNTAIN, NORTH CAROLINA, THAT:

SECTION I. Title IX: General Regulations § 92.21 'Enforcement' to include the following:

§ 92.21 ENFORCEMENT.
 (A) The owner of a dog that violates §§ 92.17, 92.18 or 92.19 hereof shall be issued a written warning by the town for the first violation. The owner of a dog who violates §§ 92.17, 92.18 or 92.19 hereof more than once shall be subject to a civil penalty in the amount of $100 for each such violation to be recovered by the town.
 (B) Any violation of § 92.20 shall subject the owner of the dog to a civil penalty in the amount of $100, plus court costs and attorney's fees, to be recovered by the town.
 (C) The owner of a dog that violates § 92.20 (D) hereof shall be issued a verbal or written warning by the town for the first and second violation. Upon third occurrence, within a 30 day timeframe, the owner of a dog who violates § 92.20 (D) hereof shall be subject to a civil penalty in the amount of $100 for each such violation, plus court costs and attorney's fees, to be recovered by the town.
 (C) In the event that a violation of § 92.20 causes any type of physical injury to a person, the owner of the dog causing the injury shall be subject to a civil penalty of $500, plus court costs and attorney's fees, for each such violation, instead of the
$100 penalty per violation described in division (B) above, to be recovered by the town.

(D) Any dog that is off the premises of his or her owner, and chases, snaps at or attacks a person; and causes physical injury to a person, more than once, shall be destroyed.

(E) Notwithstanding divisions (A) through (D) above, this subchapter may be enforced by appropriate equitable remedies issued from a court of competent jurisdiction.

(F) In the event it is necessary for the town to institute a civil action to collect a civil penalty for a violation of any provision of this subchapter, the offender shall pay all court costs and reasonable attorney's fees incurred by the town.

(Ord. passed 8-11-1992; Ord. passed 9-8-1992; Ord. passed 12-8-1992)

SECTION II. CODIFICATION. The provisions of Sections I of this Ordinance shall be published as appropriate in the Town of Beech Mountain Code of Ordinances as soon as practicable.

SECTION III. SEVERABILITY CLAUSE. If any section, part or provision of this Ordinance is declared unconstitutional or invalid by a court of competent jurisdiction, then it is expressly provided and it is the intention of the Town Council in passing this Ordinance that its parts shall be severable and all other parts of the Ordinance shall not be affected thereby and they shall remain in full force and effect.

SECTION IV. PUBLICATION AND EFFECTIVE DATE. This Ordinance shall take effect immediately upon its passage and publication according to law.

READ, CONSIDERED, PASSED AND APPROVED at a regular meeting of the Town Council of Beech Mountain, North Carolina, at which a quorum was present and which was held on the 13th day of March, 2018.

This Ordinance adopted the 13th day of March, 2018.

______________________________
Renee D. Castiglione, Mayor

Attest:

______________________________
Jennifer L. Broderick, MMC
Town Clerk
RESOLUTION

A RESOLUTION OF THE TOWN OF BEECH MOUNTAIN TO REQUIRE REGISTRATION OF PROPERTIES ENGAGED IN SHORT TERM RESIDENTIAL RENTALS

WHEREAS, the Town of Beech Mountain is a municipal corporation established pursuant to the laws of the State of North Carolina; and

WHEREAS, the State of North Carolina has granted the Town of Beech Mountain the authority to levy and collect occupancy tax upon short term residential rental properties; and

WHEREAS, to Session Law 2001-434 allows the Town of Beech Mountain to require owners and managers of short term rental properties to register with the Town for the purposes of promoting occupancy tax collection; and

WHEREAS, short term rentals are defined as residential rentals of less than twelve months; and

WHEREAS, the registration of short term rentals with the Town of Beech Mountain will aid in the preservation of public safety by Town law enforcement and emergency management personnel; and

WHEREAS, registration of short term rentals will aid in the collection of occupancy taxes as authorized by the North Carolina General Assembly; and

WHEREAS, the registration of short term rentals will promote tourism and enable the Tourism Development Authority to support property owners and managers engaged in short term residential rentals.

NOW THEREFORE, be it resolved by the Town Council of the Town of Beech Mountain, that Chapter 31: Tax and Finance, of the Town of Beech Mountain Code of Ordinances is hereby amended to include the following:

SECTION I:
CHAPTER 31: TAX AND FINANCE

Occupancy Tax Registration Regulations
§31.10 Definitions
Short Term Rental – The rental of any room, lodging, or similar accommodation for a period of less than twelve consecutive months.

Occupancy Tax – The tax levied by the Town of Beech Mountain pursuant to North Carolina Session Law 2001-434, and such other acts related thereto as the North Carolina General Assembly may enact.

§31.11 Registration Required
All persons, firms, owners, and property managers shall be required to register the Short Term Rental Property with the Town of Beech Mountain Tax Administrator. The Town of Beech Mountain shall provide forms which shall be completed in full and shall include the name and address of the property owner, the physical address of the property, the name and address of the property manager (if any), federal tax identification number, and such other information as deemed appropriate by the Town of Beech Mountain Tax Administrator.

§31.12 Information Not a Public Record
As provided by N.C. Gen. Stat. §160A-208.1, information provided by property owners and managers pursuant to this Section shall not be considered public records.

§31.13 Collection
Every property owner or operator of a business subject to the Occupancy Tax shall be responsible for the collection of the tax in accordance with Chapter 105 of the North Carolina General Statutes.

§31.13 Penalty
Any person who fails or refuses to register Short Term Rental property with the Beech Mountain Tax Administrator shall pay a penalty of $10.00 for each day's omission. In addition to this penalty, all such applicable penalties and remedies as set forth in Chapter 105 of the North Carolina General Statutes and §11.01 of the Town of Beech Mountain Code of Ordinances shall apply.

SECTION II. CODIFICATION. The provisions of Section I of this Ordinance shall be published as appropriate in the Town of Beech Mountain Code of Ordinances as soon as practicable.

SECTION III. SEVERABILITY CLAUSE. If any section, part or provision of this Ordinance is declared unconstitutional or invalid by a court of competent jurisdiction, then it is expressly provided and it is the intention of the Town Council in passing this Ordinance that its parts shall be severable and all other parts of the Ordinance shall not be affected thereby and they shall remain in full force and effect.
SECTION IV. PUBLICATION AND EFFECTIVE DATE. This Ordinance shall take effect immediately upon its passage and publication according to law. READ, CONSIDERED, PASSED AND APPROVED at a regular meeting of the Town Council of Beech Mountain, North Carolina, at which a quorum was present and which was held on the 13th day of March, 2018.

Adopted this the 13th day of March, 2018.

__________________________
Renee D. Castiglione, Mayor

Attest:

__________________________
Jennifer L. Broderick, MMC
PARKS AND RECREATION
MASTER PLAN
For the Town of Beech Mountain, North Carolina
March 2018
PARKS AND RECREATION
MASTER PLAN,
For the Town of Beech Mountain, North Carolina

Elected Officials:
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Wendel Sauer, Carl Marquardt

Town Manager - Tim H. Holloman

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Town of Beech Mountain Parks and Recreation Committee:
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Rory Ellington
Nancy Owen
Barbara Piquet
Loretta Wagner
Jeff Fabri
Gloria Alge
R: Background

R: Recreation Goals, Policies, and Strategies

Goal R.G1: Beech Mountain becomes a well-known and praised recreation destination- locally, regionally, and even nationally
  - R.G1.P1: Effectively market our recreation offerings
  - R.G1.P2: Foster and Cultivate Partnerships with major Private entities

Goal R.G2: Beech Mountain will offer recreational programs and services that are unparalleled
  - R.G2.P1: Strive to offer the best programming and activities that are fun, safe, fulfilling, and rewarding.
  - R.G2.P2: Beech Mountain will have recreation programs that reflect our community’s character and values.
  - R.G2.P3: Focus on the Quality of programs rather than Quantity

Goal R.G3: Beech Mountain’s recreational facilities (indoor and outdoor) stay second to none in terms of quality, maintenance, availability, friendliness
  - R.G3.P1: Consider human resources/ staff requirements of successful recreation endeavors
  - R.G3.P2: Our programs remain conscious of aesthetics and the importance of beautification of the community
  - R.G3.P3: Where possible, recreation programs help to conserve the natural environment and remain compatible with the environment at all times
  - R.G3.P4: Look for opportunities to improve upon existing facilities and amenities
  - R.G3.P5: Consider new facilities when appropriate

Goal R.G4: Beech Mountain will encourage participation in recreation programs
  - R.G4.P1: Effectively communicate about recreation opportunities
  - R.G4.P2: Market activities and programs to full-time residents and out-of-town residents
  - R.G4.P3: Offer a variety of recreational programs and amenities that serve groups of diverse abilities and interests

Goal R.G5: Beech Mountain will have an interconnected trail network that links parks, neighborhoods, and communities

Goal R.G6: Beech Mountain’s recreation endeavors are fiscally responsible
  - R.G6.P1: Concentrate on improving and maintaining existing facilities first
  - R.G6.P2: Pursue External Funding opportunities

R: Discussion and Conclusion
Background

Importance of Recreation:
Throughout history, parks, trails and open spaces have provided a structure and an aesthetic identity to communities while providing diverse recreational opportunities. While it is difficult to place a precise dollar value on parks and open space, they provide a variety of benefits that contribute to a livable and healthy town and help foster growth and development of the tourism industry for a resort community such as Beech Mountain.

Purpose of Plan:
The purposes of this plan are many, but they all serve one overarching goal: to ensure that Beech Mountain’s efforts are aligned towards making our recreational programs and amenities the best they can be. This plan will help us to ensure that our work is all in the same direction, towards a single, unified goal and vision. Such unified and carefully forethought effort will lead to a higher quality recreation system than spontaneous, disjointed efforts would ever amount to. The plan allows us to evaluate existing programs, parks, facilities, and services, and better serve taxpayers by better aligning recreation demands with supply. It allows us a centralized forum to capture and put forth the key priorities identified by residents, guests, and stakeholders, and it also provides us an environment to discuss the challenges and obstacles that we face in achieving our goals. Based on these inputs, this plan is a crafted framework and roadmap for the town to use in evaluating and developing improved and enhanced services.

A secondary purpose of this plan is to position the town to qualify for a variety of parks and recreation grants from federal, state and private funding sources.

Methodology/ Surveys/ Results:
The goals and recommendations for this plan were taken directly from the citizens and stakeholders of Beech Mountain as the plan is for them. An ongoing recreational survey was carried out in 2016 to gather feedback and input regarding recreation initiatives. Also, in the fall and winter of 2011-12 several public forums were held to solicit input on the cirection of the Parks and Recreation Department. The recommendations contained in this plan are a result of the compilation of survey responses, input from town committees (especially the Recreation Committee and Planning Board), and from comments received regarding draft versions of the plan that were widely circulated to receive feedback.
Some of the observations and conclusions that can be made from the survey results are as follows:

- **Overall, the respondents were supportive of our Parks and Recreation Department**, citing the top-notch facilities and program offerings as strengths. However, it must be kept in mind that the subset of the population who responded to the surveys was generally people who participated in recreational activities. The survey does not necessarily adequately reflect the opinions of Beech Mountain residents or visitors who do not use our recreational amenities and thus were less likely to participate in the survey or forums.

- **The recreation department is the hub for a close-knit community atmosphere on Beech Mountain.** Recreation Dept. activities bring people together. Survey and forum respondents praised the friendliness of the Recreation Department staff and volunteers and community collaboration as some of the positives about the department.

- **The single most common recommendation received in both the survey and the forums was to “concentrate on making existing facilities the best they can be,” presumably rather than undertaking the creation of new facilities.** Financial considerations in general were a major theme in survey and forum responses. Many respondents cited the low cost of using the public recreation facilities as a plus. Many other respondents were leery of the tax dollars that are spent to fund recreation facilities and amenities. Most respondents said they were willing to pay increased user fees to defray some of the cost of recreation programs.

- **Utilization is a key concern.** It seems to be the general consensus that Beech Mountain offers great programs and amenities, but that as a general rule they could be utilized more. One of the fundamental issues seems to be the question of how to reach out to people and get them to use our facilities.

- **Connectivity, especially pedestrian mobility, was a large concern of respondents.** Respondents saw the need to better link together Beech Mountain’s trails and walkways to connect parks, neighborhoods, and communities. Accordingly, hiking and walking were cited as some of the activities that respondents participated in most often.

- **Respondents cared about the natural environment of Beech Mountain, and they want our recreation amenities to accentuate and protect it accordingly.** Respondents believe that recreation amenities should not only be useful, but also further beautification efforts because outdoor recreation is predominant on Beech Mountain.

- **Many respondents identified possibilities for new, expanded, or improved facilities.** However, these ideas should be balanced against the concerns regarding the importance of focusing on existing facilities.
Inventory of Facilities

The prize asset of Beech Mountain’s recreational offerings is Buckeye Recreation Center. Completed in 2006, Buckeye Recreation Center is Beech Mountain’s state of the art recreation facility established for the Town’s citizens and guests. It is an approximately 23,000 square foot facility with various top notch amenities including:

![Image of Buckeye Recreation Center]

**Basketball Court/ Gymnasium**
- Buckeye Recreation Center boasts a state of the art gymnasium that offers basketball, volleyball, pickleball, indoor walking track and more.

**Multi-Purpose Room**
- Buckeye’s multi-purpose room is available for rental and is an ideal location for parties, meetings, reunions, etc.

**Indoor Tennis and Pickleball courts**
- With the only indoor tennis and pickleball courts on Beech Mountain, Buckeye is the perfect place to come enjoy a game, even in the cold of winter. Ball machine and complementary rackets are available.
Inventory of Facilities

Fitness Room
- In the fitness room you will find free weights, cardio equipment and an ideal location to get a great workout.

Kids Playroom
- The kid's playroom offers a fun and stimulating environment with soft play equipment for children ages seven and under.

Lobby
- The lobby offers such complimentary services to the community and its guests such as satellite television, wireless internet, games, puzzles and a lending library.

Outdoor Tennis and Pickleball Courts
- Buckeye Recreation Center has two outdoor, paved tennis courts available on a first come-first serve basis. Located within the tennis courts are four pickleball courts. Complimentary loaner rackets are available.

Walking Track
- With gorgeous panoramic views, the walking track circumnavigates Buckeye Recreation and connects directly to Falls Trail.

Softball Field
- The softball field can also claim expansive mountain views and is perfect for a fun family pick-up game or group get together.

Picnic Area
- The picnic area overlooks beautiful Buckeye Lake and is available on a first come-first serve basis through the recreation center.

Kitchen Buckeye
- Buckeye offers a full catering kitchen with the rental of the multi-purpose room, making it a perfect location for events.

Children’s Playground
- The playground at Buckeye is the only public playground of its kind on Beech Mountain. Comparable to a low ropes course it can provide hours of fun for all ages.
**Classes/Programs**

In addition to the amenities that Beech Mountain Parks and Recreation offers, it also has several additions to offer the public. A six week summer camp, personal training and fitness courses, and outdoor educational programs.

**Summer Camp**
A six week summer outdoor adventure camp for ages 5-12 offering Junior Counselor training for ages 15-16, Camp Buckeye is open to the public. The camp emphasizes outdoor education and getting our campers into nature to experience all the High Country has to offer. This is achieved through field trips, special guests from NC Wildlife and other agencies, specifically built programming by the Parks and Recreation department.

**Personal Training and Fitness Classes**
Certified and trained personal lead clients in modern fitness course such as Zumba, Yoga, TRX and may more. The department keeps its employees current on modern fitness trends, equipment used, and their certifications.

**Outdoor Experiential Education**
Through offering specialized outdoor programs, we educate the public on wildlife in their backyard. Programs are offered and ran for public interest and school trips. We partner with agencies such as NC Wildlife and NC State Parks for professional outdoor educators.
Parks/Trails/Outdoor Amenities

Beech Mountain has several fishing access points. Our waters are stocked by NC Wildlife. Beech Mountain is also a member of the Mountain Heritage Trout Water program. This allows anglers to purchase a three day license for $5.

Buckeye Lake
Buckeye Lake is the town’s municipal drinking water reservoir, which has also been classified to allow recreational use. It is a beautiful 6.5 acre mountain lake surrounded by over 60 acres of land. Buckeye Lake offers the following amenities:
  * Picnic Shelter/Restrooms
  * Fishing Areas and Access Trails
  * Canoe and kayak boat dock and launch
  * Campfire Area
  * Connection to Shane Outdoor Park

Lake Coffey
Lake Coffey is a small mountain lake nestled near the Beech Mountain Club facilities off of Lakeledge Road. It is also one of Beech Mountain’s signature neighborhood parks. Lake Coffey is a great place to fish as it is stocked regularly with mountain trout. Lake Coffey Park is also a great place for exercise with its ¼ mile walking track circumnavigating the lake and its outdoor basketball court. It is also a popular hiking trail head, as it serves as the junction for Beech Mountain’s premier Upper and Lower Pond Creek Trails. Lake Coffey offers the following amenities:
  * Fishing and Fishing Pier
  * Walking Track
  * Basketball Court
Parks/Trails/Outdoor Amenities

Bark Park
Beech Mountain boasts one of the most beautiful dog parks in the High Country. With its panoramic views, large and small dog play areas, walking path and covered picnic shelter, it is one of the premiere recreational areas on Beech Mountain.

Beech Community Sledding Hill
Beech Mountain is home to the High Country’s only free, publicly maintained and groomed (complete with artificial snow making) community sledding hill. The sledding hill park is open (weather permitting) throughout much of the winter. Located atop Beech Mountain near the Town Hall and Chamber of Commerce/Visitors Center, this is a wonderful winter park complete with holiday music and ample outdoor winter recreational opportunity. The sledding hill is for children under 12 years of age or younger.

Parks
Beech Mountain has numerous neighborhood parks that are located throughout the residential areas and roadways on Beech Mountain. These areas are a great place to stop and have lunch, read a book, or just sit and enjoy the view.
• Hayden’s Park
• Sunset Park
• Perry Park
• Fireman’s Park
• Parkway Overlook
• Shane Outdoor Park
Town Hiking/Mountain Biking Trails

The Town of Beech Mountain maintains over 30 miles of multi-use trails, which have become a tremendous recreational asset. Along with the towns maintained trails, there are plans for growth and addition to our trail system. The trails include:

- Falls Trail
  Falls trail is a very popular trail due to its ease of access from Buckeye Recreation Center. It is a roughly 1.25 mile loop that includes terrain that once served as a railroad for the logging industry in the first half of the 20th century. The slope is easy to moderate, making this a very family friendly hike. Along the trail is a beautiful natural waterfall near the convergence of Grassy Gap Creek and Buckeye Creek.

- Grassy Gap Creek Trail
  Grassy Gap Creek Trail is an important connection between many of the Town’s other hiking trails and the Buckeye Recreation Area. The trail follows the path of Grassy Gap Creek from Hawthorne Road to Pine Ridge Road near the Recreation Center.

- Lower Pond Creek Trail
  Lower Pond Creek Trail connects with Upper Pond Creek at Lake Coffey. This is a single track strenuous hiking trail that follows Pond Creek to Locust Ridge Road. Lower Pond Creek is one mile, but the terrain is steep. On the trail one can see water cascading over rocks and many small and large waterfalls. The trail is strenuous but well worth the effort.

- Upper Pond Creek Trail
  Upper Pond Creek has been designated as a nature trail. Different stations are located along the trail with interesting information regarding the ecosystem, flora and fauna.

- Wild Iris Loop Trail
  Best described as an easy family friendly woodland trail, Wild Iris Trail is two miles in length with only a moderate elevation change along the way. Beginning at Cherry Gap, the trail heads north toward Bear Paw Path. At Bear Paw the trail loops back around making its way to connect again at the one-mile point.

- Sassafrass Trail
  This trail is a leisurely walk through the woods on a gravel roadway built 40 years ago as part of the Beech Mountain Resort by Carolira Caribbean. To date no development has occurred over this one-mile beautiful, wooded pathway with almost an even grade all the way through to Jackpine, a distance of one mile.

Other prominent trails include:
- Red Fox/ Arrowhead Loop Trail
- Smoketree Trail
- Westerly Hills Trail
**Town Hiking/Mountain Biking Trails**

**The Emerald Outback**

Among all the Town’s hiking trails, the “Emerald Outback” deserves special discussion. Began in 2011 as a public-private partnership between the Town and a local landowner/development company (Emerald Opportunities, Inc.), a gorgeous, flowing network of multiuse trails have been developed. The trails are situated between 4,700 and 5,000 feet in elevation, giving them astounding views of the Elk River Valley and unique terrain and vegetation that is unlike any other in the area. The trails have been extremely successful and have drawn hikers and mountain bikers to Beech Mountain from the local region and beyond.

Non Town-Controlled Recreational Facilities
Evaluation of Recreation Facilities and Programs

The Town of Beech Mountain’s Parks and Recreation Department has a plethora of state of the art facilities, beautiful natural resources and amenities to offer its community members and guests. One of the best ways for those community members and guests to utilize those assets is through participation in the program offerings of the department.

These program offerings can be categorized into community and educational programs, major events, summer camps, volunteer programs and fundraisers to improve upon existing facilities and amenities. In striving to make every aspect of recreation on Beech Mountain the best that it can possibly be, the department is in a constant state of improvement and evaluation. The program offerings, facilities and amenities are truly assets to the community but can always be made better and improved upon.

Goal R.G1: Beech Mountain becomes a well-known and praised recreation destination- locally, regionally, and even nationally

Recreation in a resort town such as Beech Mountain is for more than just leisure, pastime or amusement. It is also more than personal development and growth or health and fitness. It is also one of the primary economic drivers for the community. Recreation is one of the main engines that bring income to our community by drawing tourists and visitors, some of whom decide to stay and become seasonal or full time residents.

Because of the economic impacts of recreation on Beech Mountain, it is important that they be well known and well praised. It is our vision that Beech Mountain can become acclaimed locally, regionally, and even nationally for our recreation offerings.

The quality of our recreational experience is its own best advertisement.

The first, the simplest, and the most direct way to gain acclaim and recognition for Beech Mountain’s recreational amenities is for them to simply be the best. While such a goal may be vague and broad sweeping, it is incorporated into this plan as a policy statement that Beech Mountain will strive to offer the best in recreational offerings that it possibly can give the restraints and obstacles involved. The rest of this Chapter will focus on the details of what being the “best” means and how to achieve it.
Policy R.G1.P1: Effectively market our recreational amenities
As good as Beech Mountain’s recreational amenities may be, the town will never achieve its goal of becoming a preeminent recreation destination without effectively marketing its offerings and letting the world know about our special mountain.

Strategy R.G1.S1: Coordinate Marketing efforts with the Beech Mountain Chamber of Commerce, the Tourism Development Authority, and the major private recreational entities on Beech Mountain. Beech’s main entities can accomplish so much more together than they could separately. The town should endeavor to pull together all available resources to develop a combined, unified recreation marketing strategy that “synergizes” the strengths of all of our major entities.

Strategy R.G1.S2: Utilize the internet, “facebook,” “twitter” and other emerging social media outlets to promote Beech Mountain. Social media outlets have grown tremendously over the past few years, and are projected to continue to expand in the future. Beech Mountain will need to capitalize on these ubiquitous forums to reach out to new generations of visitors and recreation tourists.

Policy R.G1.P2: Foster and cultivate effective partnerships and close relationships with the major private recreation entities on Beech Mountain
Some of Beech Mountain’s biggest recreational attractions are offered by the Town’s two large private recreational entities: the Beech Mountain Club and the Beech Mountain Resort. Cooperation and partnership with these entities will allow Beech Mountain’s total recreation effort to be synergized with their offerings and will vastly multiply the effectiveness of each of the entities.

Goal R.G2: Beech Mountain will offer recreational programs and services that are unparalleled
In striving to offer the best in recreation, there are two components that must be considered: 1) recreational services and programs and 2) recreational facilities. This section will focus on how to refine our recreational programs and services so that they will be unparalleled in quality.

Policy R.G2.P1: Beech Mountain will strive to offer the best programming and activities that are fun, safe, fulfilling, and rewarding
What makes Recreation activities high-quality? This is a difficult question because the answer is highly subjective, and each individual’s answer may be slightly different. Nevertheless, some basic elements seem to be universally acknowledged as key factors. Beech Mountain’s recreational opportunities should always meet these four criteria:

- Fun
- Safe
- Rewarding
- Fulfilling

Recreational offerings that meet these criteria emphasize participation for enjoyment, self-understanding, self-discipline, team work, and sportsmanship. Programming such as this will help youth and adults reach their full potential and will enhance the quality of life for all of Beech Mountain’s residents and visitors, and will thereby help us achieve our goal of being widely recognized for our excellence in recreation.
Policy R.G2.P2: Beech Mountain will have recreation programs that reflect our community’s character and values

All of its residents and visitors know that Beech Mountain is an incredible place. Its natural environment is magnificent and its people are close-knit and friendly in a way that is uncommon in our modern society. We hold that these values themselves are solid building blocks for any endeavor. If our recreation programs are geared towards and abide by these fundamental values, they will amalgamate with those values.

Strategy R.G2.S1: Programs retain their focus on the outdoors. One of the tenets of Beech Mountain’s “character” is our focus on and appreciation of the outdoors. The Parks and Recreation Department should concentrate its efforts on programs and services that get people outside enjoying our mountain.

Policy R.G2.P3: Focus on the quality of programming rather than the quantity

In the department’s endeavors to have a successful recreation program, it seems that there is a tendency to try to offer more programs and more services in order to entice more participation. However, the amount of programming offered can sometimes stretch the staff too thin. And more programming hasn’t always resulted in better programming. In the future, the staff should focus on those programs and services for which there is the highest demand, and strive to make those the best they can be. As usage increases, the demand for more programming will also increase and more programming can be offered.

Goal R.G3: Beech Mountain’s recreational facilities (indoor and outdoor) stay second to none in terms of quality, maintenance, availability and friendliness

Policy R.G3.P1: Beech Mountain will consider human resources/ staff requirements for successful recreation endeavors

In the past, Beech Mountain has undertaken recreation and recreation related projects without fully considering the cost of the projects in terms of manpower. For example, the addition of the streetscape walking paths and “Bark Perk” have added significant demands to existing town staff in terms of mowing, landscaping, and trail maintenance. Future additional facilities should take into account the manpower and staffing requirements that they will create. For our facilities to remain “top notch” they must be expertly maintained and operated.

Also, one of the strengths that has been recognized in our Recreation Programs is the friendliness of our staff and their willingness to help. Beech Mountain should seek to establish continuity in terms of recreation personnel so that established relationships between recreation users and recreation staff is maintained.
Policy R.G3.P2: Our programs remain conscious of aesthetics and the importance of beautification of the community

As mentioned previously, recreation amenities in a resort town such as Beech Mountain are for more than amusement alone. Our recreation amenities can also be ways to accentuate the beauty of the town. Our recreation amenities should be valued not only for how they function but also for how they look. An example of a successful employment of this principle is in the children’s playground at Buckeye Recreation Center, with its rustic style that fits well with the image of Beech Mountain. The playground is enjoyed not only for its usefulness, but it is also pleasant and attractive, which may be reasons that it is one of the more popular amenities at Buckeye.

To further this goal it is recommended that all recreation structures should conform to a set of design standards for town buildings. They will in this way contribute to a pervasive theme and create uniformity throughout the town. This also carries the added benefit that buildings will instantly be recognized as recreational offerings...

Respondents to the surveys and forums also suggested that a similar policy for recreation signs be employed. Disparate colors and styles of signage for trails, parks, etc. were confusing and difficult to recognize.

Policy R.G3.P3: Where possible, recreation endeavors help to conserve the natural environment and remain compatible with the environment at all times

Congruent with our focus on the outdoors and our image as an outdoor destination, Beech Mountain’s recreation facilities should aim to preserve the natural environment that brings it such distinction. This can be done by ensuring that environmental ethics are employed in all of the department’s projects and activities. For example, trail maintenance and construction can aim to minimize erosion. New facilities, when created, can avoid locating in sensitive areas or habitats. One of the most powerful ways this can be done is through the acquisition of land for passive recreation, for which support was indicated in the surveys and forums.

Policy R.G3.P4: Look for opportunities to improve upon existing facilities and amenities

In terms of delivering excellent Recreation facilities, Beech Mountain is off to a great start. The existing facilities of the mountain’s recreation infrastructure are wonderful, but extra effort and attention to their maintenance and upgrades and improvements where necessary could bring them to another level. The following items have been identified through the survey responses, forum feedback, and discussions with town staff as some of the bigger items that need improvement. It is recommended that the town pursue these improvements as budgeting and manpower allows:
Parking at BRC
From its inception, parking has been an issue at Buckeye Recreation Center. While its parking facility is often sufficient, it is sorely lacking during events at Buckeye and on busier days. Also, part of the great potential that Buckeye Recreation Center has is its adaptability to use its 23,000 square feet to accommodate large events. However, its current lack of parking is largely a barrier to doing so. Finally, when Buckeye realizes the increase in usage that it desires, parking will be a major problem.

One of the largest obstacles to providing more parking is the unavailability of suitable land for expansion. Probably the best spot for parking would have been the area that is now occupied by outdoor tennis facilities. These tennis facilities are excellent and to get rid of them for parking would be a travesty, however, in the long term their relocation should be considered.

The town owns several lots along Pine Ridge Road that are near Buckeye Recreation Center. Another measure that can be taken in the meantime is to create a parking area on one of these lots to be used as overflow or event parking.

Finally, there is an existing overflow parking area near the water treatment facility, but its use is limited because access from there to Buckeye is difficult. Creating a set of stairs from this parking area to the Recreation Center would ease the parking burdens in the main lot above.

Parking at Trails
Beech Mountain’s trails also face problems with parking. Trailheads for major trails should be improved, with adequate parking provided along with improved signage and information kiosks, and landscaping that fits the Town’s theme.

Weight Room/ Fitness Center Expansion
One of the most common comments received about the recreation center was the insufficient size of its weight room/fitness room. In the future, expansion of this area should be considered.

Parkway Overlook Beautification, and Beautification at all Parks and Trailheads
Beech Mountain’s many neighborhood parks, and trailheads provide ideal locations for the Town to promote its image as a beautiful and inviting tourist destination. These areas should be continued to be landscaped and maintained. Future improvements should focus on harmonizing with the visual theme of the mountain (use of stone, heavy timber, etc.)
Policy R.G3.P5: Consider new facilities when appropriate

Aquatics Facility
An indoor pool was the most frequently mentioned item on the surveys. While supporters cite the lack of comparable facilities in the local area, opponents criticize the cost of such an endeavor as well as the manpower and maintenance necessary to operate it. Having a pool provides several health benefits and would allow us to increase our fitness classes and opportunities, along with more recreational advantages to children with offering swim lessons and places to play throughout the year.

While the constraints mentioned above will probably outweigh the benefits of an indoor pool facility in the near term, the idea of an indoor pool facility seems much more practical and promising in the long term.

The Beech Mountain Club operates an outdoor swimming pool during summer months, but there are no indoor/ heated pool facilities in the local area (the nearest facilities being in Boone at the Watauga County Swim Complex or at the YMCA at Cannon Memorial Hospital near Linville. Establishing such a facility on Beech Mountain would cover an unserved population and could draw people to the mountain who may not otherwise be familiar with all Beech Mountain has to offer. If the facility was used for swim meets, swim lessons, etc., it could draw even more visitors.

Citing for such a facility would be difficult given the terrain at Buckeye Recreation Center. The potential for a separate pool facility at a location closer to the top of Beech Mountain should be considered if such a project is pursued. The existing location of the Beech Mountain Public Works facilities would be a potential site that would be central and easily accessible for Beech Mountain residents and visitors and would also draw visitors and users from Banner Elk, Sugar Mountain, and Foscoe. This site has approximately 2.5 usable acres. For comparison, the Watauga Swim Complex facility occupies roughly 2.26 acres and the Blowing Rock Pool occupies 1.8 acres.

Picnic Shelter Facilities at Lake Coffey
A picnic shelter facility would be well suited and often used at the popular Lake Coffey recreation area.

Sheltered, Outdoor Cooking Facility at BRC
Buckeye Recreation Center is often used to cater large events. It has been noted that an outdoor cooking facility would be useful for preparing food for these events. The indoor kitchen is inadequate for preparing large meals for events.
Overnight Camping Facilities
Camping is an activity that fits well with Beech Mountain’s rustic image and could bring visitors to our mountain. While a larger private campground could be successful here, there is also potential for camping of smaller scale on town-maintained property. These camp sites would require a permit and be tent camping only. It is one of the most common asked about recreation opportunities. There is little doubt that such a facility would be successful.

Covered Shelter/Amphitheater
A covered shelter or amphitheater would be well suited for outdoor performances, especially those that reflect our mountain heritage, such as bluegrass music. Similar facilities have been extremely successful in nearby Banner Elk and other local communities.

Outdoor Experiential Recreation Facilities such as a Low and High Ropes Course, Climbing Wall, or Zip Line
The addition of this type of feature to our present capabilities would poise the Town and the Recreation Center to be marketed as a destination location for corporations, schools and clubs for retreats, reunions, camps, team & trust building courses as well as motivational and education programs. Such amenities could make Beech Mountain an even more desirable destination for groups and in the process raise revenues for the Recreational facility and the town.

Goal R.G4: Beech Mountain will encourage participation in recreation programs
In striving to serve its constituents to the fullest extent possible, Beech Mountain will be a community that goes the extra mile to encourage participation and seek to increase utilization of recreation facilities in order to foster healthy and active lifestyles for its people. One of the foremost objectives of the Recreation Department in coming years should be to increase usage of our facilities.

Several of the following recommendations focus on marketing. In contrast to the marketing efforts described under Goal R.G1, the marketing described here is geared more towards getting the people who are already in the area to participate, rather than marketing to attract new people to Beech Mountain, which is discussed in Goal R.G1.

Policy R.G4.P1: Effectively communicate the availability of upcoming recreation opportunities
One of the best ways to increase usage of our facilities is to keep people informed about what is going on. Survey respondents indicated that receiving emails from the Recreation Center was an effective reminder and encouragement to attend Recreation Center activities. The Recreation Department’s Program Guides are also very popular and effective means of getting interest and attendance at our programs.
Policy R.G4.P2: Market activities and programs to full-time residents and out-of-town residents

There is no public recreation facility in Watauga County that is comparable to Buckeye Recreation Center. The Recreation Center offers several programs and events catered to Beech Mountain’s full-time residents and must continue the pursuit of attracting Beech Mountain taxpayers to utilizing the facilities, programs, and special events. The Recreation Center can also capitalize upon sequester users beyond Beech Mountain’s town limits, but that are in close proximity to Beech Mountain. It is easily foreseeable that many residents of areas such as Vilas, Bethel, Cove Creek, and Boone would use Buckeye’s facilities if they were aware of what was offered. Many people in these areas are probably unaware that Buckeye exists, and many more probably do not know how to access the Recreation Center and Buckeye Recreation Center via U.S. 321 and Buckeye Creek Road.

A method of increasing usage in the surrounding communities would be to offer Buckeye as a location for local school functions or events, as well as local youth sporting events such as church basketball leagues, etc.

Policy R.G4.P3: Offer a variety of recreational programs and amenities that serve groups of diverse abilities and interests

In order to obtain interest from a broad group of participants, Beech Mountain will continue to offer programs for various age groups and for people with various interests when possible.

Policy R.G4.P4: Stress the health and fitness benefits of recreation

Public Recreation exists to better the lives of the people whom the government entity serves. People’s lives are bettered by recreation in many ways, including better health and fitness for participants. The importance of healthy living and exercising regularly are becoming more widely recognized all the time. As more and more people realize their needs to be fit, the Recreation Department should position itself as a means to better health.

Goal R.G5: Beech Mountain will have an interconnected trail network that links parks, neighborhoods, and communities

As previously noted, connectivity, especially pedestrian mobility, was a large concern of Beech Mountain stakeholders as reflected in surveys and forums. Respondents saw the need to better link together Beech Mountain’s parks and facilities to connect parks, neighborhoods, and communities. Beech Mountain’s trail system is an important part of the total pedestrian mobility. Beech Mountain should pursue development of trails, paths, and walkways that interconnect its various amenities and key locations.
Proposed Trails To Increase Connectivity

Our current trail system is depicted on the map above. The trail network, as well as the recreational amenities as a whole, are largely separate and individual entities. To tie this network together, several needed linkages are as follows:

**NOTE** The locations of the trails as depicted on the following maps are CONCEPTUAL ONLY. No work has been done at this point to finalize path location. The maps are merely to illustrate the benefits of connectivity between various locations and amenities.
Phase II of the Streetscape Improvements
Possibly the single most important linkage in our trail/pedestrian system is the creation of a linkage that allows pedestrian mobility up and down Beech Mountain Parkway from Town Hall to the Parkway overlook. Such a connection would provide access to the Town’s main commercial entities as well as connect to the hiking trail network via “Fireman’s Trail” from the overlook to Perry Park.
Phase III of Streetscape Improvements
Continuation of the path to the other commercial hub of Beech Mountain at the ski resort is another critical section of necessary path. This section is faced with several sharp road switchbacks and difficult terrain, and therefore multiple routes have been suggested. Regardless of which route is eventually pursued (maybe several of these routes could be built), it is clear that this is an important linkage in the pedestrian network.
Beech Mountain Resort to Beech Mountain Club Trail
This trail would provide important connectivity between Beech Mountain Resort and the neighboring commercial establishments and Beech Mountain Club's tennis complex off of Lakeledge Road.

“Lake to Lake” Trail
This trail would connect Buckeye Lake and Lake Coffey, two of Beech Mountain’s most important recreational sites. In doing so, the trail would also tie together the trail networks at the top of the mountain (Streetscape, Fireman’s Trail, Upper and Lower Pond Creek Trails) with the network of trails near Buckeye (Falls Trail, Grassy Gap Creek Trail, etc.). This would result in an interconnected trail scheme that could theoretically be hiked from start to finish without having to exit the system.
Trail Connections to out of Town locations (Banner Elk, Appalachian Trail)
Beyond Beech Mountain’s Town Limits, it is important to consider how our trail network fits in with the growing number of regional trails in the area. Several linkages in particular would be useful:

1) Proposals have been made to link Beech Mountain, Banner Elk, and Sugar Mountain by a continuous hiking trail. Such a trail would carry many benefits and would be heavily used.

2) A trail connecting Beech Mountain to the Appalachian Trail holds much promise, and would have many economic as well as recreational benefits. Such an offshoot of the Appalachian Trail would open up Beech’s trails to day hikes from the AT. Long distance hikers on the AT could take the diversion to come and rest from the trails for several days at our inns and hotels. Appalachian Trail hikers are often vocal advertisers of their journeys, and trail logs and blogs could spread the word about the friendly and fun town with a focus on outdoor recreation on Beech Mountain.

Goal R.G6: Beech Mountain’s recreation endeavors are fiscally responsible
Beech Mountain was not exempt from the economic hardships that have plagued the nation in the last half of the 2000-2010 decade. In these circumstances, the need for wise, prudent, and judicious spending of public funds has been widely recognized. Moving forward, as we emerge from this downturn and our economy rebounds, we will need to remember the lessons we have learned and continue to be wise with spending. Conversely, wise spending does not mean that recreation functions must halt. Unfortunately, cuts in spending often target recreation first, as it is seen as an “extra”- something that is nice to have but not totally essential. The Town of Beech Mountain recognizes that recreation is much more important than just an “extra”- it is an essential and critical component of the services provided to our residents and visitors. Therefore, recreation development in Beech Mountain will move forward wisely and prudently, but it will continue to move forward.

Policy R.G6.P1: Concentrate on existing facilities first
One of the best ways to be wise with spending on recreation is to focus on our existing facilities and infrastructure before further extending our obligations. The respondents to the recreation survey and forums were clear in their support of this policy. Concentrating on existing facilities, however, does not mean that no more money will be spent on recreation. In fact, concentrating on existing facilities in many cases may mean the expenditure of additional money to properly staff, maintain, and care for our recreational entities. Beech Mountain should be good stewards of the abundant recreation assets it has by ensuring they are in top condition.

Policy R.G6.P2: Capitalize on opportunities for external funding
A second way to ensure that Beech Mountain’s recreation endeavors are fiscally responsible is to search out grants and funding opportunities to accomplish necessary initiatives. Aggressively searching and pursuing these opportunities could result in improved recreation facilities while minimizing burdens on taxpayers.
R: Discussion and Conclusion

Beech Mountain is a resort based community and thus the importance of recreation is invaluable. Some of the primary reasons that community members choose to live on Beech Mountain and guests choose to visit are the recreational opportunities that the town has to offer. The breathtaking views, unparalleled facilities, enriching programs and amazing and supportive community members collectively make up the draw to the mountain.

The importance of the continuation of positive direction for the recreational opportunities on Beech Mountain cannot be stressed enough. If the Town of Beech Mountain is going to continue to be competitive as a resort destination in the mountains of North Carolina, the amenities that it has to offer must be second to none in both the private and public sectors. There is an imperative need to meet the collective goals of this plan and for the town to improve on its assets and capitalize on opportunities to improve in the future.

Recreation is a vital part of healthy living. Beech Mountain is an ideal location to recreate both indoors and out, and should continue to strive to be the best that it can possible be for its community members, visitors and guests.