

# Video

## ULI Advisory Panel: Cashiers, North Carolina

Date: February 25, 2022

00:00:05 --> 00:00:09: It is my pleasure to welcome you to the ULI  
 00:00:09 --> 00:00:12: Advisory Services Panel presentation.  
 00:00:12 --> 00:00:16: We're streaming live from the village green and recording the  
 00:00:16 --> 00:00:20: session for later presentation on the Cambridge YouTube  
 00:00:20 --> 00:00:21: channel courtesy  
 00:00:21 --> 00:00:23: of High South.  
 00:00:23 --> 00:00:28: In a high level tech.  
 00:00:28 --> 00:00:34: Our first bit, sorry. OK.  
 00:00:34 --> 00:00:37: Our person of housekeeping is during the Q&A session.  
 00:00:37 --> 00:00:40: They will accommodate as many questions as time will allow.  
 00:00:40 --> 00:00:44: This morning, we ask that you stand in place,  
 00:00:44 --> 00:00:45: speak loudly. The chairman will repeat your question for the  
 00:00:45 --> 00:00:49: benefit of our audience,  
 00:00:49 --> 00:00:53: and we're just delighted to have you as well as  
 00:00:53 --> 00:00:56: our remote viewers with this this morning.  
 00:00:56 --> 00:01:01: This is the combination of an historic week having this  
 00:01:01 --> 00:01:05: group of very distinguished professionals giving us the  
 00:01:05 --> 00:01:10: benefit of  
 00:01:10 --> 00:01:13: their experience and their expertise as we work together.  
 00:01:13 --> 00:01:17: Being cashless growth, management opportunities and  
 00:01:17 --> 00:01:19: challenges before the chair  
 00:01:19 --> 00:01:21: walks us through the Council presentation,  
 00:01:21 --> 00:01:25: I'd like to impress scuse me reflect briefly.  
 00:01:25 --> 00:01:27: On how we arrived today.  
 00:01:27 --> 00:01:31: In recent years, as all of you know,  
 00:01:31 --> 00:01:37: the catchers area was on an upward growth trajectory when  
 destination awareness,  
 lifestyle preferences, and then the code pandemic increase  
 with our  
 visitation and our local population and residential and

commercial development  
00:01:37 --> 00:01:40: grew to unprecedented levels. This  
00:01:40 --> 00:01:46: activity raised the specter of change that understandably  
created conflicting  
00:01:46 --> 00:01:49: interest and debate among cashier stewards.  
00:01:49 --> 00:01:50: And stakeholders,  
00:01:51 --> 00:01:52: so  
00:01:52 --> 00:01:56: as part of its mission as a conduit for responsible  
00:01:56 --> 00:01:57: growth,  
00:01:57 --> 00:02:02: the cashiers area chamber sought to re calibrate the local  
00:02:02 --> 00:02:07: public narrative and attain expert advised advising guidance  
on growth  
00:02:08 --> 00:02:08: issues.  
00:02:08 --> 00:02:13: To assist us, we ask 30 year resident Annually national  
00:02:13 --> 00:02:15: prestige Glenda Hood.  
00:02:15 --> 00:02:19: Who's with us here this morning to facilitate outreach to  
00:02:20 --> 00:02:22: this prestigious organization,  
00:02:22 --> 00:02:28: Urban Land Institute. It was formed in 1936 and is  
00:02:28 --> 00:02:30: the oldest.  
00:02:30 --> 00:02:35: And largest network of cross disciplinary real estate and land  
00:02:35 --> 00:02:37: use experts in the world.  
00:02:37 --> 00:02:43: Its special advisory services panels offer unbiased and  
expert review  
00:02:43 --> 00:02:47: of community growth issues across the globe.  
00:02:47 --> 00:02:51: After a public meeting with ULISVP Tom Iler,  
00:02:51 --> 00:02:55: who's also here with us today in consult consultation with  
00:02:55 --> 00:03:00: and commitment from the Kashmiri Community Planning  
Council,  
00:03:00 --> 00:03:03: Jackson County officials and staff.  
00:03:03 --> 00:03:07: And others who came are conducted a broad public  
information  
00:03:08 --> 00:03:12: campaign and raised the requisite fee in short order.  
00:03:12 --> 00:03:15: More than 200 individuals, nonprofits,  
00:03:15 --> 00:03:19: government and businesses donated to the effort,  
00:03:19 --> 00:03:23: and the contract was signed just four months ago in  
00:03:23 --> 00:03:24: October 2021.  
00:03:25 --> 00:03:29: As the project sponsor, the chamber's commitment was to an  
00:03:29 --> 00:03:35: inclusive and transparent community engagement initiative to  
promote effective and  
00:03:35 --> 00:03:37: sound public policy.  
00:03:37 --> 00:03:42: Making the panel assignment was developed with extensive  
extensive community  
00:03:42 --> 00:03:42: input.

00:03:42 --> 00:03:47: The panel orientation included a detailed briefing book of facts,

00:03:47 --> 00:03:51: figures and maths about both the cashier's regulated districts as

00:03:51 --> 00:03:51: well as

00:03:51 --> 00:03:53: our areas of influence. The

00:03:53 --> 00:03:58: panel conducted on site. Intermod interviews with more than 130

00:03:59 --> 00:03:59: nominees,

00:03:59 --> 00:04:06: volunteers, and recruits selected to ensure full representation of our

00:04:06 --> 00:04:08: community demographics,

00:04:08 --> 00:04:13: including age. Ethnicity residents how long you been here?

00:04:13 --> 00:04:14: Where are you? Where are you?

00:04:14 --> 00:04:20: Full time part time occupation industry affiliations in others.

00:04:20 --> 00:04:21: A lot of growth management,

00:04:21 --> 00:04:27: attachments planning studies and preceded this effort for acknowledged and

00:04:27 --> 00:04:29: fully considered in this body of work.

00:04:29 --> 00:04:36: Throughout the process, ULAULI reputation and credibility have been unanimously

00:04:36 --> 00:04:37: embraced.

00:04:37 --> 00:04:41: Having cashless community stewards stakeholders.

00:04:41 --> 00:04:45: So now clearly. Insight into our future.

00:04:45 --> 00:04:47: We thank you for your interest,

00:04:47 --> 00:04:51: your involvement, and your support for the betterment of our

00:04:51 --> 00:04:51: community.

00:04:56 --> 00:04:59: To meet and work with all of you in this

00:04:59 --> 00:05:02: very intensive process towards this very special occasion.

00:05:02 --> 00:05:04: In this very special place,

00:05:04 --> 00:05:07: so it is my privilege to introduce you.

00:05:25 --> 00:05:26: So

00:05:26 --> 00:05:27: I'm not going to say a lot

00:05:27 --> 00:05:28: about the dualize Stephanie do.

00:05:28 --> 00:05:31: Very nice job of talking about who we are.

00:05:31 --> 00:05:33: You know, one thing I want to emphasize is that,

00:05:33 --> 00:05:35: well, what we're in education and research

00:05:35 --> 00:05:37: organization. We do not allow.

00:05:37 --> 00:05:38: He would not like

00:05:38 --> 00:05:39: the home builders. Etc

00:05:39 --> 00:05:44: so our charge here was really to provide canvas unbiased,

00:05:44 --> 00:05:45: candid, unbiased

00:05:45 --> 00:05:46: advice about, you

00:05:46 --> 00:05:49: know, some offering some ideas on what might help  
 00:05:50 --> 00:05:51: casters moving forward,  
 00:05:51 --> 00:05:52: etc etc.  
 00:05:53 --> 00:05:56: The interview process is the heart of what we do  
 00:05:56 --> 00:05:56: literally.  
 00:05:56 --> 00:05:58: We interviewed everybody from the county administrator  
 00:05:58 --> 00:06:00: for the County Commission chairman  
 00:06:00 --> 00:06:01: to a couple of other  
 00:06:01 --> 00:06:04: members of the Commission to the Fire Chief to school  
 00:06:04 --> 00:06:06: teachers to high school students.  
 00:06:06 --> 00:06:07: I mean, sort of new.  
 00:06:07 --> 00:06:09: Name it. Part  
 00:06:09 --> 00:06:11: Time residence, full time residents,  
 00:06:11 --> 00:06:14: etc to try to get you know,  
 00:06:14 --> 00:06:14: a  
 00:06:14 --> 00:06:17: full picture of what some  
 00:06:17 --> 00:06:17: facing  
 00:06:17 --> 00:06:17: of the  
 00:06:17 --> 00:06:17: you  
 00:06:17 --> 00:06:18: are.  
 00:06:17 --> 00:06:18: issues  
 00:06:18 --> 00:06:18: I also  
 00:06:18 --> 00:06:20: in want to just say a little bit about how  
 00:06:20 --> 00:06:21: we prepared for this  
 00:06:22 --> 00:06:24: crew leadership of Stephanie in the Chamber.  
 00:06:24 --> 00:06:29: We got a very detailed briefing book before  
 00:06:29 --> 00:06:29: and  
 00:06:29 --> 00:06:29: we  
 00:06:29 --> 00:06:29: then  
 00:06:29 --> 00:06:29: when  
 00:06:29 --> 00:06:30: arrived  
 00:06:29 --> 00:06:30: we got here we did  
 00:06:30 --> 00:06:31: a really  
 00:06:31 --> 00:06:34: thorough tour not just of Cassius itself,  
 00:06:34 --> 00:06:36: but the surrounding area with mode,  
 00:06:36 --> 00:06:37: but the Highlands  
 00:06:37 --> 00:06:39: among other places left in Glenville.  
 00:06:39 --> 00:06:40: Toured  
 00:06:40 --> 00:06:43: around quite a bit, then it's Stephanie  
 00:06:43 --> 00:06:46: said we do about 130 people and  
 00:06:46 --> 00:06:47: then we spent two days sort of locked in a  
 00:06:47 --> 00:06:48: room.

00:06:48 --> 00:06:50: Sort of debating what we heard going over  
 00:06:50 --> 00:06:51: what we heard considering  
 00:06:51 --> 00:06:52: data trying to frame  
 00:06:52 --> 00:06:53: issues and writing  
 00:06:53 --> 00:06:54: the recommendations that you'll  
 00:06:54 --> 00:06:55: hear about this morning.  
 00:06:56 --> 00:07:00: This presentation that we're about to present is just  
 00:07:00 --> 00:07:00: the first wheel  
 00:07:00 --> 00:07:02: within about 60 days  
 00:07:02 --> 00:07:04: that you'll get a much more detailed  
 00:07:04 --> 00:07:05: written draft  
 00:07:05 --> 00:07:07: report that will go into great much,  
 00:07:07 --> 00:07:10: far greater detail about some of the things we're going  
 00:07:10 --> 00:07:10: to talk about.  
 00:07:10 --> 00:07:13: This morning, so that's a little bit about the panel  
 00:07:13 --> 00:07:14: program we've been doing.  
 00:07:14 --> 00:07:15: We've probably  
 00:07:15 --> 00:07:16: done 700 in these already.  
 00:07:16 --> 00:07:17: We've done about.  
 00:07:17 --> 00:07:18: We do about, you know,  
 00:07:18 --> 00:07:20: 20 a year, something like that.  
 00:07:20 --> 00:07:23: And that's our process. I'd like to thank all our  
 00:07:23 --> 00:07:24: panelists,  
 00:07:24 --> 00:07:27: you you, you met some of them earlier in the  
 00:07:27 --> 00:07:27: week.  
 00:07:27 --> 00:07:29: They're all experts in their own fields,  
 00:07:29 --> 00:07:32: etc etc. But let's once again,  
 00:07:32 --> 00:07:34: like to thank our sponsors and we'll just go ahead  
 00:07:34 --> 00:07:34: and get going.  
 00:07:34 --> 00:07:38: So we're calling this program rural by design,  
 00:07:38 --> 00:07:42: and that's I think, Prairie.  
 00:07:42 --> 00:07:43: You know one of the things became very clear to  
 00:07:43 --> 00:07:44: us.  
 00:07:44 --> 00:07:45: I had been here before.  
 00:07:45 --> 00:07:47: Most of the other payments had not,  
 00:07:47 --> 00:07:49: but it's really clear to us that you wouldn't live  
 00:07:49 --> 00:07:49: here.  
 00:07:49 --> 00:07:52: You didn't think this was a very special place.  
 00:07:52 --> 00:07:53: I haven't. Cashier's  
 00:07:53 --> 00:07:55: is a place of great people,  
 00:07:55 --> 00:07:59: great history, great resources, and that really becomes very  
 obvious

00:07:59 --> 00:08:00: as soon as you arrive here.  
 00:08:00 --> 00:08:03: But sadly the truth is in America today,  
 00:08:03 --> 00:08:06: there is really no place left in the world.  
 00:08:06 --> 00:08:08: It's going to remain special by  
 00:08:08 --> 00:08:10: accident, and you say, well,  
 00:08:10 --> 00:08:10: why  
 00:08:10 --> 00:08:11: is that? And of course,  
 00:08:11 --> 00:08:15: the reason for that is because the world is changing  
 00:08:15 --> 00:08:17: faster than ever before.  
 00:08:17 --> 00:08:19: You say, well, what's changing and the answer to that  
 00:08:19 --> 00:08:21: is everything it's changing.  
 00:08:21 --> 00:08:23: It's the economy, demographics, technology,  
 00:08:23 --> 00:08:27: consumer attitudes, spiraling, the cost of land and housing,  
 00:08:27 --> 00:08:32: travel and tourism. Changing energy and transportation  
 options.  
 00:08:32 --> 00:08:35: The weather is changing and that's going to affect you  
 00:08:35 --> 00:08:38: too in ways you may not have thought about before.  
 00:08:38 --> 00:08:40: Literally in the world we live in today,  
 00:08:40 --> 00:08:42: there are really only two kinds of change.  
 00:08:42 --> 00:08:46: There is plan change and there is unplanned change and  
 00:08:46 --> 00:08:49: I recognize that people in you know particularly small towns  
 00:08:49 --> 00:08:53: and rural communities don't like change pretty much,  
 00:08:53 --> 00:08:55: but you know change is coming like it or not.  
 00:08:55 --> 00:08:57: And really the question is do you want to shape  
 00:08:57 --> 00:09:00: and direct that change or do you want to get  
 00:09:00 --> 00:09:01: just to have fun?  
 00:09:01 --> 00:09:03: And so we're going to try to talk about some  
 00:09:03 --> 00:09:06: ideas of this and even rural communities can change.  
 00:09:06 --> 00:09:08: I've done a lot of work in the Yellowstone ecosystem  
 00:09:08 --> 00:09:11: and when I first started going out to Jackson Hole  
 00:09:11 --> 00:09:12: many years ago,  
 00:09:12 --> 00:09:13: that's the way it used to look.  
 00:09:13 --> 00:09:16: Let me show you that exact same spot today and  
 00:09:16 --> 00:09:17: that could be anywhere.  
 00:09:17 --> 00:09:20: Just think I just think I went to Pigeon Forge  
 00:09:20 --> 00:09:20: 50 years ago  
 00:09:20 --> 00:09:21: and you've been there recently.  
 00:09:21 --> 00:09:23: It's not the same place  
 00:09:23 --> 00:09:24: that it used to be.  
 00:09:24 --> 00:09:26: And so on and so forth.  
 00:09:26 --> 00:09:27: So you really do have a choice.  
 00:09:27 --> 00:09:29: Ladies and gentlemen, you can grow by default,

00:09:29 --> 00:09:31: or you can grow by the time you can grow  
 00:09:31 --> 00:09:31: by choice,  
 00:09:31 --> 00:09:34: or you can grow by teams  
 00:09:34 --> 00:09:37: and you know the. The way you know I think  
 00:09:37 --> 00:09:40: about this is you know you can just accept whatever  
 00:09:40 --> 00:09:42: comes along the highway.  
 00:09:42 --> 00:09:44: It comes a lot down the road or the best  
 00:09:44 --> 00:09:48: way to predict the future is Abraham Lincoln said is  
 00:09:48 --> 00:09:51: to create yourselves and so you're already doing that in  
 00:09:51 --> 00:09:54: many ways, but we hope to strengthen some of the  
 00:09:54 --> 00:09:56: things that you're already doing so.  
 00:09:56 --> 00:09:57: Basically  
 00:09:57 --> 00:10:01: asking questions and we you know you do have choices  
 00:10:01 --> 00:10:01: you know  
 00:10:02 --> 00:10:03: should we to develop  
 00:10:03 --> 00:10:05: a respect nature? Should we ignore nature?  
 00:10:05 --> 00:10:07: Should we be investing in the village center out on  
 00:10:07 --> 00:10:10: the highway should be designing for people or for cars.  
 00:10:10 --> 00:10:12: There's just so many different questions.  
 00:10:12 --> 00:10:15: But what we want to emphasize today is there are  
 00:10:15 --> 00:10:17: lots of different ways to grow.  
 00:10:17 --> 00:10:20: OK, you can have this sort of typical  
 00:10:21 --> 00:10:22: rose like to see at the top  
 00:10:22 --> 00:10:24: there. That ignores nature in place.  
 00:10:24 --> 00:10:25: Or you could maybe have development  
 00:10:25 --> 00:10:28: that respects nature in. Toys and you might even  
 00:10:28 --> 00:10:30: be able to think about how to use the marketplace  
 00:10:30 --> 00:10:32: as a tool for conservation.  
 00:10:32 --> 00:10:34: We'll talk some more about that in a few minutes  
 00:10:34 --> 00:10:37: so you know you could have off the shelf apartments  
 00:10:37 --> 00:10:39: like the ones up at the top.  
 00:10:39 --> 00:10:41: Or you could have ones that respect the character of  
 00:10:41 --> 00:10:44: a mountain community like the ones at the bottom.  
 00:10:44 --> 00:10:45: You can even have a gas  
 00:10:45 --> 00:10:47: station that fits in with your community.  
 00:10:47 --> 00:10:49: You know, I worked in a small town up in  
 00:10:49 --> 00:10:52: Riyadh radecs and this mobile gas station was come  
 00:10:52 --> 00:10:54: and it was a little town called Old  
 00:10:54 --> 00:10:57: Forge New York and the Planning Committee.  
 00:10:57 --> 00:10:59: Said to them, you know we'd like you to build  
 00:10:59 --> 00:10:59: an ad,  
 00:10:59 --> 00:11:00: ran back style gas station.

00:11:00 --> 00:11:01: They said, well, what's that?  
 00:11:02 --> 00:11:03: And so they said well,  
 00:11:03 --> 00:11:04: get in the car driving around town.  
 00:11:04 --> 00:11:07: Go look at these ten buildings and come back and  
 00:11:07 --> 00:11:08: talk to us and they did that and look at  
 00:11:08 --> 00:11:09: it they built OK  
 00:11:10 --> 00:11:12: so yes, you do have a choice but you gotta  
 00:11:12 --> 00:11:14: you know nobody is going to give you the best  
 00:11:15 --> 00:11:16: development unless you  
 00:11:16 --> 00:11:19: ask for it. OK and same  
 00:11:19 --> 00:11:22: thing that you know it could apply to anything could  
 00:11:22 --> 00:11:24: be a Best Western motel that fits in or maybe  
 00:11:24 --> 00:11:25: even  
 00:11:25 --> 00:11:27: a Dollar General that you know that dollar.  
 00:11:27 --> 00:11:30: General change their off the shelf building,  
 00:11:30 --> 00:11:31: but only  
 00:11:31 --> 00:11:33: if you tell them to you know so there's so  
 00:11:33 --> 00:11:37: many different choices you have when it comes to  
 infrastructure  
 00:11:37 --> 00:11:39: as well as buildings for way too long,  
 00:11:39 --> 00:11:40: we've sort of ignored the  
 00:11:40 --> 00:11:42: landscape in our highway design,  
 00:11:43 --> 00:11:45: and certainly in parts of Western North Carolina,  
 00:11:45 --> 00:11:47: but also all over the country.  
 00:11:47 --> 00:11:47: And,  
 00:11:47 --> 00:11:50: you know, would you rather have a limited committee where  
 00:11:50 --> 00:11:52: you had to drive everywhere for everything?  
 00:11:52 --> 00:11:53: Or would you rather  
 00:11:53 --> 00:11:55: live in a community where you could walk or take  
 00:11:55 --> 00:11:56: a bike or  
 00:11:56 --> 00:11:57: drive to where you want to go?  
 00:11:57 --> 00:11:58: Which one gives you more?  
 00:11:58 --> 00:12:01: Choices and ways to get around.  
 00:12:01 --> 00:12:02: We could talk a little bit  
 00:12:02 --> 00:12:05: about the crossroads today and you  
 00:12:05 --> 00:12:07: know, there are different ways to design A crossroads in  
 00:12:07 --> 00:12:07: one.  
 00:12:07 --> 00:12:10: One on the lower right is actually safer.  
 00:12:10 --> 00:12:13: It's more sustainable than lose track to more effectively and  
 00:12:13 --> 00:12:14: more efficiently.  
 00:12:14 --> 00:12:17: It reduces backups and so on and so forth,  
 00:12:17 --> 00:12:19: so you'll hear our transportation expert talk about this



00:12:20 --> 00:12:21: so, but this is the question  
 00:12:21 --> 00:12:22: I want to leave you with this  
 00:12:22 --> 00:12:24: morning. If you want  
 00:12:24 --> 00:12:25: the natural  
 00:12:25 --> 00:12:26: character  
 00:12:26 --> 00:12:28: of this place to shape new development.  
 00:12:28 --> 00:12:29: Or do you  
 00:12:29 --> 00:12:32: want new developments to shape the character of the place  
 00:12:32 --> 00:12:34: and how you answer  
 00:12:34 --> 00:12:38: that question will determine what kind of community you have  
 00:12:38 --> 00:12:39: 20 years from now.  
 00:12:39 --> 00:12:41: So as Mark Twain used  
 00:12:41 --> 00:12:42: to say, we take stock  
 00:12:42 --> 00:12:44: of a city or town in the way we take  
 00:12:44 --> 00:12:46: stock of amend the clothes or appearance of externals by  
 00:12:47 --> 00:12:47: which we judge,  
 00:12:47 --> 00:12:50: and what he meant by that is Community character matters.  
 00:12:51 --> 00:12:54: It matters economically, it matters sociologically.  
 00:12:55 --> 00:12:57: You know what his sense of place,  
 00:12:57 --> 00:12:59: sense of placement is a gentleman.  
 00:12:59 --> 00:13:01: Is explicitly that which makes  
 00:13:01 --> 00:13:05: our physical surroundings worth caring about?  
 00:13:05 --> 00:13:07: And I can tell you there are many places the  
 00:13:08 --> 00:13:11: world today that simply aren't worth caring about anymore.  
 00:13:11 --> 00:13:13: And you know, I work in the field of sustainable  
 00:13:13 --> 00:13:13: development,  
 00:13:13 --> 00:13:15: but if you look up the word sustainable,  
 00:13:15 --> 00:13:21: it means ensuring a sustainable community is a place of  
 00:13:21 --> 00:13:24: enduring value of enduring value.  
 00:13:24 --> 00:13:27: In another thing, I want to emphasize is this notion  
 00:13:27 --> 00:13:28: of authenticity  
 00:13:28 --> 00:13:32: too many. Communities try to copy what other places are  
 00:13:32 --> 00:13:32: doing,  
 00:13:32 --> 00:13:35: but we want to suggest that you want to be  
 00:13:35 --> 00:13:39: yourself and that the most you know probably important task  
 00:13:39 --> 00:13:40: value.  
 00:13:40 --> 00:13:42: The assets you have are the things that set you  
 00:13:42 --> 00:13:43: apart  
 00:13:43 --> 00:13:44: from other places,  
 00:13:44 --> 00:13:47: and the more any community in America comes to be.  
 00:13:47 --> 00:13:48: Just like every place else,  
 00:13:48 --> 00:13:50: the less reason there is to go there invest

00:13:50 --> 00:13:51: their retired their business  
 00:13:51 --> 00:13:54: there etc etc etc. So  
 00:13:54 --> 00:13:58: what are the characteristics of great resort communities?  
 00:13:58 --> 00:13:59: We looked at great  
 00:13:59 --> 00:14:01: resort. Freeze all over the country and we found they  
 00:14:01 --> 00:14:02: had a few things in common.  
 00:14:02 --> 00:14:04: They respect nature and history.  
 00:14:04 --> 00:14:06: They have a distinctive and memorable character.  
 00:14:07 --> 00:14:10: They have a pedestrian friendly village center.  
 00:14:10 --> 00:14:13: They have a mix of uses and housing types.  
 00:14:13 --> 00:14:14: We talk a lot about housing today.  
 00:14:14 --> 00:14:15: They support  
 00:14:15 --> 00:14:17: local shops, local shops  
 00:14:17 --> 00:14:20: and restaurants. You know if you spend a dollar on  
 00:14:20 --> 00:14:20: a local store,  
 00:14:20 --> 00:14:22: it will recirculate  
 00:14:22 --> 00:14:23: their community three times more.  
 00:14:23 --> 00:14:26: They extended the national chain store,  
 00:14:26 --> 00:14:26: so if  
 00:14:26 --> 00:14:27: you had a big Walmart up here,  
 00:14:27 --> 00:14:29: most that money go back to Bentonville,  
 00:14:29 --> 00:14:31: AR. Spend money on local hardware,  
 00:14:31 --> 00:14:33: store most money from space here in  
 00:14:33 --> 00:14:37: this community. You know global great  
 00:14:37 --> 00:14:41: resort communities have provided a variety of recreational  
 activities,  
 00:14:41 --> 00:14:42: and they don't just promote tourism.  
 00:14:42 --> 00:14:44: Ladies and gentlemen, they manage tourism  
 00:14:45 --> 00:14:48: and I want to show you this picture to illustrate  
 00:14:48 --> 00:14:50: the fact that it is never too late to make  
 00:14:50 --> 00:14:51: the Community better.  
 00:14:51 --> 00:14:53: And so the picture  
 00:14:53 --> 00:14:54: on the upper left is what you know.  
 00:14:54 --> 00:14:57: The interests of South Lake Tahoe used to look like  
 00:14:57 --> 00:14:59: and the one on the right is what it looks  
 00:14:59 --> 00:15:00: like today because people like you,  
 00:15:00 --> 00:15:02: who had a vision for the future,  
 00:15:02 --> 00:15:03: said we want  
 00:15:03 --> 00:15:06: to change the directory of our community.  
 00:15:06 --> 00:15:09: So we've set out five large priorities.  
 00:15:09 --> 00:15:10: We're going to talk about  
 00:15:10 --> 00:15:11: each of these in detail.

00:15:11 --> 00:15:14: First and foremost, creating a long range  
00:15:14 --> 00:15:17: conservation plan to protect key natural  
00:15:17 --> 00:15:19: areas, slopes, and scenic vistas.  
00:15:19 --> 00:15:21: You know what is seen today won't  
00:15:21 --> 00:15:22: be seeing tomorrow by accident.  
00:15:22 --> 00:15:25: OK, so it's important to not only think about where  
00:15:25 --> 00:15:26: you want development,  
00:15:26 --> 00:15:30: but where you don't want development.  
00:15:30 --> 00:15:31: Starts  
00:15:31 --> 00:15:33: by doing an inventory of what really matters.  
00:15:33 --> 00:15:34: What are the places  
00:15:34 --> 00:15:36: of the heart that you have and you know you  
00:15:36 --> 00:15:39: aren't going to preserve all these places overnight,  
00:15:39 --> 00:15:42: but you're not going to preserve any of them unless  
00:15:42 --> 00:15:44: you actually make a plan to do that,  
00:15:44 --> 00:15:47: and so that's the first thing we recommend.  
00:15:47 --> 00:15:49: Second, is something I've already touched on.  
00:15:50 --> 00:15:52: Is building a robust network of pathways,  
00:15:52 --> 00:15:55: trails, and sidewalks in the village core to increase  
walkability.  
00:15:56 --> 00:15:56: We  
00:15:56 --> 00:15:57: heard this over and over,  
00:15:57 --> 00:15:59: by the way, everything on the list are things you  
00:15:59 --> 00:16:00: told  
00:16:00 --> 00:16:02: us. In all the interviews,  
00:16:02 --> 00:16:04: what we're presenting here today,  
00:16:04 --> 00:16:06: you told us about these things.  
00:16:06 --> 00:16:09: You're the experts here, and so you said we'd like  
00:16:09 --> 00:16:10: to be able to walk more.  
00:16:10 --> 00:16:12: We need more affordable housing we had,  
00:16:12 --> 00:16:13: so on and so forth.  
00:16:13 --> 00:16:15: Another thing we've heard a lot.  
00:16:15 --> 00:16:15: We're about  
00:16:15 --> 00:16:17: some of the infrastructure needs,  
00:16:17 --> 00:16:20: water, infrastructure, broadband infrastructure. We heard  
00:16:20 --> 00:16:24: a lot of people talk about the traffic congestion and  
00:16:24 --> 00:16:27: so the roundabout came out of that very naturally.  
00:16:27 --> 00:16:28: Because of  
00:16:28 --> 00:16:29: transportation. We've  
00:16:29 --> 00:16:30: got some transportation experts on this.  
00:16:31 --> 00:16:33: You know, did you know that North Carolina State North  
00:16:33 --> 00:16:35: Carolina has more roundabouts than any other state?

00:16:35 --> 00:16:38: So this used to be a foreign time step,  
 00:16:38 --> 00:16:41: but you know, it turns out that it's becoming the  
 00:16:42 --> 00:16:44: the preferred method of handling.  
 00:16:44 --> 00:16:45: You know traffic  
 00:16:45 --> 00:16:47: congestion in a lot of places.  
 00:16:47 --> 00:16:50: One of the other big issues we heard about was  
 00:16:50 --> 00:16:50: how  
 00:16:50 --> 00:16:51: hard it  
 00:16:51 --> 00:16:55: is to attract and retain talented workers.  
 00:16:55 --> 00:16:57: Whether it's nurses at the hospital,  
 00:16:57 --> 00:16:58: school teachers  
 00:16:58 --> 00:17:00: at the at the school,  
 00:17:00 --> 00:17:03: employees. At resorts, people working in restaurants,  
 00:17:03 --> 00:17:07: small businesses section because of the high cost of  
 housing.  
 00:17:07 --> 00:17:09: We we we were at dinner at High  
 00:17:09 --> 00:17:12: Hampton the other night and they have like 7 waiters  
 00:17:12 --> 00:17:13: and weapons.  
 00:17:13 --> 00:17:15: This will come in and serve you all at the  
 00:17:15 --> 00:17:17: same time and we say well how many of you  
 00:17:17 --> 00:17:18: live here in  
 00:17:18 --> 00:17:21: cashiers. The answer was not one they said we can't  
 00:17:21 --> 00:17:22: afford to live here.  
 00:17:22 --> 00:17:24: The cashiers we'd like to live in cash,  
 00:17:24 --> 00:17:28: but we can't. And so one of our major recommendations  
 00:17:28 --> 00:17:30: is to bring much greater focus to the need for  
 00:17:30 --> 00:17:31: diversity and  
 00:17:31 --> 00:17:35: housing, and to create a mechanism to create some  
 workforce  
 00:17:35 --> 00:17:39: and attainable housing both for sale and for rent.  
 00:17:39 --> 00:17:42: And then finally, this idea of you've got about  
 00:17:42 --> 00:17:44: four or five major parcels right around in the village  
 00:17:44 --> 00:17:47: center, and you had a a proposal that apparently a  
 00:17:47 --> 00:17:50: lot of people really didn't like very much.  
 00:17:50 --> 00:17:51: It came in, you know,  
 00:17:51 --> 00:17:52: a year or so ago,  
 00:17:52 --> 00:17:53: and so  
 00:17:54 --> 00:17:55: it's important  
 00:17:55 --> 00:17:57: to work. With  
 00:17:57 --> 00:17:58: land owners to let them  
 00:17:58 --> 00:18:00: know what you want, it's not enough to be against  
 00:18:01 --> 00:18:01: things  
 00:18:01 --> 00:18:03: you gotta tell people what you're for,

00:18:04 --> 00:18:06: and by actually sitting down collaboratively  
00:18:07 --> 00:18:09: with people who own land owners and developers,  
00:18:09 --> 00:18:12: you're going to likely much more likely to get better  
00:18:12 --> 00:18:13: development.  
00:18:13 --> 00:18:15: So that's just a brief introduction and you'll hear more  
00:18:15 --> 00:18:16: about each of these in turn.  
00:18:16 --> 00:18:18: And with that I'd like to turn things over to  
00:18:18 --> 00:18:19: my colleague,  
00:18:19 --> 00:18:22: Jonathan Bartlett, who will talk about some of the major  
00:18:22 --> 00:18:24: challenges and trends facing me here in Castle.  
00:18:24 --> 00:18:26: So thank you once again for being here this morning.  
00:18:26 --> 00:18:27: Could be again later.  
00:18:31 --> 00:18:32: All right, thank you. Ed  
00:18:32 --> 00:18:34: talked to you about change and so I want to  
00:18:34 --> 00:18:37: place our work this week in a little bit of  
00:18:37 --> 00:18:41: context by sharing some specific examples that highlight how  
cashier's  
00:18:41 --> 00:18:44: is connected to some broader national trends.  
00:18:44 --> 00:18:44: So  
00:18:45 --> 00:18:47: throughout the United States, economic,  
00:18:47 --> 00:18:49: social, environmental change are happening,  
00:18:49 --> 00:18:52: COVID-19 was an accelerant, but these are things that were  
00:18:52 --> 00:18:53: already happening.  
00:18:53 --> 00:18:54: You felt them before COVID.  
00:18:54 --> 00:18:57: You're just feeling a much stronger now,  
00:18:57 --> 00:19:00: but the areas that lack the social and physical infrastructure  
00:19:00 --> 00:19:02: to respond to these challenges.  
00:19:02 --> 00:19:05: Are finding themselves under tremendous stress.  
00:19:05 --> 00:19:07: The ironic thing is, a lot of these trends and  
00:19:07 --> 00:19:11: a lot of these tragedies actually create opportunities for  
cashiers  
00:19:11 --> 00:19:13: to leverage and protect its most cherished qualities  
00:19:14 --> 00:19:15: as we look beyond  
00:19:15 --> 00:19:15: the short term.  
00:19:17 --> 00:19:18: So let's start with the  
00:19:18 --> 00:19:19: labor market in the United States,  
00:19:19 --> 00:19:22: the unemployment rate dropped below 4%,  
00:19:22 --> 00:19:25: and that's great news relative to where we were at  
00:19:25 --> 00:19:26: the beginning of the pandemic.  
00:19:26 --> 00:19:30: And yeah, we know there's some blinking blinking lights  
00:19:30 --> 00:19:31: ahead and some reasons  
00:19:31 --> 00:19:32: for concern.

00:19:32 --> 00:19:33: But the reality here in  
00:19:33 --> 00:19:35: cash is is that in Jackson  
00:19:35 --> 00:19:37: County, the unemployment rate is below  
00:19:37 --> 00:19:38: 3%. That's the  
00:19:38 --> 00:19:40: lowest it's been since September of  
00:19:41 --> 00:19:44: 2020. There are fewer people looking for work right now  
00:19:44 --> 00:19:47: in Jackson County than at any point in the last  
00:19:47 --> 00:19:48: 20 years.  
00:19:48 --> 00:19:51: In that context, hourly wages are through the roof.  
00:19:51 --> 00:19:55: We heard about entry level retail jobs with wages above  
00:19:55 --> 00:19:57: \$20.00 an hour,  
00:19:57 --> 00:19:59: and that creates an existential crisis.  
00:19:59 --> 00:20:02: We talked to so many of these small business owners  
00:20:02 --> 00:20:03: and so on their behalf.  
00:20:03 --> 00:20:05: I'm going to say again,  
00:20:05 --> 00:20:08: this is an existential crisis for many of the small  
00:20:08 --> 00:20:12: businesses and institutions that you love here in cashiers.  
00:20:13 --> 00:20:15: If we can't address this collectively  
00:20:15 --> 00:20:18: and quickly, this lack of housing.  
00:20:18 --> 00:20:18: Lessons  
00:20:18 --> 00:20:19: our community.  
00:20:25 --> 00:20:28: OK, next remote work. During the  
00:20:28 --> 00:20:31: pandemic, millions of people moved from their offices into a  
00:20:31 --> 00:20:35: remote setting and there are thousands and thousands of  
00:20:35 --> 00:20:38: companies  
00:20:38 --> 00:20:41: that will either never go back to full time work  
00:20:41 --> 00:20:44: or will only go back to some kind of hybrid  
00:20:44 --> 00:20:45: model of Intel of in the office and out of  
00:20:45 --> 00:20:47: the office time.  
00:20:45 --> 00:20:47: This changes the second home proposition,  
00:20:47 --> 00:20:50: especially here in the cash is people who saw their  
00:20:50 --> 00:20:52: house as a weekend place.  
00:20:52 --> 00:20:54: Suddenly that weekend becomes three days  
00:20:54 --> 00:20:55: or four days, and  
00:20:55 --> 00:20:56: suddenly that four day  
00:20:56 --> 00:20:57: a week house becomes  
00:20:57 --> 00:20:58: a one or two weeks,  
00:20:58 --> 00:20:59: a month  
00:20:59 --> 00:21:00: pass, and next thing  
00:21:00 --> 00:21:02: you know, the house that you thought you might one  
00:21:02 --> 00:21:03: day retire too,  
00:21:03 --> 00:21:05: is your full time residence,

00:21:05 --> 00:21:08: and this change is what people need from cashing.

00:21:08 --> 00:21:10: It changes the amount of time they spend here.

00:21:10 --> 00:21:13: It changes the time of year that they come here

00:21:13 --> 00:21:15: and it changes the type of services.

00:21:15 --> 00:21:20: That they require in the town everything from broadband and

00:21:20 --> 00:21:21: childcare.

00:21:21 --> 00:21:23: Music lessons you name.

00:21:25 --> 00:21:26: Demographic

00:21:26 --> 00:21:26: shifts

00:21:26 --> 00:21:29: now we know a lot about the boomers and the

00:21:29 --> 00:21:30: boomers are retiring.

00:21:30 --> 00:21:32: And we've been talking about the boomers for a long

00:21:32 --> 00:21:32: time.

00:21:32 --> 00:21:34: But the millennials millennials

00:21:34 --> 00:21:37: are perennially viewed as young and broke.

00:21:37 --> 00:21:39: But here's the reality. These

00:21:39 --> 00:21:41: guys are in their 40s now,

00:21:41 --> 00:21:41: and so the

00:21:41 --> 00:21:42: dominant narrative in

00:21:42 --> 00:21:45: housing in the United States for the next 20 years

00:21:45 --> 00:21:47: is going to be driven by millennials.

00:21:47 --> 00:21:50: And you're starting to see people in their 30s that

00:21:50 --> 00:21:52: are moving out the cashier full time.

00:21:52 --> 00:21:54: And that has a tremendous shift in the type of

00:21:54 --> 00:21:55: community that you create.

00:21:55 --> 00:21:59: You need to redefine cashiers for this generation.

00:21:59 --> 00:22:02: The great news about this is that this is a

00:22:02 --> 00:22:06: generation that is extremely committed to conservation.

00:22:06 --> 00:22:09: This is a generation that up and down the income

00:22:09 --> 00:22:10: spectrum values,

00:22:10 --> 00:22:14: outdoor recreation, active recreation, fishing,

00:22:14 --> 00:22:17: hiking, boating, all the kinds of things that cashier's is

00:22:17 --> 00:22:20: actually very well positioned to provide.

00:22:22 --> 00:22:24: A brief word on climate change.

00:22:24 --> 00:22:25: Climate

00:22:25 --> 00:22:26: change is happening and affecting

00:22:26 --> 00:22:29: the second home market dramatically.

00:22:29 --> 00:22:31: We're already seeing this as a very real phenomenon in

00:22:31 --> 00:22:32: places like Florida,

00:22:32 --> 00:22:36: where sea level rise and extreme weather are causing

00:22:36 --> 00:22:37: people

00:22:36 --> 00:22:37: to second guess decisions to own.

00:22:37 --> 00:22:40: Second homes in these areas.

00:22:40 --> 00:22:42: This creates a great opportunity for inland areas,

00:22:42 --> 00:22:44: and we think that places like caches

00:22:44 --> 00:22:45: and all of Western

00:22:45 --> 00:22:46: North Carolina

00:22:46 --> 00:22:50: stand to benefit from a move into away from the

00:22:50 --> 00:22:50: coast.

00:22:54 --> 00:22:56: So here's the reality. Growth

00:22:56 --> 00:22:59: is coming to cash as we understand that even if

00:22:59 --> 00:23:02: you don't approve another project in caches,

00:23:02 --> 00:23:06: there's five years worth of growth already planted in the

00:23:06 --> 00:23:07: community.

00:23:07 --> 00:23:09: 800 to 1000. Lots of it could be developed.

00:23:09 --> 00:23:10: That's five years of

00:23:10 --> 00:23:13: Jackson County single family home today.

00:23:13 --> 00:23:17: So we need to leverage this growth to protect long-term

00:23:17 --> 00:23:17: value.

00:23:19 --> 00:23:23: You need to turn competing interests into partners and

collaborators.

00:23:23 --> 00:23:27: This includes an understanding of the importance of

weekend visitors

00:23:27 --> 00:23:30: engaging in the challenges faced elsewhere in the county

and

00:23:30 --> 00:23:34: a closer partnership with Highlands to tackle regional issues.

00:23:34 --> 00:23:38: Striking a better balance between luxury and affordability,

00:23:38 --> 00:23:41: and putting a thumb on the scale for people over

00:23:41 --> 00:23:44: cars will protect the long term value of real estate

00:23:44 --> 00:23:44: in

00:23:44 --> 00:23:44: cash is.

00:23:48 --> 00:23:49: Now we've looked at a number of

00:23:49 --> 00:23:52: specific real estate opportunities for the Community.

00:23:55 --> 00:23:56: Housing.

00:23:57 --> 00:23:57: The

00:23:57 --> 00:24:01: demand for luxury single family homes is expected to remain

00:24:01 --> 00:24:04: strong in the outline and club oriented areas.

00:24:04 --> 00:24:07: We're making the assumption that this level of activity will

00:24:07 --> 00:24:07: continue

00:24:08 --> 00:24:09: large parcels

00:24:09 --> 00:24:12: that are walkable to the core should include a greater

00:24:12 --> 00:24:13: diversity of market

00:24:13 --> 00:24:15: rate for sale. Housing types,

00:24:15 --> 00:24:20: including attached tones and small lot single family homes.

00:24:20 --> 00:24:23: We estimate that the market has a need right now



00:24:23 --> 00:24:25: for 500 units of attainable  
00:24:25 --> 00:24:28: workforce housing. We  
00:24:28 --> 00:24:31: challenge the Community to deliver this housing within the  
next  
00:24:31 --> 00:24:32: three years.  
00:24:34 --> 00:24:35: The structure for doing  
00:24:35 --> 00:24:38: so will be described later in this report.  
00:24:38 --> 00:24:41: Now 200 to 300 of these units could be delivered  
00:24:41 --> 00:24:45: outside of caches in other communities that have the existing  
00:24:45 --> 00:24:47: infrastructure to deal with this.  
00:24:47 --> 00:24:51: This will require coordination and partnership with the county  
surrounding  
00:24:51 --> 00:24:53: towns and existing institutions.  
00:24:54 --> 00:24:54: At  
00:24:54 --> 00:24:56: least 100 small  
00:24:56 --> 00:25:00: units for seasonal employees should be developed by and for  
00:25:00 --> 00:25:04: large employers in proximity to the village core.  
00:25:04 --> 00:25:08: We propose 60 sink small single family homes,  
00:25:08 --> 00:25:12: duplexes and townhomes to be developed in the village  
center  
00:25:13 --> 00:25:13: area.  
00:25:13 --> 00:25:17: These should be affordable for sale units that are restricted  
00:25:17 --> 00:25:18: from the short term rental  
00:25:18 --> 00:25:21: pool. We also propose  
00:25:21 --> 00:25:24: 40 rental apartments or flats that can be delivered above  
00:25:24 --> 00:25:28: retail spaces or in small clusters that are walkable to  
00:25:28 --> 00:25:31: town and structured financially to accommodate the  
00:25:31 --> 00:25:34: local workforce. We  
00:25:34 --> 00:25:37: also see demand for a modest amount of local serving  
00:25:37 --> 00:25:38: retail.  
00:25:38 --> 00:25:41: We're calling it about 25,000 square feet.  
00:25:41 --> 00:25:43: This could include two or three restaurants,  
00:25:43 --> 00:25:46: a small grocery store that compliments angles,  
00:25:46 --> 00:25:48: urgent care, or doctors, office,  
00:25:48 --> 00:25:50: childcare and other shops and  
00:25:50 --> 00:25:51: businesses that serve  
00:25:51 --> 00:25:52: residents daily  
00:25:52 --> 00:25:56: needs. Any additional retail in the village center should be  
00:25:56 --> 00:25:59: considered an amenity for seasonal visitors and guests,  
00:25:59 --> 00:26:03: and perhaps an alternative site for existing businesses that  
are  
00:26:03 --> 00:26:05: currently located in outlying cottages.  
00:26:05 --> 00:26:10: Its scale should be character driven based on walkability 2

00:26:10 --> 00:26:12: and within the core.

00:26:12 --> 00:26:17: And finally, hospitality the popularity of short term rentals like

00:26:17 --> 00:26:20: Airbnb and VRBO is a response to the lack of

00:26:20 --> 00:26:24: lodging options and a growing interest in more private or

00:26:24 --> 00:26:28: authentic escapes. In cashiers, these guests typically come for short

00:26:28 --> 00:26:30: visits and are less familiar with the area.

00:26:30 --> 00:26:34: This puts more cars in the crossroads and people looking

00:26:34 --> 00:26:36: for things to do.

00:26:36 --> 00:26:39: STR's are also clearly creating challenges and contributing to the

00:26:39 --> 00:26:41: workforce housing shortage.

00:26:41 --> 00:26:43: The notion of regulating SPR.

00:26:43 --> 00:26:47: As a developing and controversial solution that we recommend,

00:26:47 --> 00:26:47: you should monitor

00:26:48 --> 00:26:48: very, very

00:26:48 --> 00:26:49: closely.

00:26:51 --> 00:26:54: In the meantime, one to two additional small hotels in

00:26:54 --> 00:26:57: the core could help to relieve this pressure,

00:26:57 --> 00:27:00: provided the development of our connected and walkable,

00:27:00 --> 00:27:04: we would suggest demand for perhaps 120 rooms in total

00:27:04 --> 00:27:06: that could be 260 room hotels,

00:27:07 --> 00:27:08: a 70 and a 50

00:27:08 --> 00:27:11: so on. So I'm

00:27:11 --> 00:27:13: now going to pass the baton to Lisa and she's

00:27:13 --> 00:27:15: going to talk to you about a framework,

00:27:15 --> 00:27:18: a framework for the consideration of new development and

00:27:18 --> 00:27:18: caches.

00:27:26 --> 00:27:26: Good

00:27:26 --> 00:27:28: afternoon, I'm morning I guess I'm

00:27:28 --> 00:27:31: Lisa Rother and it's been a delay.

00:27:31 --> 00:27:33: A pleasure to be in your Community this week and

00:27:33 --> 00:27:36: talk I recognize faces which is really not usual when

00:27:36 --> 00:27:37: you're far away from home.

00:27:37 --> 00:27:38: But I

00:27:38 --> 00:27:38: to

00:27:38 --> 00:27:39: love

00:27:38 --> 00:27:39: all of you.

00:27:39 --> 00:27:40: talking

00:27:39 --> 00:27:40: I mean, you've already heard

00:27:40 --> 00:27:42: a lot from my colleagues about the fact

00:27:42 --> 00:27:44: that change is inevitable.

00:27:45 --> 00:27:49: Heard a lot from them about why that's inevitable and  
 00:27:49 --> 00:27:51: how you should be in a position  
 00:27:51 --> 00:27:57: to control it. I remove now to some more details  
 00:27:57 --> 00:27:58: about how  
 00:27:58 --> 00:28:01: you might respond to some of  
 00:28:01 --> 00:28:03: this change that's coming out.  
 00:28:03 --> 00:28:07: We wanted to provide an overview of some tools for  
 00:28:07 --> 00:28:10: you to manage the change and our report.  
 00:28:10 --> 00:28:14: As has been mentioned, will continue more detailed.  
 00:28:14 --> 00:28:18: Tools and information. So this is just a taste of  
 00:28:19 --> 00:28:23: the kinds of things we think you will want to.  
 00:28:23 --> 00:28:24: In the  
 00:28:24 --> 00:28:24: race.  
 00:28:26 --> 00:28:27: So we looked at apparently  
 00:28:27 --> 00:28:30: at the cash small area plan and thought that it  
 00:28:30 --> 00:28:30: had a  
 00:28:30 --> 00:28:31: lot of good information in  
 00:28:32 --> 00:28:36: it identifies overarching design strategies to be implemented,  
 00:28:36 --> 00:28:39: and the elements of the development framework to achieve  
 00:28:40 --> 00:28:40: the  
 00:28:40 --> 00:28:42: Goals broken down into  
 00:28:42 --> 00:28:43: four areas  
 00:28:43 --> 00:28:44: of concern  
 00:28:44 --> 00:28:47: that you have heard. To reiterate,  
 00:28:47 --> 00:28:47: these  
 00:28:47 --> 00:28:52: are conservation, the mountain aesthetic connectivity and  
 00:28:52 --> 00:28:53: walkability,  
 00:28:53 --> 00:28:54: and mixed use  
 00:28:54 --> 00:28:54: in housing university.  
 00:28:56 --> 00:29:01: I wanted to put this framework context into context.  
 00:29:01 --> 00:29:05: Remember, we recommend an enhanced planning  
 00:29:05 --> 00:29:06: framework to give the  
 00:29:06 --> 00:29:11: Cashier's  
 00:29:11 --> 00:29:14: Planning Council a lens to evaluate future development  
 00:29:14 --> 00:29:18: proposals.  
 00:29:18 --> 00:29:21: And when these proposals are being considered,  
 00:29:21 --> 00:29:24: as you heard, there needs to be a consideration  
 00:29:24 --> 00:29:25: of all the residents in this area,  
 00:29:25 --> 00:29:29: including your families, business owners,  
 00:29:29 --> 00:29:29: retirees, the workforce,  
 00:29:29 --> 00:29:29: who provides basic services, generational residents and  
 00:29:29 --> 00:29:29: those who have

00:29:30 --> 00:29:31: moved here recently.  
 00:29:32 --> 00:29:32: We  
 00:29:32 --> 00:29:33: heard that one thing  
 00:29:33 --> 00:29:38: that might be helpful is to broaden that.  
 00:29:38 --> 00:29:41: Planning Council with cash is very planning Council  
 00:29:42 --> 00:29:45: representation to include property owners  
 00:29:45 --> 00:29:47: outside of the commercial court.  
 00:29:47 --> 00:29:50: Give more people an opportunity to participate.  
 00:29:50 --> 00:29:53: We also thought that create more  
 00:29:53 --> 00:29:55: opportunity heard that create more opportunities  
 00:29:55 --> 00:29:58: for leadership and dissipation. The Council  
 00:29:58 --> 00:30:01: could consider term limits for its members or rotate the  
 00:30:01 --> 00:30:05: position of chair on a yearly basis so more people  
 00:30:05 --> 00:30:08: are able to participate and provide the leadership that you're  
 00:30:08 --> 00:30:09: also capable of.  
 00:30:15 --> 00:30:15: You've  
 00:30:15 --> 00:30:19: heard some about conservation development and the real  
 basis of  
 00:30:19 --> 00:30:22: this is that it prioritizes protects and natural  
 00:30:22 --> 00:30:23: resources and  
 00:30:23 --> 00:30:25: open space, and intentionally  
 00:30:25 --> 00:30:28: in a way that is worse at the beginning of  
 00:30:28 --> 00:30:29: the development process,  
 00:30:29 --> 00:30:33: not as an Africa. The idea in this process is  
 00:30:33 --> 00:30:37: tridente by key environmental features on each site and  
 design  
 00:30:37 --> 00:30:42: development around those features to conserve and  
 enhancement.  
 00:30:43 --> 00:30:46: This slide show you two different  
 00:30:46 --> 00:30:50: possibilities for development. They both have a typical  
 00:30:50 --> 00:30:51: a similar  
 00:30:51 --> 00:30:55: development number of homes for the first shows what is  
 00:30:55 --> 00:30:56: done without really  
 00:30:56 --> 00:30:57: considering the  
 00:30:57 --> 00:30:59: conservation effort and  
 00:30:59 --> 00:31:02: the natural resources of a property.  
 00:31:02 --> 00:31:03: The second  
 00:31:04 --> 00:31:07: show you how a development can result in better process  
 00:31:08 --> 00:31:11: where people really want to live and can enjoy it  
 00:31:11 --> 00:31:15: when and you know the the natural resources are defined  
 00:31:15 --> 00:31:15: and.  
 00:31:17 --> 00:31:17: Yeah.  
 00:31:20 --> 00:31:20: To

00:31:20 --> 00:31:24: continue talking about conservation development.

00:31:24 --> 00:31:25: We

00:31:25 --> 00:31:25: think this

00:31:25 --> 00:31:30: is the most appropriate is on flat or gently sloped

00:31:30 --> 00:31:30: lamp.

00:31:30 --> 00:31:35: That's where the panel recommends that development should take place.

00:31:35 --> 00:31:36: We've

00:31:36 --> 00:31:37: heard that from many people

00:31:37 --> 00:31:38: it's somewhat obvious

00:31:38 --> 00:31:41: and the cashier zoning ordinance could be amended

00:31:41 --> 00:31:42: to include better

00:31:42 --> 00:31:43: protection for steeper slopes

00:31:43 --> 00:31:44: that would ensure

00:31:45 --> 00:31:49: this development takes place in the right area.

00:31:49 --> 00:31:51: The other thing that we

00:31:51 --> 00:31:53: heard and we want to be sure everyone

00:31:53 --> 00:31:58: is in understanding is that you need to identify the

00:31:58 --> 00:31:59: environmental.

00:31:59 --> 00:32:03: Many environmental features, including such

00:32:03 --> 00:32:04: features as

00:32:04 --> 00:32:05: where the streams are

00:32:06 --> 00:32:08: the wetland, the slow group I mentioned,

00:32:09 --> 00:32:12: where the forest is and the Ridge lines to protect

00:32:12 --> 00:32:12: some of them.

00:32:12 --> 00:32:15: You said that you have now you have some beautiful

00:32:15 --> 00:32:17: beautiful views here that needs to be.

00:32:19 --> 00:32:20: And best

00:32:20 --> 00:32:20: practice that we're

00:32:20 --> 00:32:23: recommending and do some of this work now,

00:32:23 --> 00:32:26: but it could be enhanced is to preserve the continuous

00:32:26 --> 00:32:30: areas of forests and ensure appropriate stormwater management implementation,

00:32:30 --> 00:32:31: protect your streams and

00:32:31 --> 00:32:33: lakes and river

00:32:33 --> 00:32:38: prevention. 3rd Area is the mountain

00:32:38 --> 00:32:42: aesthetics. Passion is natural setting

00:32:42 --> 00:32:45: and historic development pattern. Architectural

00:32:45 --> 00:32:48: traditions make this such as distinctive place.

00:32:48 --> 00:32:50: I sat outside yesterday

00:32:50 --> 00:32:53: in the meditation area behind this building to do some

00:32:53 --> 00:32:54: of my work,

00:32:54 --> 00:32:56: and I felt like I was approaching Paradise.  
 00:32:56 --> 00:32:59: It was sunny and there were birds chirping and it's  
 00:32:59 --> 00:33:00: quiet.  
 00:33:00 --> 00:33:02: I lived in the city and this was just for,  
 00:33:02 --> 00:33:03: like  
 00:33:03 --> 00:33:04: Dylan. I know that's part of losing.  
 00:33:07 --> 00:33:12: So building materials, colors, scale,  
 00:33:12 --> 00:33:14: lot size, all of these should be  
 00:33:14 --> 00:33:19: carefully considered to create the visual impact that  
 enhances the  
 00:33:19 --> 00:33:20: visual aesthetic of  
 00:33:20 --> 00:33:24: the community. A recommendation of the panel and one that  
 00:33:25 --> 00:33:29: we heard from some people is that to ensure appropriate  
 00:33:29 --> 00:33:29: design,  
 00:33:29 --> 00:33:30: Castle  
 00:33:30 --> 00:33:31: should develop visual  
 00:33:31 --> 00:33:32: design standards.  
 00:33:32 --> 00:33:34: More formalized design standards.  
 00:33:35 --> 00:33:36: To continue  
 00:33:36 --> 00:33:39: to ensure that new designs fit with the current aesthetic.  
 00:33:40 --> 00:33:42: Public buildings we have known.  
 00:33:42 --> 00:33:43: We have seen  
 00:33:44 --> 00:33:47: it can set the tone for different places.  
 00:33:47 --> 00:33:51: And they can set a precedent for private development.  
 00:33:51 --> 00:33:53: The village green is a good example  
 00:33:53 --> 00:33:55: of the math anesthetic using  
 00:33:55 --> 00:33:59: stone wood. Big etc to create the rustic ceiling and  
 00:33:59 --> 00:34:04: we think all public buildings can be viewed through the  
 00:34:04 --> 00:34:07: lens of the fabulous tablet and designed  
 00:34:07 --> 00:34:09: to complement the community.  
 00:34:12 --> 00:34:13: Also,  
 00:34:13 --> 00:34:15: to compliment the mountain  
 00:34:15 --> 00:34:16: in  
 00:34:16 --> 00:34:16: aesthetic  
 00:34:16 --> 00:34:16: architecture  
 00:34:16 --> 00:34:18: and buildings,  
 00:34:18 --> 00:34:23: gateways and our trust community should reference the  
 communities values  
 00:34:23 --> 00:34:23: and styles.  
 00:34:23 --> 00:34:27: An example of a potential gateway treatment specific to  
 cashiers  
 00:34:27 --> 00:34:28: is shown here.  
 00:34:28 --> 00:34:30: You'll hear more about that later.

00:34:30 --> 00:34:31: We know you have currently  
 00:34:31 --> 00:34:33: some signs and their lovely,  
 00:34:33 --> 00:34:34: but if  
 00:34:34 --> 00:34:38: you're driving by, you may not realize that you've entered  
 00:34:38 --> 00:34:38: cashiers.  
 00:34:38 --> 00:34:40: Ralph will explain in more  
 00:34:40 --> 00:34:42: detail how something similar.  
 00:34:42 --> 00:34:45: And what we see here would provide a more.  
 00:34:47 --> 00:34:54: Aesthetic. Standing understanding of what cash is about and  
 00:34:54 --> 00:34:58: using the stone would really enhance these.  
 00:34:58 --> 00:34:58: He  
 00:34:58 --> 00:34:59: will also discuss  
 00:34:59 --> 00:35:00: the placement of these and  
 00:35:00 --> 00:35:03: how they might be seen as people are coming and  
 00:35:03 --> 00:35:04: going for the community.  
 00:35:05 --> 00:35:06: We recommend additional  
 00:35:06 --> 00:35:10: murals on buildings to enhance the understanding and  
 appreciation of  
 00:35:10 --> 00:35:11: this unique place.  
 00:35:11 --> 00:35:15: We saw a few that were very nice and we  
 00:35:15 --> 00:35:18: think that could be expanded.  
 00:35:18 --> 00:35:21: There's two here from York,  
 00:35:21 --> 00:35:24: PA and Farmer City IL  
 00:35:24 --> 00:35:25: and they're  
 00:35:25 --> 00:35:28: very historical. They tell the story of the place  
 00:35:28 --> 00:35:31: that someone is coming to and we think  
 00:35:31 --> 00:35:35: it might be not an intrusive way to bring some.  
 00:35:35 --> 00:35:39: Part of history to your buildings right away that would  
 00:35:39 --> 00:35:42: communicate the Hispanic and the history of your place.  
 00:35:45 --> 00:35:45: And I mentioned  
 00:35:45 --> 00:35:49: that in a science. Should be designed in size to  
 00:35:49 --> 00:35:52: let visitors know they're entering a special place and  
 00:35:52 --> 00:35:54: encourage them to slow down.  
 00:35:54 --> 00:35:55: There's a couple of  
 00:35:55 --> 00:35:56: examples here  
 00:35:56 --> 00:35:58: from other places  
 00:35:58 --> 00:36:04: which are similar to cashiers and used different design types  
 00:36:04 --> 00:36:07: of standards to create  
 00:36:07 --> 00:36:13: their signage. Let's set piece of the framework is connectivity  
 00:36:13 --> 00:36:17: and walkability caches provide a very healthy,  
 00:36:17 --> 00:36:20: stress free environment, mostly stress free.  
 00:36:20 --> 00:36:21: I know everyone still

00:36:21 --> 00:36:22: has some.  
 00:36:23 --> 00:36:24: Given the importance  
 00:36:24 --> 00:36:27: of hiking and after activities in the area,  
 00:36:27 --> 00:36:31: a local trail system is really important to augment the  
 00:36:31 --> 00:36:31: healthy,  
 00:36:31 --> 00:36:33: active lifestyle and  
 00:36:33 --> 00:36:37: to nurture a strong community culture that you have here.  
 00:36:37 --> 00:36:40: We recommend a mechanism should be designed to tie  
 together  
 00:36:40 --> 00:36:41: cashier's  
 00:36:41 --> 00:36:42: policies,  
 00:36:42 --> 00:36:44: programs, and existing  
 00:36:44 --> 00:36:45: recommendations for  
 00:36:45 --> 00:36:46: improving The Walking  
 00:36:46 --> 00:36:47: and bicycling net.  
 00:36:51 --> 00:36:56: To continue talking a bit about connectivity and walkability,  
 00:36:56 --> 00:36:59: we have some specific recommendations.  
 00:36:59 --> 00:36:59: First,  
 00:36:59 --> 00:37:03: we recommend that sidewalk should be built along US 64  
 00:37:03 --> 00:37:06: and Route 107 when properties are developing.  
 00:37:06 --> 00:37:07: When they come  
 00:37:07 --> 00:37:09: in, or redevelopment or new development,  
 00:37:09 --> 00:37:11: they should incorporate the connectivity elements  
 00:37:11 --> 00:37:13: in their own projects, and  
 00:37:14 --> 00:37:15: in addition,  
 00:37:15 --> 00:37:16: a fund should be established  
 00:37:16 --> 00:37:20: to provide sidewalks where no redevelopment is happening,  
 00:37:20 --> 00:37:20: but they  
 00:37:20 --> 00:37:22: are. Important connecting  
 00:37:22 --> 00:37:22: points.  
 00:37:24 --> 00:37:24: In  
 00:37:24 --> 00:37:26: addition to sidewalks  
 00:37:26 --> 00:37:29: landscaping including rhododendron hedges, rhododendrons,  
 00:37:29 --> 00:37:30: I wish I was here  
 00:37:30 --> 00:37:32: in like 3 weeks. I can't wait to have you  
 00:37:32 --> 00:37:33: all be able  
 00:37:33 --> 00:37:36: to experience things first thing out.  
 00:37:36 --> 00:37:39: Anyway. Rd vendor Hedges St trees that would separate the  
 00:37:39 --> 00:37:40: sidewalk from  
 00:37:40 --> 00:37:41: the road  
 00:37:42 --> 00:37:42: and it's possible to  
 00:37:42 --> 00:37:44: predict vestryman care.



00:37:46 --> 00:37:47: Yes,  
 00:37:47 --> 00:37:48: and there should be connectivity  
 00:37:48 --> 00:37:50: to the existing trails, such as the  
 00:37:50 --> 00:37:50: ramble.  
 00:37:51 --> 00:37:54: The last thing I'll talk about is mix of uses  
 00:37:55 --> 00:37:56: and housing diversity.  
 00:37:56 --> 00:37:58: We talked to many people who are  
 00:37:58 --> 00:38:01: priced out of cashier's market and who are having trouble.  
 00:38:04 --> 00:38:08: Attacking employees, some people employees are priced  
 out.  
 00:38:08 --> 00:38:11: Employers are having trouble bringing the people in.  
 00:38:11 --> 00:38:12: The manager of the Angles  
 00:38:12 --> 00:38:17: told us that his ideal labor force for his store  
 00:38:17 --> 00:38:17: is  
 00:38:18 --> 00:38:22: 220 employees and he has been generally operating with  
 about  
 00:38:22 --> 00:38:25: 130 because that is the most people he can get  
 00:38:25 --> 00:38:26: to work at his store.  
 00:38:26 --> 00:38:27: So there really needs to be  
 00:38:27 --> 00:38:32: something done to allow these businesses to be able to.  
 00:38:32 --> 00:38:33: Get more employees.  
 00:38:35 --> 00:38:39: Additional missing middle housing. Which is not affordable  
 housing per  
 00:38:39 --> 00:38:40: say,  
 00:38:40 --> 00:38:43: but it's for full time employees who work in cashiers  
 00:38:43 --> 00:38:44: who earn a salary.  
 00:38:44 --> 00:38:45: The salaries we  
 00:38:45 --> 00:38:48: heard about earlier that are pretty robust at this point  
 00:38:49 --> 00:38:52: that should be provided  
 00:38:52 --> 00:38:53: to enhance the Community  
 00:38:54 --> 00:38:55: to give options. It's  
 00:38:55 --> 00:38:57: really a matter of giving  
 00:38:57 --> 00:39:02: people options to be able to buy a home here.  
 00:39:02 --> 00:39:07: 2 examples of smaller units clustered around commonspace  
 are shown  
 00:39:07 --> 00:39:08: on this slide,  
 00:39:08 --> 00:39:11: and units can be clustered  
 00:39:11 --> 00:39:15: around and also include different types of units like triplexes  
 00:39:15 --> 00:39:17: or duplexes or Q. /  
 00:39:17 --> 00:39:18: Q's that can be designed  
 00:39:19 --> 00:39:19: to look like  
 00:39:21 --> 00:39:22: cottages  
 00:39:22 --> 00:39:22: and mountain

00:39:22 --> 00:39:24: homes but include a disability.

00:39:28 --> 00:39:28: Related

00:39:28 --> 00:39:29: to the mix of

00:39:29 --> 00:39:30: uses.

00:39:31 --> 00:39:37: They can maximize the available land and use the.

00:39:37 --> 00:39:37: The

00:39:37 --> 00:39:38: space is to achieve

00:39:38 --> 00:39:41: more affordable but still desirable housing.

00:39:42 --> 00:39:43: Each parcel

00:39:43 --> 00:39:46: is possible, but some parcels,

00:39:46 --> 00:39:49: especially in the core, should include residential office,

00:39:49 --> 00:39:52: retail, restaurant, hotels and green recreation

00:39:52 --> 00:39:53: spaces at.

00:39:54 --> 00:39:55: And there should

00:39:55 --> 00:39:56: be a diversity of housing

00:39:56 --> 00:39:57: types, including the

00:39:57 --> 00:39:58: high end of every dental,

00:39:58 --> 00:40:01: much of which exist the missing middle as well as

00:40:01 --> 00:40:03: affordable long term rentals.

00:40:03 --> 00:40:06: We believe there has to be enough key not only

00:40:06 --> 00:40:07: for ownership in the Community,

00:40:07 --> 00:40:10: but for long term rentals to attract the younger generation

00:40:10 --> 00:40:12: that may not be ready inside.

00:40:13 --> 00:40:19: One last piece of idea is

00:40:17 --> 00:40:18: to

00:40:18 --> 00:40:19: place housing

00:40:19 --> 00:40:22: above retail. This creates a more diverse and affordable

00:40:22 --> 00:40:25: option

00:40:22 --> 00:40:25: for living in the core of the community.

00:40:25 --> 00:40:26: Apaches shoots for this

00:40:26 --> 00:40:27: design type

00:40:28 --> 00:40:29: for new retail development.

00:40:29 --> 00:40:32: In the core is the old living above the store

00:40:32 --> 00:40:34: that people used to doing.

00:40:35 --> 00:40:37: Thank you, I'm gonna turn this over

00:40:37 --> 00:40:37: to.

00:40:52 --> 00:40:53: Good morning everyone.

00:40:54 --> 00:40:54: So how

00:40:54 --> 00:40:58: can transportation help develop and deliver that framework

00:40:58 --> 00:41:04: that Lisa described? Providing a comprehensive network for

00:41:04 --> 00:41:06: all modes

00:41:04 --> 00:41:06: of travel is an essential

00:41:06 --> 00:41:07: element of it,  
 00:41:08 --> 00:41:09: and that's network  
 00:41:09 --> 00:41:10: that needs to respect this,  
 00:41:10 --> 00:41:11: mountain  
 00:41:11 --> 00:41:11: said.  
 00:41:14 --> 00:41:14: The whole  
 00:41:14 --> 00:41:17: idea is that whether it's transportation or  
 00:41:18 --> 00:41:22: structure, all the pieces need to fit and look like  
 00:41:22 --> 00:41:25: they belong here something.  
 00:41:25 --> 00:41:32: And don't run. So it's obvious,  
 00:41:32 --> 00:41:33: but it's worth stating. Again,  
 00:41:33 --> 00:41:37: we have to acknowledge that the mountains limit the  
 transportation  
 00:41:37 --> 00:41:38: system  
 00:41:39 --> 00:41:39: you get here,  
 00:41:39 --> 00:41:43: and it's enjoyable on winding narrow 2 lane roads.  
 00:41:43 --> 00:41:44: You really don't have  
 00:41:44 --> 00:41:47: other choices about how you're going to get up to  
 00:41:47 --> 00:41:47: the plateau,  
 00:41:48 --> 00:41:48: and that restricts  
 00:41:48 --> 00:41:50: the ability of some vehicles  
 00:41:50 --> 00:41:52: to get here, particularly Harveys in  
 00:41:52 --> 00:41:54: your case. That's actually a good thing because  
 00:41:54 --> 00:41:58: they are very difficult to manage once they arrive.  
 00:41:58 --> 00:42:01: So that's an essential part of your mountain chair here.  
 00:42:02 --> 00:42:06: Need to find strategies to maintain these two main roads  
 00:42:06 --> 00:42:08: so they still function well?  
 00:42:08 --> 00:42:13: To do that for fire and managing development and circulation  
 00:42:13 --> 00:42:15: so we don't overburden as well.  
 00:42:15 --> 00:42:19: The full thing is to keep people moving even more  
 00:42:19 --> 00:42:22: slowly so that we can maintain those roads and every  
 00:42:22 --> 00:42:23: central character.  
 00:42:23 --> 00:42:26: There's been a variety of recent studies,  
 00:42:26 --> 00:42:30: the 2012 transportation plan on the Castle Small Area plan  
 00:42:30 --> 00:42:34: that made a lot of good recommendations for improvements  
 to  
 00:42:34 --> 00:42:35: the way sidewalks,  
 00:42:35 --> 00:42:36: roads, and  
 00:42:36 --> 00:42:39: parking and carefully applied those  
 00:42:39 --> 00:42:47: improvements can enhance. Cash is characterized by  
 prioritizing trail development,  
 00:42:48 --> 00:42:49: and I would argue  
 00:42:49 --> 00:42:50: with important.

00:42:51 --> 00:42:52: To avoid  
 00:42:52 --> 00:42:53: the use of  
 00:42:53 --> 00:42:55: urban hardware like traffic  
 00:42:55 --> 00:42:56: signals instead,  
 00:42:57 --> 00:42:57: treatments  
 00:42:57 --> 00:43:01: like roundabouts, landscape violence provide better,  
 00:43:01 --> 00:43:05: safer and more sustainable traffic control.  
 00:43:05 --> 00:43:08: And when building these things incorporating local materials,  
 00:43:08 --> 00:43:12: the marvelous grand surrounds you.  
 00:43:12 --> 00:43:15: I hope this can help get help make those pieces  
 00:43:15 --> 00:43:17: look like they belong here.  
 00:43:19 --> 00:43:19: Now  
 00:43:19 --> 00:43:21: we all agree that creating  
 00:43:21 --> 00:43:22: safe and attractive  
 00:43:22 --> 00:43:27: walking. It's important. Things are good for necessary car  
 trips  
 00:43:27 --> 00:43:31: in the village center and they foster reputation for cash.  
 00:43:31 --> 00:43:34: Is is a quiet Green Mountain town.  
 00:43:35 --> 00:43:35: Approach  
 00:43:35 --> 00:43:37: we recommend, however, differs  
 00:43:37 --> 00:43:38: a bit from  
 00:43:38 --> 00:43:41: the complete streets. Simply what is complete streets.  
 00:43:41 --> 00:43:43: It's incorporated into small area plan.  
 00:43:43 --> 00:43:46: For instance, it's the idea that you accommodate all modes  
 00:43:47 --> 00:43:49: of travel in the same way that way so we  
 00:43:49 --> 00:43:50: have sidewalks,  
 00:43:50 --> 00:43:54: bike lanes, traveling and all these same way.  
 00:43:54 --> 00:43:54: But  
 00:43:54 --> 00:43:55: cash is just different.  
 00:43:55 --> 00:43:56: Again, you're not  
 00:43:56 --> 00:43:58: setting your  
 00:43:58 --> 00:43:58: Rd lack  
 00:43:58 --> 00:43:59: of right away.  
 00:44:00 --> 00:44:03: Poverty suggestions to do something differently,  
 00:44:03 --> 00:44:05: we think it's better to create.  
 00:44:05 --> 00:44:10: Yeah, that's true and fight network suffer from roads with  
 00:44:10 --> 00:44:12: the exception of a few sidewalks.  
 00:44:15 --> 00:44:17: Now that trail  
 00:44:17 --> 00:44:17: system  
 00:44:18 --> 00:44:22: should be under across the land and follow natural features  
 00:44:22 --> 00:44:25: like streams in the face of slopes.  
 00:44:25 --> 00:44:27: Not all of the roads.

00:44:27 --> 00:44:31: This will require agreement from property owners to get easements

00:44:31 --> 00:44:32: for access,

00:44:32 --> 00:44:36: and it's important those trails connector parking areas so people

00:44:36 --> 00:44:39: have a way to get on and off the trails

00:44:39 --> 00:44:41: and very importantly the trails should

00:44:41 --> 00:44:42: be shared.

00:44:42 --> 00:44:44: Views about 10

00:44:44 --> 00:44:48: feet wide and accessible for all ages and abilities.

00:44:48 --> 00:44:52: We think initially you can get 4 miles apart.

00:44:52 --> 00:44:55: Yeah, perhaps after you got that experience you could see

00:44:55 --> 00:44:57: where it could be extended.

00:44:57 --> 00:45:01: Everything helps with miles of sidewalks.

00:45:01 --> 00:45:04: And again, we need to encourage landing with participation

00:45:04 --> 00:45:05: to get easements.

00:45:07 --> 00:45:07: Right away

00:45:08 --> 00:45:12: I think it's really important this trail system could become

00:45:13 --> 00:45:16: one of the hallmarks of cashiers and a visit to

00:45:16 --> 00:45:21: cashiers and lives here with distinguishing other communities.

00:45:21 --> 00:45:24: Now the support those trails have to make public parking

00:45:24 --> 00:45:26: in the village center convenient.

00:45:26 --> 00:45:31: So expect to build shared partner role and where possible

00:45:31 --> 00:45:35: will take that popping close to the edge of property.

00:45:35 --> 00:45:39: So it's convenient to sidewalks and trails.

00:45:39 --> 00:45:45: And when planning parking, revisit the Development Ordinance to set

00:45:45 --> 00:45:47: maximum amounts of cartoon,

00:45:47 --> 00:45:49: not just minimum amounts. We want the

00:45:49 --> 00:45:52: women. How much parking is provided.

00:45:52 --> 00:45:53: And

00:45:53 --> 00:45:58: we think looking at the ordinance that revisiting the requirements

00:45:58 --> 00:45:58: for retail,

00:45:58 --> 00:46:03: restaurant, and residential uses to see can get lower amounts

00:46:03 --> 00:46:04: would be extremely

00:46:04 --> 00:46:05: beneficial.

00:46:06 --> 00:46:06: And

00:46:06 --> 00:46:12: so the planners, administrators who recommend simplifying how determine

00:46:12 --> 00:46:14: parking ratios come up with a single,

00:46:14 --> 00:46:19: consistent measure. It's easier to administer.

00:46:19 --> 00:46:21: There are parking lots with a lot of those sorts  
 00:46:21 --> 00:46:22: stimulus,  
 00:46:22 --> 00:46:24: so please post office library schools.  
 00:46:25 --> 00:46:26: I'm sure all busy days  
 00:46:27 --> 00:46:30: people already use that, but encourage public each of those  
 00:46:30 --> 00:46:33: very sticky point after hours on the loop.  
 00:46:34 --> 00:46:35: And this experience  
 00:46:35 --> 00:46:36: shows that  
 00:46:36 --> 00:46:41: there's available space during the day designated for public  
 use.  
 00:46:41 --> 00:46:42: It costs nothing,  
 00:46:42 --> 00:46:43: compliance, radio  
 00:46:43 --> 00:46:44: access to those  
 00:46:44 --> 00:46:49: trailers. Now, no other important element of the plan is  
 00:46:49 --> 00:46:51: to keep traffic moving.  
 00:46:51 --> 00:46:56: Build around our crossroads. It fits within the existing  
 intersection.  
 00:46:56 --> 00:46:59: Give solves most of the circulation problems with peer to  
 00:46:59 --> 00:47:03: track that you have all the communities advantages  
 00:47:03 --> 00:47:04: of better year round.  
 00:47:04 --> 00:47:06: It's better for pedestrians.  
 00:47:06 --> 00:47:09: It's more sustainable and resilient because it does require  
 00:47:09 --> 00:47:10: electricity. Power  
 00:47:10 --> 00:47:12: goes out during the storm.  
 00:47:12 --> 00:47:12: The  
 00:47:12 --> 00:47:14: intersection works just as well as it does in.  
 00:47:16 --> 00:47:16: In the  
 00:47:16 --> 00:47:17: roundabout, come  
 00:47:17 --> 00:47:23: home with distinctive placemaking feature in the community  
 really marks  
 00:47:23 --> 00:47:25: the Cassius Crossroads,  
 00:47:25 --> 00:47:28: but different Creek gateway images marked the entry  
 00:47:29 --> 00:47:30: to cashiers  
 00:47:30 --> 00:47:31: and to help calm traffic  
 00:47:32 --> 00:47:32: and  
 00:47:32 --> 00:47:33: that additional common  
 00:47:33 --> 00:47:35: may suggest a  
 00:47:35 --> 00:47:36: roundabouts are appropriate  
 00:47:36 --> 00:47:38: at a couple of other locations.  
 00:47:38 --> 00:47:44: 1 right down the road with that awkward intersection and  
 00:47:44 --> 00:47:47: overlap slapped him on the US 64.  
 00:47:47 --> 00:47:50: As development occurs around Dingles,  
 00:47:50 --> 00:47:53: the two way left turn center left turn lane,

00:47:53 --> 00:47:55: meaning the extended. It's a small thing,  
 00:47:55 --> 00:47:56: but the more  
 00:47:56 --> 00:47:57: cars that can  
 00:47:57 --> 00:47:58: be taken out of the main  
 00:47:59 --> 00:48:03: lane will reduce future traffic per lane.  
 00:48:03 --> 00:48:05: Still want all of those things require monitor  
 00:48:06 --> 00:48:07: traffic to  
 00:48:07 --> 00:48:09: see if additional improvements or accident North.  
 00:48:09 --> 00:48:10: There's  
 00:48:10 --> 00:48:12: been a lot of talk with suggestion about connectors,  
 00:48:12 --> 00:48:14: particularly in the Northeast and  
 00:48:14 --> 00:48:15: SE Quadrant.  
 00:48:16 --> 00:48:17: But it's important  
 00:48:17 --> 00:48:20: understand what role they did need to play,  
 00:48:20 --> 00:48:22: if any. Is it just to get  
 00:48:22 --> 00:48:25: better local access or is it still  
 00:48:25 --> 00:48:26: really need to  
 00:48:26 --> 00:48:27: bypass the process?  
 00:48:28 --> 00:48:30: The fun part  
 00:48:30 --> 00:48:32: of keeping things moving to maintain rural  
 00:48:32 --> 00:48:35: character is to tie development  
 00:48:35 --> 00:48:40: approvals to available capacity. Your local roads,  
 00:48:40 --> 00:48:43: not the highways that all the other local roads are  
 00:48:43 --> 00:48:44: really low volume roads.  
 00:48:44 --> 00:48:48: They work best if they carry no more than 1000  
 00:48:48 --> 00:48:49: vehicles a day.  
 00:48:49 --> 00:48:54: That means anyone Rd can comfortably support about 100 to  
 00:48:55 --> 00:48:57: 120 single family homes.  
 00:48:57 --> 00:49:00: So there's an easing measure.  
 00:49:00 --> 00:49:02: Don't overload any road to the homes.  
 00:49:03 --> 00:49:04: If the road connects  
 00:49:04 --> 00:49:05: two different highways  
 00:49:05 --> 00:49:10: in moral development policy that try to make sure that  
 00:49:10 --> 00:49:11: those.  
 00:49:11 --> 00:49:13: Much more than 1000 vehicles.  
 00:49:13 --> 00:49:14: So in  
 00:49:14 --> 00:49:15: summary, the strategy  
 00:49:15 --> 00:49:16: is  
 00:49:16 --> 00:49:18: go ahead and build the roundabout,  
 00:49:18 --> 00:49:19: expand  
 00:49:19 --> 00:49:20: the trails,  
 00:49:20 --> 00:49:22: build the sidewalks and create the

00:49:22 --> 00:49:24: gateways that will make cashiers  
00:49:24 --> 00:49:25: are very distinctive.  
00:49:25 --> 00:49:29: Enjoyable mountain tower. Now I'll turn it over to my  
00:49:29 --> 00:49:30: colleague Ralph,  
00:49:30 --> 00:49:32: who will show you how some of us children how  
00:49:33 --> 00:49:35: some of those things and really provided.  
00:49:49 --> 00:49:53: Good morning, thank you. It's hard to breathe with that  
00:49:53 --> 00:49:53: now.  
00:49:53 --> 00:49:57: Smile all day. And I don't know about stress this  
00:49:57 --> 00:49:58: week.  
00:49:58 --> 00:49:59: I'm kind of losing my voice,  
00:49:59 --> 00:50:00: but  
00:50:01 --> 00:50:01: it's  
00:50:01 --> 00:50:02: been a pleasure  
00:50:02 --> 00:50:06: meeting everyone of you. It's so it was.  
00:50:06 --> 00:50:10: You are a unique group and unique place.  
00:50:10 --> 00:50:14: So I do this correctly.  
00:50:14 --> 00:50:20: Figures so. He we reviewed the small area plan and  
00:50:20 --> 00:50:26: what we are proposing is consistent with that plan.  
00:50:28 --> 00:50:34: Look at the walkability and actually the connectivity  
00:50:33 --> 00:50:34: cashless  
00:50:34 --> 00:50:35: and  
00:50:34 --> 00:50:37: of so the outer ring is basically a one mile  
00:50:37 --> 00:50:38: radius that furthest went out.  
00:50:38 --> 00:50:42: So from the center of the roundabout.  
00:50:42 --> 00:50:44: You can get to linguals is less than a mile,  
00:50:44 --> 00:50:49: just about over there, and so when you're talking about  
00:50:49 --> 00:50:52: connectivity is basically linking the dots.  
00:50:52 --> 00:50:55: What are the assets? And so we wanted to make  
00:50:55 --> 00:50:58: sure that when we looked at the plant.  
00:51:00 --> 00:51:03: That we started to do that so the large area  
00:51:03 --> 00:51:04: in the center.  
00:51:04 --> 00:51:06: That's not how large the roundabouts going  
00:51:06 --> 00:51:08: to be. OK,  
00:51:08 --> 00:51:09: it's just kind of  
00:51:10 --> 00:51:16: in the center so all businesses are intact.  
00:51:16 --> 00:51:18: But what we wanted to do was we looked at  
00:51:18 --> 00:51:22: the circulation sidewalk and basically tried to win those  
00:51:22 --> 00:51:23: important  
00:51:22 --> 00:51:23: elements that we found.  
00:51:25 --> 00:51:29: Bryce had mentioned about the possibility of other traffic  
00:51:29 --> 00:51:30: calming  
00:51:29 --> 00:51:30: devices and so we have one.



00:51:30 --> 00:51:34: Basically both of them as far as on.  
 00:51:34 --> 00:51:37: Was in the low purple circles you had there and  
 00:51:37 --> 00:51:41: then the gateway markers that was mentioned in later.  
 00:51:43 --> 00:51:45: Presentation  
 00:51:45 --> 00:51:45: or  
 00:51:45 --> 00:51:47: designated by the Devil.  
 00:51:47 --> 00:51:49: Yellow lines that you can see.  
 00:51:49 --> 00:51:52: Then we have two other little dots and that's the  
 00:51:52 --> 00:51:53: sidewalks.  
 00:51:53 --> 00:51:54: And then you have another plan which  
 00:51:54 --> 00:51:55: is basically our  
 00:51:55 --> 00:51:58: trail. So  
 00:51:59 --> 00:52:02: one of the things we noticed when we drove in  
 00:52:02 --> 00:52:05: was the the sign coming in the town or the  
 00:52:05 --> 00:52:06: villages would say.  
 00:52:06 --> 00:52:08: And it's you know, it's a nice,  
 00:52:08 --> 00:52:11: nicely done graphic, but you miss it,  
 00:52:11 --> 00:52:15: especially if the speeds that he Uber driver was going  
 00:52:15 --> 00:52:19: to get us to the evening meeting on Sunday while  
 00:52:19 --> 00:52:20: we were late.  
 00:52:20 --> 00:52:22: But you know, we started looking  
 00:52:22 --> 00:52:24: at it and we share  
 00:52:24 --> 00:52:27: from this plateau. It's like well trained and the sign  
 00:52:27 --> 00:52:29: needs to be on the plateau.  
 00:52:29 --> 00:52:32: So and we've got all this granite so it's like  
 00:52:32 --> 00:52:34: coming with the with the marker.  
 00:52:34 --> 00:52:38: With cashier's they, sports and blackden,  
 00:52:38 --> 00:52:40: whether it's painted with the red line that you can  
 00:52:40 --> 00:52:41: see from a distance,  
 00:52:42 --> 00:52:47: or the traditional, you have the elevation of the 3484.  
 00:52:50 --> 00:52:52: But you have that on your main one or even  
 00:52:52 --> 00:52:53: the center.  
 00:52:53 --> 00:52:54: You could leave that here.  
 00:52:54 --> 00:52:56: So the idea is to have this not just on  
 00:52:56 --> 00:52:57: one side  
 00:52:57 --> 00:53:00: but a gateway, just like the gated communities.  
 00:53:00 --> 00:53:01: We're not putting fences  
 00:53:01 --> 00:53:02: up, but  
 00:53:02 --> 00:53:03: have them on  
 00:53:03 --> 00:53:06: both sides. So as you're approaching it,  
 00:53:06 --> 00:53:08: you realize that this is  
 00:53:08 --> 00:53:09: a place of special.

00:53:10 --> 00:53:12: It's on both sides, so the graphic down on the  
 00:53:12 --> 00:53:13: lower level shows  
 00:53:13 --> 00:53:16: that as far as it can be enhanced with natural  
 00:53:16 --> 00:53:19: landscaping that you already have,  
 00:53:19 --> 00:53:23: but. Basically creates that gateway and then the other  
 advantages  
 00:53:23 --> 00:53:27: towards the marketing people in town is have the old  
 00:53:27 --> 00:53:30: back of the sun so you can give a message  
 00:53:30 --> 00:53:32: to those people that come and visit and make sure  
 00:53:32 --> 00:53:35: that they respect the place that they just came through.  
 00:53:39 --> 00:53:41: Now, you probably don't realize,  
 00:53:41 --> 00:53:44: but you know when we're here as a landscape architect.  
 00:53:44 --> 00:53:45: I look at all the green space.  
 00:53:45 --> 00:53:47: I look at the people and we met some beautiful  
 00:53:47 --> 00:53:48: people this week.  
 00:53:50 --> 00:53:50: May not  
 00:53:50 --> 00:53:55: know this, but there's a river that runs through your  
 00:53:55 --> 00:53:56: center OK.  
 00:53:57 --> 00:53:58: Parliament collusion  
 00:53:59 --> 00:53:59: the fact that it's  
 00:54:00 --> 00:54:01: hidden and  
 00:54:01 --> 00:54:04: it's not care. So we looked at this and we  
 00:54:04 --> 00:54:06: looked at this area as far as where that goes  
 00:54:06 --> 00:54:08: and how it travels to the complex.  
 00:54:09 --> 00:54:12: So we looked at strikes that were discussed earlier as  
 00:54:13 --> 00:54:14: far as 2-3 and four.  
 00:54:14 --> 00:54:17: So we're looking at going to be looking at one  
 00:54:17 --> 00:54:20: and five so housing types as far as looking at  
 00:54:20 --> 00:54:21: this one.  
 00:54:21 --> 00:54:25: This is small for sale or rental projects on a  
 00:54:25 --> 00:54:27: small site.  
 00:54:27 --> 00:54:29: They do use Breakers 2000 square  
 00:54:29 --> 00:54:31: foot, another  
 00:54:31 --> 00:54:34: 116 units on this 170.  
 00:54:34 --> 00:54:37: Use for acre. Again, you can see the clustering around  
 00:54:37 --> 00:54:40: the open space and the character of what this could  
 00:54:40 --> 00:54:43: look like here if we have a narrow cyclone in  
 00:54:43 --> 00:54:47: the village, it says here's another option that could be  
 00:54:48 --> 00:54:48: shown.  
 00:54:48 --> 00:54:51: This is the site one which is the.  
 00:54:51 --> 00:54:57: Yeah, North Carolina Department of Transportation and so  
 this is

00:54:57 --> 00:54:58: conceptual  
 00:54:57 --> 00:54:58: shows what could  
 00:54:58 --> 00:54:59: plan  
 00:54:58 --> 00:54:59: happen if those  
 00:54:59 --> 00:54:59: that  
 00:54:59 --> 00:54:59: three  
 00:54:59 --> 00:55:04: parcels properties came together so you could have these units  
 00:55:04 --> 00:55:08: around for sale for rent as well as respect The  
 00:55:08 --> 00:55:10: Woodlands in the high slopes.  
 00:55:10 --> 00:55:14: Steep slopes as far as better on 64 who water  
 00:55:14 --> 00:55:17: and the water course that's on the north side on  
 00:55:17 --> 00:55:21: Slabtown Road and then also provide retail on the 1st  
 00:55:21 --> 00:55:25: floor. And residential flats above as well as,  
 00:55:25 --> 00:55:31: you know, modify the ramble pathway systems at LinkedIn page  
 00:55:31 --> 00:55:32: Unity.  
 00:55:32 --> 00:55:34: So this is what we're looking at as far as  
 00:55:34 --> 00:55:34: when we  
 00:55:34 --> 00:55:37: talk about as far as conservation zone on  
 00:55:37 --> 00:55:38: the on the steep slopes,  
 00:55:38 --> 00:55:41: it preserves that existing  
 00:55:41 --> 00:55:46: Rd line character that you have that provides pathways to  
 00:55:46 --> 00:55:48: the left with vegetation.  
 00:55:48 --> 00:55:51: Keeping that available as well as preserving that  
 00:55:51 --> 00:55:53: vegetation at 50 to 100 sheet  
 00:55:53 --> 00:55:55: which was in vegetation  
 00:55:55 --> 00:55:55: have  
 00:55:56 --> 00:56:00: been developed on that. So  
 00:56:00 --> 00:56:02: we looked at the connectivity.  
 00:56:02 --> 00:56:04: The purple is going through there.  
 00:56:04 --> 00:56:08: We have what we're calling is your watershed park at  
 00:56:08 --> 00:56:09: the north.  
 00:56:09 --> 00:56:12: There could be an interpretive area which ties down,  
 00:56:12 --> 00:56:18: and Putin's basically between the park at the north.  
 00:56:18 --> 00:56:21: Then your village green is the heart and center and  
 00:56:21 --> 00:56:26: then the lake is there southern Booker and then connect  
 00:56:26 --> 00:56:29: down to the school as well as across to the  
 00:56:29 --> 00:56:31: other new developments and possible.  
 00:56:31 --> 00:56:34: I'm going through. So this is kind of what we're  
 00:56:34 --> 00:56:37: looking at is like we have a large wetland area  
 00:56:37 --> 00:56:41: and through that area you have a boardwalk that's elevated.  
 00:56:41 --> 00:56:45: You have the ability to have educational components on

there

00:56:45 --> 00:56:47: to talk about the Natural History,

00:56:47 --> 00:56:48: the watershed,

00:56:48 --> 00:56:52: the vegetation, the wildlife for people to enjoy.

00:56:52 --> 00:56:55: As far as Wellness walks through there,

00:56:55 --> 00:56:59: and then you also have the enhancement of that little

00:56:59 --> 00:57:02: Creek because at the North End it's maybe jump over

00:57:02 --> 00:57:02: it.

00:57:02 --> 00:57:04: But again with the. Rocks and natural

00:57:04 --> 00:57:04: features.

00:57:05 --> 00:57:07: You could have the beauty of

00:57:07 --> 00:57:10: the water and this is what a 10 foot wide

00:57:10 --> 00:57:12: or block system is.

00:57:12 --> 00:57:15: This one I'm familiar with my son in the top

00:57:15 --> 00:57:20: left and my granddaughter basically we designed this for the

00:57:20 --> 00:57:25: \$12 million park in Rochester City of Rochester Hills and

00:57:25 --> 00:57:28: it gives you the ability to see what can happen

00:57:28 --> 00:57:31: when you're going through a number of weapons and

00:57:31 --> 00:57:33: sensitive

00:57:31 --> 00:57:33: areas as well as upwards.

00:57:33 --> 00:57:34: And right now I'd like to.

00:57:34 --> 00:57:35: Turn this over to.

00:57:37 --> 00:57:37: Rich

00:57:38 --> 00:57:53: thank you very much. What are the things we're reporting

00:57:53 --> 00:57:56: back to you?

00:57:56 --> 00:58:00: To make any. Refusing. Thanks.

00:58:01 --> 00:58:01: I'm so

00:58:01 --> 00:58:03: used to it. One

00:58:03 --> 00:58:06: of the things we're reporting back to you doesn't seem

00:58:06 --> 00:58:06: to make any sense,

00:58:06 --> 00:58:10: and that is in order to keep your community feeling

00:58:10 --> 00:58:12: small and remarkable,

00:58:12 --> 00:58:17: you've got to undertake a lot of several large infrastructure

00:58:17 --> 00:58:17: projects.

00:58:17 --> 00:58:22: That's because there's tremendous development pressure

00:58:22 --> 00:58:24: coming from hundreds of

00:58:22 --> 00:58:24: new homes being built in the area.

00:58:24 --> 00:58:27: It's because of the thousands of people living in Charlotte

00:58:27 --> 00:58:30: and Atlanta who want to escape up to your cool

00:58:30 --> 00:58:31: breezes and your mouth.

00:58:31 --> 00:58:35: I'm living and you're very non starlet non Atlanta way

00:58:35 --> 00:58:39: of life up here and it's because casters has severe

00:58:39 --> 00:58:42: limitations to its road and trail network,  
 00:58:42 --> 00:58:47: water, stormwater, sewer capacity and housing supply.  
 00:58:47 --> 00:58:50: If you don't prioritize building infrastructure,  
 00:58:50 --> 00:58:52: people are going to keep coming here  
 00:58:52 --> 00:58:54: to live and visit anyway  
 00:58:54 --> 00:58:56: and the result for caches will be,  
 00:58:56 --> 00:59:01: if not catastrophic, at least very damaging to the mountain  
 00:59:01 --> 00:59:01: aesthetic.  
 00:59:01 --> 00:59:05: All have tried so hard to maintain think Gatlinburg  
 00:59:05 --> 00:59:06: or Pigeon Forge.  
 00:59:12 --> 00:59:12: So  
 00:59:12 --> 00:59:13: as you heard  
 00:59:13 --> 00:59:18: the panels recommending implementing higher standards on  
 the one hand  
 00:59:18 --> 00:59:21: and building better infrastructure on the other hand,  
 00:59:21 --> 00:59:25: and by better infrastructure, we're talking about 5 categories.  
 00:59:25 --> 00:59:31: Land and water conservation trails and pathways.  
 00:59:31 --> 00:59:34: Regular Gray infrastructure, roundabout sidewalks.  
 00:59:34 --> 00:59:38: Broadband water, stormwater and sewer.  
 00:59:38 --> 00:59:43: Workforce housing and other projects and programs that  
 protect the  
 00:59:43 --> 00:59:45: character of the community.  
 00:59:45 --> 00:59:49: We've got impressed, even amazed by the casters way of  
 00:59:49 --> 00:59:51: building community amenities.  
 00:59:51 --> 00:59:53: And here's how you told us.  
 00:59:53 --> 00:59:57: This works. First, something good in the Community needs to  
 00:59:57 --> 00:59:57: be built.  
 00:59:57 --> 01:00:02: Second, a small group gets together and forms a nonprofit  
 01:00:02 --> 01:00:03: organization.  
 01:00:03 --> 01:00:05: Third, the group raises money,  
 01:00:05 --> 01:00:09: sometimes even seven figures were.  
 01:00:09 --> 01:00:13: Next, the amenity is designed and built like the building  
 01:00:13 --> 01:00:17: we're in right now to a very high standard,  
 01:00:17 --> 01:00:21: and then finally the not for profit organization ends up  
 01:00:21 --> 01:00:23: managing the new entity.  
 01:00:23 --> 01:00:27: In this building, the boys and Girls Club Charter school  
 01:00:27 --> 01:00:31: Library Humane Society all were built the cashier's way.  
 01:00:31 --> 01:00:35: We suspect that the cashier's way has come about for  
 01:00:35 --> 01:00:35: two reasons.  
 01:00:35 --> 01:00:40: First, of course, people like you are generous and care  
 01:00:40 --> 01:00:42: about their community.  
 01:00:42 --> 01:00:46: But second, what we suspect is that if cashiers didn't

01:00:46 --> 01:00:47: do it this  
 01:00:47 --> 01:00:48: the amenities  
 01:00:48 --> 01:00:48: way,  
 01:00:48 --> 01:00:48: probably would  
 01:00:48 --> 01:00:53: never get built, period, and the casters would suffer.  
 01:00:53 --> 01:00:55: Why wouldn't they have gotten built?  
 01:00:55 --> 01:00:58: Because cash has never received  
 01:00:58 --> 01:01:00: the attention it deserved from  
 01:01:00 --> 01:01:04: county, state, and federal government and other major  
 funding sources  
 01:01:04 --> 01:01:06: at the county level,  
 01:01:06 --> 01:01:10: we understand the casters contributes a large portion of the  
 01:01:10 --> 01:01:13: county tax revenue of the overall county tax revenue,  
 01:01:13 --> 01:01:15: somewhere around half,  
 01:01:15 --> 01:01:16: and it receives far  
 01:01:16 --> 01:01:17: less in return.  
 01:01:18 --> 01:01:18: And I've got to say,  
 01:01:18 --> 01:01:21: as a former city administrator myself,  
 01:01:21 --> 01:01:23: that's the way I would set up things.  
 01:01:23 --> 01:01:26: To work that the more affluent parts of the Community  
 01:01:26 --> 01:01:27: health support,  
 01:01:27 --> 01:01:29: the less affluent parts  
 01:01:29 --> 01:01:29: of the community.  
 01:01:30 --> 01:01:32: But Cassius needs  
 01:01:32 --> 01:01:36: to focus on receiving a larger share of tax expenditures  
 01:01:36 --> 01:01:37: from the county,  
 01:01:37 --> 01:01:38: state and feds, and  
 01:01:38 --> 01:01:40: that's tough to do, because cashiers  
 01:01:40 --> 01:01:42: has a small voter base.  
 01:01:42 --> 01:01:46: Its elected officials often live far away from here,  
 01:01:46 --> 01:01:52: and cashier's economic success, mainly from second  
 homeowners and tourists,  
 01:01:52 --> 01:01:55: mean leave government. Officials and others to think that you  
 01:01:55 --> 01:01:56: don't need much help.  
 01:01:59 --> 01:02:02: The cashier's way has its advantages,  
 01:02:02 --> 01:02:02: but  
 01:02:02 --> 01:02:04: it also has its limitations.  
 01:02:05 --> 01:02:08: It works very well. My experience  
 01:02:08 --> 01:02:09: is for  
 01:02:09 --> 01:02:12: one or \$2,000,000 projects that are sexy  
 01:02:12 --> 01:02:16: that really can capture people's imaginations.  
 01:02:16 --> 01:02:19: But it doesn't work so well for 10 or 20

01:02:19 --> 01:02:21: or \$30 million projects that are kind  
 01:02:21 --> 01:02:25: of dull and straightforward like public infrastructure.  
 01:02:26 --> 01:02:30: So like you get the picture like it's really great.  
 01:02:30 --> 01:02:31: I mean it's amazing  
 01:02:31 --> 01:02:34: that so many of you get together and raise money  
 01:02:34 --> 01:02:36: for a million or \$2 million.  
 01:02:36 --> 01:02:40: Project you gotta think about doing things a different way  
 01:02:40 --> 01:02:44: when it comes to these public infrastructure projects.  
 01:02:44 --> 01:02:48: One of the things we're recommending is the formation of  
 01:02:48 --> 01:02:49: something.  
 01:02:49 --> 01:02:51: God. I don't know who named this,  
 01:02:51 --> 01:02:57: but called a synthetic text increment finance district.  
 01:02:57 --> 01:03:00: I always think about this synthetic oil that I put  
 01:03:00 --> 01:03:01: in my car when  
 01:03:01 --> 01:03:02: I hear this. That's  
 01:03:02 --> 01:03:05: a complex term, but the idea is simple that you  
 01:03:05 --> 01:03:08: carve off a piece of incremental tax revenues from  
 01:03:08 --> 01:03:13: new development and cashers to help pay for infrastructure  
 improvements.  
 01:03:13 --> 01:03:16: Here, in other words. We have those who benefit from  
 01:03:16 --> 01:03:17: the improvements,  
 01:03:17 --> 01:03:20: pay for them. It's not unlike and concept.  
 01:03:20 --> 01:03:23: The fire district that y'all have already done.  
 01:03:23 --> 01:03:25: In addition, we're recommending that you figure out a way,  
 01:03:25 --> 01:03:29: maybe the cashier's way to raise money to help some  
 01:03:29 --> 01:03:31: additional staffing and consulting  
 01:03:31 --> 01:03:34: to help undertake all of these projects.  
 01:03:35 --> 01:03:36: The county, state,  
 01:03:36 --> 01:03:41: and federal government, including the Appalachian Regional  
 Commission and the  
 01:03:41 --> 01:03:44: other major funders on this list and many other major  
 01:03:44 --> 01:03:45: funders,  
 01:03:45 --> 01:03:46: need to be approached as well.  
 01:03:46 --> 01:03:50: Hold on Lee Foundation, Duke and dominant Community  
 Foundation,  
 01:03:50 --> 01:03:54: Dogwood Health Trust, and they need to be called on  
 01:03:54 --> 01:03:55: to help fund much  
 01:03:55 --> 01:03:57: of this. These  
 01:03:57 --> 01:03:58: sources have billions  
 01:03:58 --> 01:04:03: of dollars in assets and unless Cachers finds a way  
 01:04:03 --> 01:04:05: into the line to get that.  
 01:04:05 --> 01:04:07: Funding, they're going to go somewhere  
 01:04:07 --> 01:04:08: else.

01:04:10 --> 01:04:11: We're also suggesting

01:04:11 --> 01:04:16: that the cashless community stop accepting being passed over and

01:04:16 --> 01:04:21: actively plays the political gain as distasteful as that might

01:04:21 --> 01:04:22: be to all of us.

01:04:22 --> 01:04:27: And that means doing things like hiring a lobbyist using

01:04:27 --> 01:04:27: leverage.

01:04:27 --> 01:04:29: So if you raise \$1,000,000,

01:04:29 --> 01:04:33: you tell these folks we raised a million and we

01:04:33 --> 01:04:35: want 1:50 level,

01:04:35 --> 01:04:37: you know, to leverage against our funding

01:04:37 --> 01:04:40: and lifting partners working hand in hand.

01:04:40 --> 01:04:44: With Highlands working on county wide initiatives and again as

01:04:44 --> 01:04:45: distasteful as

01:04:45 --> 01:04:51: this is really targeting some politicians who can really help

01:04:51 --> 01:04:51: you.

01:04:51 --> 01:04:54: You know the bottom line is the caches

01:04:54 --> 01:04:57: deserves to support and these major partners,

01:04:57 --> 01:05:01: particularly Jackson County, need to understand if they don't invest

01:05:01 --> 01:05:01: in

01:05:01 --> 01:05:04: cachers, they may be starting a goose that lays the

01:05:04 --> 01:05:04: golden

01:05:04 --> 01:05:07: egg. With that I want to hand it over to

01:05:07 --> 01:05:08: my friend,

01:05:08 --> 01:05:13: Mayor Tom are. Yeah.

01:05:19 --> 01:05:19: Good

01:05:19 --> 01:05:20: morning.

01:05:21 --> 01:05:24: I was driving and we were driving in Sunday

01:05:24 --> 01:05:25: afternoon, a dreary

01:05:25 --> 01:05:26: day from

01:05:26 --> 01:05:27: from Nashville

01:05:28 --> 01:05:30: and as we were approaching caches

01:05:30 --> 01:05:30: there were two

01:05:31 --> 01:05:34: people out on the road picking up trash.

01:05:34 --> 01:05:35: I figured Stephanie

01:05:36 --> 01:05:36: just set it up

01:05:36 --> 01:05:37: to make it look good.

01:05:39 --> 01:05:39: And

01:05:39 --> 01:05:42: it was Maggie and Bob and I understand they do

01:05:42 --> 01:05:42: that

01:05:42 --> 01:05:46: regularly. That is a great story.



01:05:47 --> 01:05:48: That you're  
 01:05:48 --> 01:05:49: you're committed  
 01:05:49 --> 01:05:52: at that level to your community,  
 01:05:52 --> 01:05:59: so thank you, Maggie. I  
 01:05:59 --> 01:06:01: grew up with my favorite book,  
 01:06:01 --> 01:06:02: being that little engine  
 01:06:02 --> 01:06:03: that could.  
 01:06:03 --> 01:06:07: And it is through my career as a mayor and  
 01:06:07 --> 01:06:10: in other positions it always reminded me of the  
 01:06:10 --> 01:06:11: challenge  
 01:06:12 --> 01:06:13: because and you  
 01:06:13 --> 01:06:15: are, I should give you the little  
 01:06:15 --> 01:06:17: book, the little engine that could  
 01:06:17 --> 01:06:18: because it it  
 01:06:18 --> 01:06:20: needs to be you because  
 01:06:20 --> 01:06:21: you're told that  
 01:06:21 --> 01:06:23: you're too small. Or maybe  
 01:06:23 --> 01:06:25: you're too wealthy or and.  
 01:06:25 --> 01:06:27: And yet, as as Rick said,  
 01:06:27 --> 01:06:29: you need to tell your story.  
 01:06:29 --> 01:06:32: You need to be the one that moves forward and  
 01:06:32 --> 01:06:33: you need to do that with a.  
 01:06:33 --> 01:06:38: Mention aliti of cities and communities in in America today  
 01:06:38 --> 01:06:40: that are succeeding or nimble,  
 01:06:40 --> 01:06:43: curious and have an appetite for risk.  
 01:06:43 --> 01:06:45: You've already passed one of  
 01:06:45 --> 01:06:48: those. You're curious because you've invited  
 01:06:48 --> 01:06:49: us in and now we're going to.  
 01:06:49 --> 01:06:51: We've laid out for you how you be nimble and  
 01:06:52 --> 01:06:52: you could take it.  
 01:06:53 --> 01:06:53: Have an appetite  
 01:06:53 --> 01:06:57: for risk. You first need a strategic vision,  
 01:06:57 --> 01:06:59: which we hope that we've outlined for you.  
 01:06:59 --> 01:06:59: But you  
 01:06:59 --> 01:07:03: also need a structure to deliver on these and that  
 01:07:03 --> 01:07:04: structure.  
 01:07:04 --> 01:07:06: Needs to be coordinated, aspirational,  
 01:07:06 --> 01:07:10: entrepreneurial and focus and we we talked a lot and  
 01:07:10 --> 01:07:13: we've heard from a lot about you.  
 01:07:13 --> 01:07:16: About incorporation. Is that the way to do it or  
 01:07:16 --> 01:07:16: not?  
 01:07:16 --> 01:07:18: Our view right now is.

01:07:18 --> 01:07:19: It's  
 01:07:19 --> 01:07:19: the way to  
 01:07:19 --> 01:07:20: not  
 01:07:19 --> 01:07:20: do it. The view  
 01:07:20 --> 01:07:24: is that you begin to build an organization or series  
 01:07:24 --> 01:07:28: of organizations and the results will strengthen your sense of  
 01:07:28 --> 01:07:31: who you are and how you succeed.  
 01:07:31 --> 01:07:33: And maybe that will lead to a corporation in the  
 01:07:33 --> 01:07:33: future,  
 01:07:33 --> 01:07:36: but. If you begin to get into that conversation now,  
 01:07:36 --> 01:07:38: you're gonna spend the next five  
 01:07:38 --> 01:07:41: years of dating about it and wasting time when you  
 01:07:41 --> 01:07:43: should be doing other things.  
 01:07:43 --> 01:07:44: Five  
 01:07:44 --> 01:07:48: initiatives that my colleagues have outlined one is  
 conservation and  
 01:07:48 --> 01:07:49: we need to underline that.  
 01:07:49 --> 01:07:52: Is that your community starts with that,  
 01:07:52 --> 01:07:57: and so Ralph mentions 2 sort of two big pieces  
 01:07:57 --> 01:08:02: of property on the lake and watch five,  
 01:08:02 --> 01:08:03: which we call Headwaters Park.  
 01:08:04 --> 01:08:08: Which are two big pieces of property now that are  
 01:08:08 --> 01:08:09: really a  
 01:08:09 --> 01:08:11: measure of your commitment to conservation  
 01:08:11 --> 01:08:14: of how they will be developed,  
 01:08:14 --> 01:08:17: or maybe not developed in and so we think that's  
 01:08:17 --> 01:08:22: really important so that initiative your whole conversation  
 auto start  
 01:08:22 --> 01:08:24: with that conservation ethic.  
 01:08:24 --> 01:08:25: The second  
 01:08:25 --> 01:08:30: is we heard from everybody about basically rental property,  
 01:08:30 --> 01:08:34: but we believe that your future depends on creating a.  
 01:08:34 --> 01:08:39: Affordable for sale. Property to anchor young professionals  
 here,  
 01:08:39 --> 01:08:44: your teachers and your general managers of of some of  
 01:08:44 --> 01:08:47: the big developments here they get.  
 01:08:47 --> 01:08:47: They can't  
 01:08:47 --> 01:08:48: afford to live here and so  
 01:08:48 --> 01:08:50: we're suggesting that  
 01:08:50 --> 01:08:51: you build both for  
 01:08:51 --> 01:08:55: sale in rental property and you create some mechanisms with  
 01:08:55 --> 01:09:00: many communities have done and maybe defer some portion  
 of

01:09:00 --> 01:09:03: that mortgage so that you can get the price to  
 01:09:03 --> 01:09:06: be affordable. And we can talk and  
 01:09:06 --> 01:09:07: we will in our  
 01:09:07 --> 01:09:08: in our  
 01:09:08 --> 01:09:10: in more detail on how that happens.  
 01:09:10 --> 01:09:13: We talked about the trails that for communities.  
 01:09:13 --> 01:09:17: They are so essential and the roads and the sidewalks  
 01:09:17 --> 01:09:20: and a robust planning council.  
 01:09:20 --> 01:09:23: And so we see those as the five initiatives who  
 01:09:23 --> 01:09:23: owns them?  
 01:09:24 --> 01:09:27: That's really one of the big questions and we believe  
 01:09:27 --> 01:09:32: that these are the Champions to those five initiatives for  
 01:09:32 --> 01:09:33: conservation.  
 01:09:33 --> 01:09:35: We think it's the Land Trust it.  
 01:09:35 --> 01:09:38: And then obviously to raise the capacity of the Land  
 01:09:38 --> 01:09:39: Trust and and.  
 01:09:39 --> 01:09:43: And to be clear on what are your priorities?  
 01:09:43 --> 01:09:46: Joe Rowley, the longtime mayor of Charlotte,  
 01:09:46 --> 01:09:49: always said that the very best property in a  
 01:09:49 --> 01:09:51: community ought to be in the public  
 01:09:51 --> 01:09:52: realm. You  
 01:09:52 --> 01:09:53: need to. You need to.  
 01:09:53 --> 01:09:55: You need to decide that you're going to do that.  
 01:09:55 --> 01:09:58: Also, housing, and I'll talk more about this.  
 01:09:58 --> 01:09:59: We suggest creating a new  
 01:10:00 --> 01:10:02: a new organization because  
 01:10:02 --> 01:10:05: there's no clear champions were creating that housing.  
 01:10:05 --> 01:10:07: Right now, and that would be a Community Development  
 Corporation,  
 01:10:07 --> 01:10:10: which I'll talk about. We see vision captures,  
 01:10:10 --> 01:10:11: which we understand  
 01:10:11 --> 01:10:12: they're working on already.  
 01:10:12 --> 01:10:16: Beginning this trail network. The infrastructure,  
 01:10:16 --> 01:10:19: the roads, the roundabout, sidewalks.  
 01:10:19 --> 01:10:23: We believe the Chamber because they connect into a  
 statewide  
 01:10:23 --> 01:10:25: organization and actually a national organization.  
 01:10:26 --> 01:10:29: Or are the appropriate ones for that and the keepers  
 01:10:29 --> 01:10:29: of  
 01:10:29 --> 01:10:30: the future.  
 01:10:31 --> 01:10:32: Is that really  
 01:10:32 --> 01:10:35: the Planning Council? They're the ones that.  
 01:10:35 --> 01:10:39: Capture to really understand where all this is going and

01:10:39 --> 01:10:42: be the keepers of your quality and design.  
 01:10:42 --> 01:10:45: So let me talk about a little bit about the  
 01:10:45 --> 01:10:47: Community Development Corporation.  
 01:10:47 --> 01:10:51: A 5013 C 310 or 15 members pulling together for  
 01:10:51 --> 01:10:54: each of the other organizations.  
 01:10:54 --> 01:10:56: We believe it needs to have two paid staff,  
 01:10:56 --> 01:11:00: one person who understands how to do of the various  
 01:11:00 --> 01:11:04: housing developments that make them affordable and and  
 using different  
 01:11:04 --> 01:11:05: sources of money.  
 01:11:05 --> 01:11:07: We did thousands of units when  
 01:11:07 --> 01:11:08: I was a Mayor of Pittsburgh,  
 01:11:08 --> 01:11:09: and typically  
 01:11:09 --> 01:11:13: we might have four or five different sources of financing  
 01:11:13 --> 01:11:14: plus bank financing to  
 01:11:14 --> 01:11:16: get to get to affordability  
 01:11:16 --> 01:11:16: for  
 01:11:16 --> 01:11:20: hot for a housing. So somebody needs to understand how  
 01:11:20 --> 01:11:22: to put that together.  
 01:11:22 --> 01:11:24: The second person we believe is the convener,  
 01:11:25 --> 01:11:28: the one who is putting together all these organizations to  
 01:11:28 --> 01:11:31: work together and let me just say quite frankly,  
 01:11:31 --> 01:11:33: maybe your biggest challenge is whether you all can  
 01:11:33 --> 01:11:35: work together or not.  
 01:11:36 --> 01:11:37: You understand what I'm saying.  
 01:11:38 --> 01:11:40: You all going to go do your own thing,  
 01:11:40 --> 01:11:43: not as effective. You come together and you all singing  
 01:11:43 --> 01:11:45: the same song very good.  
 01:11:45 --> 01:11:47: And so you need to think about how that happens.  
 01:11:47 --> 01:11:51: That's why that convener of bringing together the ideas and  
 01:11:51 --> 01:11:53: putting them together  
 01:11:53 --> 01:11:53: is so critical.  
 01:11:54 --> 01:11:56: And then one other staff person  
 01:11:57 --> 01:11:59: you you need to tell your story.  
 01:11:59 --> 01:12:02: As Rick mentioned, there is literally  
 01:12:02 --> 01:12:02: of dollars  
 01:12:02 --> 01:12:03: billions  
 01:12:02 --> 01:12:03: right now  
 01:12:03 --> 01:12:06: available for infrastructure for trails.  
 01:12:06 --> 01:12:11: On the Appalachian Regional Commission I'm on 2 nonprofit  
 organizations  
 01:12:11 --> 01:12:14: that have both go out the significant money.

01:12:14 --> 01:12:16: Millions of dollars from the  
 01:12:16 --> 01:12:17: aspirational regional  
 01:12:17 --> 01:12:18: Commission, which  
 01:12:18 --> 01:12:20: gives away millions of dollars every year.  
 01:12:20 --> 01:12:25: Have you ever asked? And so that's the challenge for  
 01:12:25 --> 01:12:27: you is to understand  
 01:12:26 --> 01:12:26: that  
 01:12:26 --> 01:12:27: that person needs  
 01:12:27 --> 01:12:29: to be a real expert,  
 01:12:29 --> 01:12:32: and understanding where the possum money are in your  
 state  
 01:12:32 --> 01:12:35: and in the federal government that you can,  
 01:12:35 --> 01:12:37: you can tax it doesn't matter.  
 01:12:37 --> 01:12:38: In any way, whether  
 01:12:38 --> 01:12:39: you're incorporating or not  
 01:12:39 --> 01:12:40: and access  
 01:12:40 --> 01:12:44: this money. So this is a chart that we've laid  
 01:12:44 --> 01:12:47: out that sort of brings it all together.  
 01:12:47 --> 01:12:50: Who's what's the function of those five initiatives?  
 01:12:50 --> 01:12:53: Who's the champion of one of the roles they are  
 01:12:53 --> 01:12:54: in a very specific way.  
 01:12:54 --> 01:12:57: For example, in the Land Trust that they acquire,  
 01:12:57 --> 01:13:01: 30 acres are good easements on 30 acres per year,  
 01:13:01 --> 01:13:05: or that we build the units as Jonathan talked about  
 01:13:05 --> 01:13:05: it.  
 01:13:05 --> 01:13:07: So that's this. And then.  
 01:13:07 --> 01:13:09: It uses what? What are you gonna?  
 01:13:09 --> 01:13:12: What are you gonna do with the sources of revenue?  
 01:13:12 --> 01:13:15: We made some general suggestions for there where where  
 that  
 01:13:15 --> 01:13:16: money comes from.  
 01:13:16 --> 01:13:18: So there are the challenges you're facing.  
 01:13:18 --> 01:13:19: Let me just say no,  
 01:13:19 --> 01:13:21: we're going to  
 01:13:21 --> 01:13:22: off.  
 01:13:21 --> 01:13:23: give you the weekend  
 01:13:22 --> 01:13:23: But  
 01:13:23 --> 01:13:24: when you wake up Monday morning  
 01:13:25 --> 01:13:26: here's your task.  
 01:13:27 --> 01:13:29: You need to create the CDC.  
 01:13:29 --> 01:13:31: You gotta do that. We believe the Chamber ought to  
 01:13:31 --> 01:13:33: be the convener for that,  
 01:13:33 --> 01:13:35: but it brings all the groups together.

01:13:35 --> 01:13:35: You need to fight with  
 01:13:35 --> 01:13:37: each other. Twist or  
 01:13:38 --> 01:13:40: walk out of that room with a clear sense that  
 01:13:40 --> 01:13:42: we're going to work together.  
 01:13:42 --> 01:13:45: The second thing you need to do when a Monday  
 01:13:45 --> 01:13:48: morning is you need to go talk to the to  
 01:13:48 --> 01:13:51: the state about moving their transportation  
 01:13:51 --> 01:13:52: yard.  
 01:13:53 --> 01:13:55: That's like a no brainer  
 01:13:55 --> 01:13:56: right in the middle of your city.  
 01:13:56 --> 01:14:01: You have a truck, spark and whatever else is there.  
 01:14:02 --> 01:14:05: Get rid of it. It opens up all that property  
 01:14:05 --> 01:14:07: behind it for opportunity  
 01:14:07 --> 01:14:11: and Stephanie, we want you to move your office.  
 01:14:12 --> 01:14:17: But you begin that conversation now because that creates  
 the  
 01:14:17 --> 01:14:21: value for all the rest of the property behind them.  
 01:14:21 --> 01:14:25: The other is convening the groups bring bring all of  
 01:14:25 --> 01:14:29: you together and and really begin to think about what  
 01:14:29 --> 01:14:29: a what a,  
 01:14:29 --> 01:14:31: what a strategy looks like,  
 01:14:31 --> 01:14:36: and finally recognize that there is billions of dollars available.  
 01:14:36 --> 01:14:37: Really, in some  
 01:14:37 --> 01:14:38: ways unprecedented  
 01:14:38 --> 01:14:39: sense of the construction  
 01:14:39 --> 01:14:40: of the Interstate, Highway  
 01:14:40 --> 01:14:42: system and  
 01:14:42 --> 01:14:46: and you need to educate yourselves on where that money  
 01:14:46 --> 01:14:49: is and how you go about doing it.  
 01:14:49 --> 01:14:50: Sing your song  
 01:14:50 --> 01:14:51: you have. Great story to  
 01:14:51 --> 01:14:54: tell. Don't be shy about her.  
 01:15:02 --> 01:15:03: Next time, thank  
 01:15:03 --> 01:15:07: you all. We're gonna wrap up now and and look  
 01:15:07 --> 01:15:09: like to get some questions for you,  
 01:15:09 --> 01:15:11: but I just want to just say a couple of  
 01:15:11 --> 01:15:12: final words about  
 01:15:12 --> 01:15:13: some of the stuff we've talked about  
 01:15:13 --> 01:15:15: today. Tom here  
 01:15:16 --> 01:15:18: I've been. I grew up in a small town outside  
 01:15:19 --> 01:15:20: of Birmingham AL  
 01:15:20 --> 01:15:23: many years ago, and I've been in this business for

01:15:23 --> 01:15:24: a very long time.  
 01:15:24 --> 01:15:26: I've learned a lot last 45.  
 01:15:26 --> 01:15:29: And working with small towns all over the country  
 01:15:29 --> 01:15:31: and I just want to talk about one thing and  
 01:15:32 --> 01:15:32: that skepticism,  
 01:15:33 --> 01:15:36: I go home to Alabama and people will tell me  
 01:15:36 --> 01:15:37: I'm against plan.  
 01:15:37 --> 01:15:39: And I say, OK, well then you tell me the  
 01:15:39 --> 01:15:41: name of any successful organization,  
 01:15:41 --> 01:15:45: institution, corporation or community that doesn't plan  
 01:15:45 --> 01:15:47: for the future. Failing  
 01:15:47 --> 01:15:50: to plan simply means planning to fail.  
 01:15:50 --> 01:15:53: And you know, we've also talked about all the assets  
 01:15:53 --> 01:15:54: you have.  
 01:15:54 --> 01:15:57: Successful plans always grow out of inventorying your  
 01:15:57 --> 01:15:59: assets,  
 01:15:59 --> 01:15:59: and whether you're building an economic development plan  
 01:15:59 --> 01:16:01: or land  
 01:15:59 --> 01:16:01: use,  
 01:16:01 --> 01:16:03: planning tourism plan, whatever,  
 01:16:03 --> 01:16:05: you always grow out of what you already have.  
 01:16:05 --> 01:16:08: And what's good for you.  
 01:16:08 --> 01:16:10: Know, individuals is also good for communities.  
 01:16:10 --> 01:16:11: This idea of begin with the end in mind thinking  
 01:16:11 --> 01:16:12: of win,  
 01:16:12 --> 01:16:15: win Tom just talked about that,  
 01:16:15 --> 01:16:16: working together, etc. Excuse me,  
 01:16:16 --> 01:16:18: I'm going to put them on the wrong way here.  
 01:16:18 --> 01:16:20: Some other lessons I've learned,  
 01:16:20 --> 01:16:21: you know, the most important question in the Community is  
 01:16:21 --> 01:16:23: almost never how much  
 01:16:23 --> 01:16:25: does it cost. Lotion  
 01:16:25 --> 01:16:28: quest portent question is almost always  
 01:16:28 --> 01:16:29: what should we do and what we found is that  
 01:16:29 --> 01:16:32: money almost always  
 01:16:32 --> 01:16:34: follows good ideas. The other thing I hope is impressed  
 01:16:34 --> 01:16:35: on you today is you don't have to  
 01:16:35 --> 01:16:37: upset except  
 01:16:37 --> 01:16:40: substandard development.  
 01:16:40 --> 01:16:40: You know if you say no to bad development,  
 01:16:40 --> 01:16:44: I guarantee you  
 01:16:40 --> 01:16:44: will always get developed better development in its place and

01:16:44 --> 01:16:45: I think what has happened  
 01:16:45 --> 01:16:48: with your hillside proposals is a great example of that  
 01:16:48 --> 01:16:51: because people got involved and said this is not good  
 01:16:51 --> 01:16:52: enough.  
 01:16:53 --> 01:16:54: So continue to say  
 01:16:54 --> 01:16:56: that sort of thing as well.  
 01:16:57 --> 01:16:58: You know, and it also is true,  
 01:16:58 --> 01:16:58: is  
 01:16:58 --> 01:16:59: never takes, but  
 01:16:59 --> 01:17:00: a few small  
 01:17:00 --> 01:17:02: small group of people to change the world for the  
 01:17:02 --> 01:17:03: better.  
 01:17:03 --> 01:17:03: This young  
 01:17:03 --> 01:17:05: couple from Laurel Ms  
 01:17:05 --> 01:17:08: has almost single handedly changed that small southern  
 town and  
 01:17:08 --> 01:17:12: has gotten millions of dollars invested there because they  
 just  
 01:17:12 --> 01:17:14: decided to restore 40 houses.  
 01:17:14 --> 01:17:15: And that  
 01:17:15 --> 01:17:18: brought in people from all over the world.  
 01:17:18 --> 01:17:21: You know, the people moving there from Canada from  
 England,  
 01:17:22 --> 01:17:25: etc because they learned about this on hometown TV and  
 01:17:26 --> 01:17:28: I understand it's not always easy.  
 01:17:28 --> 01:17:30: This is a sign I took a picture of up  
 01:17:30 --> 01:17:31: in the Shadow Valley,  
 01:17:31 --> 01:17:34: but doesn't that sound or sum up life in small  
 01:17:34 --> 01:17:34: town  
 01:17:35 --> 01:17:35: you know, no matter  
 01:17:35 --> 01:17:38: what you propose to, there were people there will be  
 01:17:38 --> 01:17:38: people who will  
 01:17:38 --> 01:17:39: tell you can't do it.  
 01:17:39 --> 01:17:41: Won't work. Cost too much?  
 01:17:41 --> 01:17:44: Tried it already? And yes,  
 01:17:44 --> 01:17:45: no. Little  
 01:17:45 --> 01:17:45: words in  
 01:17:45 --> 01:17:46: powerful  
 01:17:45 --> 01:17:46: small  
 01:17:46 --> 01:17:46: town America, but I  
 01:17:46 --> 01:17:48: want to tell you more powerful  
 01:17:48 --> 01:17:50: word and that word is yes.  
 01:17:50 --> 01:17:53: Yes we can make cash is a better place to



01:17:53 --> 01:17:56: live in to look at the work in to visit.  
 01:17:56 --> 01:17:58: You know, a pessimist sees difficulty  
 01:17:58 --> 01:18:02: in every opportunity, but not from the sees opportunity in  
 01:18:03 --> 01:18:04: every difficulty,  
 01:18:04 --> 01:18:06: ladies and gentlemen of vision counts,  
 01:18:06 --> 01:18:08: but implementation is priceless.  
 01:18:09 --> 01:18:11: You can walk uphill together,  
 01:18:11 --> 01:18:11: or you can  
 01:18:11 --> 01:18:14: go downhill separately. So I'll be happy to take some  
 01:18:15 --> 01:18:15: questions  
 01:18:15 --> 01:18:17: from the audience about what we talked about this morning.  
 01:18:17 --> 01:18:19: But I'd also like to remind you that we're going  
 01:18:19 --> 01:18:19: to leave a  
 01:18:19 --> 01:18:20: copy of this PowerPoint here.  
 01:18:20 --> 01:18:21: Today we're going  
 01:18:21 --> 01:18:23: to have a very detailed report,  
 01:18:23 --> 01:18:25: much more detailed than what we've heard about  
 01:18:25 --> 01:18:28: this morning, within about 60 days.  
 01:18:28 --> 01:18:30: From our visitors. So anybody  
 01:18:30 --> 01:18:32: have any thoughts, questions or comments they'd like  
 01:18:32 --> 01:18:34: to offer before we have to head  
 01:18:34 --> 01:18:34: off to the airport? Yes,  
 01:18:34 --> 01:18:35: Sir.  
 01:18:36 --> 01:18:40: My question I guess, is there anything more than Tom?  
 01:18:40 --> 01:18:43: You know you go over fordable housing built in Pittsburgh  
 01:18:43 --> 01:18:44: area.  
 01:18:44 --> 01:18:44: How  
 01:18:44 --> 01:18:45: did you keep it  
 01:18:45 --> 01:18:48: cool? I mean, what prevents somebody from down the road  
 01:18:48 --> 01:18:48: saying,  
 01:18:48 --> 01:18:49: you  
 01:18:49 --> 01:18:50: know, I can get three times  
 01:18:50 --> 01:18:53: without love? You let me let me just do  
 01:18:53 --> 01:18:54: 11 deal.  
 01:18:57 --> 01:18:58: The question is how do you  
 01:18:58 --> 01:19:00: keep affordable housing affordable?  
 01:19:01 --> 01:19:03: We just do one deal for you.  
 01:19:03 --> 01:19:04: We did a  
 01:19:04 --> 01:19:05: 2 or 300 what  
 01:19:05 --> 01:19:07: we call a deferred mortgages  
 01:19:07 --> 01:19:07: a year  
 01:19:08 --> 01:19:09: and and so.

01:19:09 --> 01:19:11: So let's say a house costs  
 01:19:12 --> 01:19:13: \$300,000  
 01:19:13 --> 01:19:14: to build  
 01:19:15 --> 01:19:16: and and that might  
 01:19:16 --> 01:19:18: be some front end subsidies  
 01:19:18 --> 01:19:19: on land and everything.  
 01:19:19 --> 01:19:23: So you as a young couple or person goes to  
 01:19:23 --> 01:19:27: the bank and you get a mortgage in for \$150,000.  
 01:19:27 --> 01:19:32: We would have a fund that we provide 100 out  
 01:19:32 --> 01:19:33: of \$150,000.  
 01:19:33 --> 01:19:36: With the developer and he was holding the first second  
 01:19:36 --> 01:19:40: mortgage and we were betting with you that would create  
 01:19:40 --> 01:19:44: value in that neighborhood and so anything over the other  
 01:19:44 --> 01:19:44: the  
 01:19:44 --> 01:19:47: 1st 100. You're paying your mortgage to the bank  
 01:19:48 --> 01:19:51: \$150 thousand dollars you know monthly and and when you  
 01:19:51 --> 01:19:52: sell  
 01:19:52 --> 01:19:53: your house we split  
 01:19:53 --> 01:19:53: the profits.  
 01:19:55 --> 01:19:55: So  
 01:19:55 --> 01:19:57: you get a dollar and we get a dollar back  
 01:19:57 --> 01:19:59: to pay that deferred mortgage  
 01:19:59 --> 01:20:02: and and whether we get it all back or not  
 01:20:02 --> 01:20:03: remains to be seen,  
 01:20:03 --> 01:20:03: but  
 01:20:03 --> 01:20:06: then we use that to write down the cost of  
 01:20:06 --> 01:20:07: the House.  
 01:20:07 --> 01:20:08: Further,  
 01:20:08 --> 01:20:11: if you understand what I mean then somebody buys it  
 01:20:11 --> 01:20:12: so it keeps it,  
 01:20:12 --> 01:20:16: keeps the price of the house relatively stable.  
 01:20:17 --> 01:20:18: The other thing we do  
 01:20:18 --> 01:20:19: is if we get grants  
 01:20:19 --> 01:20:23: and so in some cases if we get grants and  
 01:20:23 --> 01:20:26: we write down the price of the House.  
 01:20:26 --> 01:20:27: Then we will put an  
 01:20:27 --> 01:20:30: easement on the property with the value can only go  
 01:20:30 --> 01:20:31: so much out there,  
 01:20:31 --> 01:20:34: so there's numbers of ways of doing it and and  
 01:20:34 --> 01:20:36: I I don't wanna go so there's  
 01:20:36 --> 01:20:37: a number of ways  
 01:20:37 --> 01:20:38: but but there's that

01:20:38 --> 01:20:41: means you need to be really smart and that's why  
 01:20:41 --> 01:20:44: you need to get an organization and a staff person  
 01:20:44 --> 01:20:48: who understands how to mix and mash public mass,  
 01:20:48 --> 01:20:51: public and private money so that you can put the  
 01:20:51 --> 01:20:52: deal together  
 01:20:52 --> 01:20:55: that makes sense. So that's why that  
 01:20:56 --> 01:20:57: the highway. Property  
 01:20:57 --> 01:21:00: looks so interesting because that's publicly owned right now  
 01:21:01 --> 01:21:04: in the property of the AI behind that is owned  
 01:21:04 --> 01:21:04: by  
 01:21:04 --> 01:21:06: help me at hospital trust.  
 01:21:06 --> 01:21:09: So like my sense, there's two potentially  
 01:21:09 --> 01:21:10: friendly  
 01:21:11 --> 01:21:14: owners that you might be able to sit down and  
 01:21:14 --> 01:21:15: begin to work on a dealer.  
 01:21:15 --> 01:21:19: Uh, and then we begin to pull the Appalachian regional  
 01:21:19 --> 01:21:21: money for rural housing.  
 01:21:21 --> 01:21:23: OK, so you begin to pull money together and maybe  
 01:21:23 --> 01:21:24: you have a staff  
 01:21:24 --> 01:21:27: of four or five different sources to get the price  
 01:21:27 --> 01:21:28: to where you want to be,  
 01:21:28 --> 01:21:31: so that if your teachers here and might be your  
 01:21:31 --> 01:21:34: middle manager in one of your can't afford to buy  
 01:21:34 --> 01:21:36: a house and actually live here,  
 01:21:36 --> 01:21:37: that's the goal.  
 01:21:39 --> 01:21:39: He's like hey  
 01:21:39 --> 01:21:42: Hydroform built around, you know,  
 01:21:42 --> 01:21:45: like the poverty or the income levels of the county  
 01:21:45 --> 01:21:47: or the region you're in.  
 01:21:47 --> 01:21:47: So  
 01:21:47 --> 01:21:48: I mean like they are  
 01:21:48 --> 01:21:49: seeing you know  
 01:21:49 --> 01:21:50: because of the three tiers  
 01:21:50 --> 01:21:54: of North Carolina from or I can't remember having  
 01:21:54 --> 01:21:56: all this. Well your income here,  
 01:21:56 --> 01:21:59: sort of schizophrenic getaway. Yeah,  
 01:21:59 --> 01:22:00: 'cause you have a high  
 01:22:00 --> 01:22:03: income population but Jackson County  
 01:22:03 --> 01:22:05: has one of the lowest income populations,  
 01:22:05 --> 01:22:07: so you need to figure out how you tell  
 01:22:07 --> 01:22:09: that story. So  
 01:22:09 --> 01:22:11: that it benefits where you wanna go and the fact

01:22:11 --> 01:22:14: that you're gonna do affordable housing for  
 01:22:14 --> 01:22:16: middle income family here, I  
 01:22:16 --> 01:22:17: think fits you  
 01:22:17 --> 01:22:18: in a sweet spot  
 01:22:18 --> 01:22:19: for that conversation  
 01:22:20 --> 01:22:26: in the background. Sending you.  
 01:22:26 --> 01:22:27: Pick up a little bit of cake.  
 01:22:28 --> 01:22:32: First question is about the funding we discussed with the  
 01:22:32 --> 01:22:33: developer.  
 01:22:33 --> 01:22:35: So in your poll report,  
 01:22:35 --> 01:22:36: will you give kinda hate?  
 01:22:36 --> 01:22:40: Is the Powell our already paid counselor welcome have  
 would  
 01:22:40 --> 01:22:43: be able to do that as like us tonight clause  
 01:22:43 --> 01:22:45: on judicial governmental structure.  
 01:22:45 --> 01:22:47: How would we be able to have those negotiations with  
 01:22:47 --> 01:22:48: the county to get those?  
 01:22:51 --> 01:22:53: And then the second  
 01:22:53 --> 01:22:55: question I have is how  
 01:22:55 --> 01:22:59: is the state report which will help us define  
 01:22:59 --> 01:23:02: some of the challenges that you have when we apply  
 01:23:02 --> 01:23:04: for this very very large state.  
 01:23:04 --> 01:23:08: Regional government grants. We have a really hard time  
 designing  
 01:23:08 --> 01:23:11: a population that is deserving of the amount of money  
 01:23:12 --> 01:23:13: that we can structure.  
 01:23:13 --> 01:23:14: So that's something  
 01:23:14 --> 01:23:16: I think we can work with community,  
 01:23:16 --> 01:23:18: but we've never been able to define how many people  
 01:23:18 --> 01:23:20: are actually live here year  
 01:23:20 --> 01:23:21: round. How many people lived?  
 01:23:21 --> 01:23:24: Your part time and then  
 01:23:24 --> 01:23:26: why that fluctuation matters that you can  
 01:23:26 --> 01:23:28: live here all the time and how we can get  
 01:23:28 --> 01:23:31: that money that's used like they're talking about moving to  
 01:23:31 --> 01:23:32: high for this part.  
 01:23:35 --> 01:23:37: Because of the population challenge.  
 01:23:37 --> 01:23:38: Well, let me just tell you  
 01:23:38 --> 01:23:39: something we learned  
 01:23:39 --> 01:23:42: so. When  
 01:23:42 --> 01:23:43: it comes to like highway  
 01:23:43 --> 01:23:45: projects like trying to build a roundabout,  
 01:23:45 --> 01:23:48: you get scored against other places and you know like

01:23:48 --> 01:23:50: you be scored against Buncombe County for example.  
 01:23:50 --> 01:23:52: And you might have a lot of congestion out here,  
 01:23:52 --> 01:23:55: but not relative to Buncombe County and Asheville.  
 01:23:55 --> 01:23:58: You don't right so even if this makes project makes  
 01:23:58 --> 01:24:01: a lot of sense on the traditional scoring thing,  
 01:24:01 --> 01:24:04: you don't score as high enough off attempts to get  
 01:24:04 --> 01:24:05: pushed up the list,  
 01:24:05 --> 01:24:07: but did you know that there are projects?  
 01:24:07 --> 01:24:09: There are places all over the state of North Carolina  
 01:24:09 --> 01:24:11: then getting here marks to do things because.  
 01:24:11 --> 01:24:15: They have somebody down in Raleigh talking to the  
 legislators  
 01:24:15 --> 01:24:18: and say we've been trying to get this roundabout for  
 01:24:18 --> 01:24:19: you know 10 years,  
 01:24:19 --> 01:24:21: and it's not happening. We need your help.  
 01:24:21 --> 01:24:24: That's what other things you need to do is you  
 01:24:24 --> 01:24:26: need to go beyond the normal sort of you know  
 01:24:26 --> 01:24:29: procedural kind of things that are scoring these projects.  
 01:24:29 --> 01:24:31: You guys get scored low.  
 01:24:31 --> 01:24:33: The other thing I would say is that Highlands  
 01:24:33 --> 01:24:35: up the road. You've oftentimes units of competitive.  
 01:24:35 --> 01:24:38: Certainly exactly the same situation you are.  
 01:24:39 --> 01:24:41: So there's strength in numbers,  
 01:24:41 --> 01:24:43: right? Go in and tell your story together.  
 01:24:43 --> 01:24:45: You might hire A lobbyist together,  
 01:24:45 --> 01:24:45: that sort of  
 01:24:45 --> 01:24:48: thing, and so those are the kind of things that  
 01:24:48 --> 01:24:50: you you gotta take.  
 01:24:50 --> 01:24:51: Obviously what you're working in,  
 01:24:51 --> 01:24:54: but there is more money available right now for infrastructure  
 01:24:54 --> 01:24:57: construction in the United States and anytime in the last,  
 01:24:57 --> 01:24:57: you  
 01:24:57 --> 01:24:59: know, 50 years probably. I mean,  
 01:24:59 --> 01:25:02: it's in we had a trillion dollars and you know,  
 01:25:02 --> 01:25:06: on top of that you have all the American rescue  
 01:25:06 --> 01:25:06: plan money  
 01:25:06 --> 01:25:06: then you got all these.  
 01:25:06 --> 01:25:07: You  
 01:25:07 --> 01:25:07: and  
 01:25:07 --> 01:25:07: know  
 01:25:07 --> 01:25:08: lots of other things as well,  
 01:25:08 --> 01:25:10: so that's kind of what we're saying.

01:25:10 --> 01:25:15: Be more aggressive. About telling your story and asking it  
 01:25:15 --> 01:25:19: and the truth is you are subsidizing the rest of  
 01:25:19 --> 01:25:20: the county.  
 01:25:20 --> 01:25:23: In terms of, you know what you're providing relative with  
 01:25:23 --> 01:25:24: what you're getting,  
 01:25:24 --> 01:25:26: and that's a story  
 01:25:26 --> 01:25:28: that you need to work on,  
 01:25:28 --> 01:25:29: and you know we we  
 01:25:29 --> 01:25:32: talked this densely with the county administrator.  
 01:25:32 --> 01:25:35: You know there are things you can do collectively with  
 01:25:35 --> 01:25:37: the county to get yourself moved up as well.  
 01:25:37 --> 01:25:40: So I I think there's still opportunities,  
 01:25:40 --> 01:25:43: but we certainly recognize none of this is easy.  
 01:25:43 --> 01:25:44: Well, yes, ma'am.  
 01:25:46 --> 01:25:46: Sending  
 01:25:46 --> 01:25:49: to the chamber and to utilize those diversity.  
 01:25:51 --> 01:25:51: Cedar.  
 01:25:54 --> 01:25:55: My question is suitable  
 01:25:55 --> 01:25:58: talk about the importance of the roundabout and  
 01:25:59 --> 01:26:00: intelligent work, and  
 01:26:00 --> 01:26:02: saying that I also take some  
 01:26:02 --> 01:26:03: miracles like  
 01:26:03 --> 01:26:07: 1 being handed entrepreneurs or businesses they feed in  
 01:26:07 --> 01:26:07: there  
 01:26:07 --> 01:26:07: now.  
 01:26:09 --> 01:26:10: Or investor serves as your traffic  
 01:26:11 --> 01:26:12: report but  
 01:26:12 --> 01:26:13: yet continuous flow  
 01:26:13 --> 01:26:16: of traffic reaches without  
 01:26:16 --> 01:26:17: thoughtfulness  
 01:26:17 --> 01:26:19: the ability to cross over  
 01:26:19 --> 01:26:19: one of the  
 01:26:19 --> 01:26:23: Senate. So one is when you write your proposal uniqueness.  
 01:26:23 --> 01:26:27: Secondly, will you be able to help us see how  
 01:26:27 --> 01:26:30: to protect the ingress and egress?  
 01:26:30 --> 01:26:32: So that I can see this traffic again,  
 01:26:32 --> 01:26:36: does compromise. Market 8 Jones.  
 01:26:36 --> 01:26:37: You  
 01:26:37 --> 01:26:39: know, like some breweries, all the things around that.  
 01:26:40 --> 01:26:43: OK, two things I'm gonna let Ross take this,  
 01:26:43 --> 01:26:44: but first  
 01:26:44 --> 01:26:46: thing you know is that more curb cuts you have,

01:26:46 --> 01:26:48: the more accidents you have.

01:26:48 --> 01:26:50: OK, that's true in every community in America,

01:26:50 --> 01:26:52: more curb cut more ways you get injured and drink

01:26:52 --> 01:26:53: more actions we have.

01:26:53 --> 01:26:55: So that's number 1 #2.

01:26:55 --> 01:26:58: We're not roundabout, you can.

01:26:58 --> 01:26:58: There

01:26:58 --> 01:26:59: are lots of ways

01:26:59 --> 01:27:02: to slow down the traffic to allow and stop the

01:27:02 --> 01:27:04: traffic to allow people to go around,

01:27:04 --> 01:27:05: but now

01:27:05 --> 01:27:07: you you've got you got people are stopping when there's

01:27:07 --> 01:27:09: not even anybody in there to stop for right?

01:27:09 --> 01:27:11: And so on so forth.

01:27:11 --> 01:27:11: Well, if you wanna

01:27:11 --> 01:27:12: just take those two

01:27:13 --> 01:27:13: directly.

01:27:15 --> 01:27:19: Yeah so. Understanding the question is how do you preserve

01:27:19 --> 01:27:24: local access to the businesses immediate to the intersection

01:27:24 --> 01:27:28: and

01:27:24 --> 01:27:28: then in pedestrian is still cross the roads and roundabouts

01:27:29 --> 01:27:34: in this location would actually make pedestrian crossings

01:27:34 --> 01:27:37: easier.

01:27:34 --> 01:27:37: Right now it's a daunting right across the street at

01:27:37 --> 01:27:40: any time is why you get stuck in these little

01:27:40 --> 01:27:40: islands.

01:27:40 --> 01:27:43: You're still you're. You're at the same level as the

01:27:43 --> 01:27:44: cars when you're out out there.

01:27:44 --> 01:27:46: The roundabout where the boy dead.

01:27:46 --> 01:27:50: It's a shorter. Awesome, there's a medium refuge in the

01:27:50 --> 01:27:50: middle,

01:27:50 --> 01:27:55: and you're expected by by curb so it is better.

01:27:55 --> 01:27:56: Local access

01:27:56 --> 01:27:57: can still be

01:27:57 --> 01:27:58: managed

01:27:58 --> 01:28:04: with roundabouts. There may be very slight modifications to

01:28:04 --> 01:28:08: exactly

01:28:04 --> 01:28:08: the width of the opening at a property,

01:28:08 --> 01:28:12: but nobody is going to be precluded from access and.

01:28:12 --> 01:28:14: Ed actually had a very interesting example.

01:28:16 --> 01:28:18: Our communities, they did improve

01:28:18 --> 01:28:23: their intersections, got roundabout business went up

01:28:18 --> 01:28:23: dramatically because it's

01:28:23 --> 01:28:24: simply easier to get there.

01:28:24 --> 01:28:28: Traffic is not going to be whizzing through again.

01:28:28 --> 01:28:34: We recommended calming traffic at the entries to the village center.

01:28:34 --> 01:28:35:

01:28:35 --> 01:28:37: Yep, 25 mile an hour speed limit.

01:28:37 --> 01:28:41: Those treatments would actually make 25 much more achievable average

01:28:42 --> 01:28:42: speed,

01:28:42 --> 01:28:46: so I think on balance it makes everything better.

01:28:46 --> 01:28:58: Yes, ma'am. Well, that has to do with this

01:28:58 --> 01:28:59: particular detail

01:29:00 --> 01:29:06: of roundabout design, but typically roundabout well hasn't defined pathway

01:29:06 --> 01:29:07: for cars.

01:29:07 --> 01:29:10: The center where you actually get up on the island

01:29:10 --> 01:29:12: uses what is called a mountable curb.

01:29:12 --> 01:29:13: It's not a hard

01:29:13 --> 01:29:18: vertical curve, and it's designed so very large vehicles that

01:29:18 --> 01:29:20: can't make the big swing.

01:29:20 --> 01:29:23: Connection just drive over a portion that they make Dragon

01:29:23 --> 01:29:24: retire over.

01:29:24 --> 01:29:25: It's designed.

01:29:27 --> 01:29:27: OK.

01:29:28 --> 01:29:36: Over here just been. Previous experience with communities like large

01:29:36 --> 01:29:42: number of seasonal property owners providing huge tax breaks.

01:29:42 --> 01:29:42: They

01:29:42 --> 01:29:44: have a certain amount of contact.

01:29:46 --> 01:29:46: Crap.

01:29:48 --> 01:29:51: And they have a great prostration in

01:29:51 --> 01:29:54: not knowing what's going on and not being included.

01:29:54 --> 01:29:55: Have you ever

01:29:56 --> 01:29:57: come across in his strategy?

01:29:57 --> 01:29:58: Super clued

01:29:58 --> 01:30:00: them in their argumentation

01:30:00 --> 01:30:00: ready, but

01:30:01 --> 01:30:03: at the beginning we have to working group of people.

01:30:03 --> 01:30:04: Well one of the things

01:30:04 --> 01:30:08: we recommended I was was that the the

01:30:08 --> 01:30:10: membership of the Planning

01:30:10 --> 01:30:12: Committee be broadened

01:30:12 --> 01:30:12: to include



01:30:12 --> 01:30:13: people who live outside  
 01:30:14 --> 01:30:15: who are property owners outside  
 01:30:15 --> 01:30:16: of the court. So  
 01:30:16 --> 01:30:18: that would get at some of these.  
 01:30:18 --> 01:30:20: Seasonal. With seasonal  
 01:30:20 --> 01:30:24: residents, who would include people own businesses outside  
 of the  
 01:30:24 --> 01:30:24: poor thing,  
 01:30:24 --> 01:30:25: so that that's that's  
 01:30:25 --> 01:30:27: one way to do that?  
 01:30:27 --> 01:30:28: Yeah, but we've worked in many,  
 01:30:28 --> 01:30:29: many communities that have seen the residents.  
 01:30:29 --> 01:30:31: I mean, Park City, UT Jackson,  
 01:30:31 --> 01:30:33: Wyoming. I mean Sun Valley,  
 01:30:33 --> 01:30:34: ID,  
 01:30:34 --> 01:30:35: you name it at Lake Placid  
 01:30:35 --> 01:30:36: NY. I could go on and  
 01:30:36 --> 01:30:38: on and  
 01:30:38 --> 01:30:40: you know the other. The other thing is one of  
 01:30:40 --> 01:30:41: the things that the Community  
 01:30:41 --> 01:30:43: Development Council could do is to set up a forum  
 01:30:43 --> 01:30:46: for dialogue about the future that is ongoing.  
 01:30:46 --> 01:30:48: After this I mean part of it is we have  
 01:30:48 --> 01:30:50: all these great groups here in town but off.  
 01:30:50 --> 01:30:53: And after all doing their own thing and what we're  
 01:30:53 --> 01:30:57: saying is create a mechanism to work together on  
 01:30:57 --> 01:30:57: and  
 01:30:57 --> 01:30:57: a  
 01:30:57 --> 01:30:57: that  
 01:30:57 --> 01:30:57: few  
 01:30:57 --> 01:30:58: will  
 01:30:57 --> 01:30:58: priorities  
 01:30:58 --> 01:30:58: help you be  
 01:30:58 --> 01:31:00: more likely to accomplish them.  
 01:31:00 --> 01:31:01: And if you'll be in the in the know.  
 01:31:01 --> 01:31:03: I mean one of the persons that we heard of  
 01:31:03 --> 01:31:06: the property that was denied approval was a lot of  
 01:31:06 --> 01:31:09: people didn't even know it was being approved until it  
 01:31:09 --> 01:31:11: was almost a done deal,  
 01:31:11 --> 01:31:11: so.  
 01:31:12 --> 01:31:14: We're we're saying,  
 01:31:14 --> 01:31:16: keep proactive about those things.

01:31:16 --> 01:31:19: You know we met with the developer of the proposed  
 01:31:19 --> 01:31:21: projects are taking  
 01:31:21 --> 01:31:22: that's taking place, and  
 01:31:22 --> 01:31:24: then he had to different totally different approach.  
 01:31:24 --> 01:31:27: He started approaching residents and then it was interesting  
 that  
 01:31:27 --> 01:31:29: developer when he came in he came in with three  
 01:31:29 --> 01:31:30: residents who had.  
 01:31:30 --> 01:31:33: He had already met with and talked about the details  
 01:31:33 --> 01:31:33: of that  
 01:31:33 --> 01:31:35: project. So that's the kind of thing that we'd like  
 01:31:35 --> 01:31:36: to see the world.  
 01:31:38 --> 01:31:38: Tremendous  
 01:31:38 --> 01:31:39: wealth up here  
 01:31:39 --> 01:31:43: and it's getting bigger and bigger.  
 01:31:43 --> 01:31:48: Well. Concepts. Well, I didn't see that.  
 01:31:50 --> 01:31:53: But we do need to develop some kind of dialogue  
 01:31:53 --> 01:31:53: and  
 01:31:54 --> 01:31:55: you know education.  
 01:31:55 --> 01:31:56: This is like this  
 01:31:56 --> 01:31:58: is education, but education is not an event,  
 01:31:58 --> 01:31:59: it's a process,  
 01:31:59 --> 01:32:00: right?  
 01:32:00 --> 01:32:02: And it you know, if you invited,  
 01:32:02 --> 01:32:05: you know, 20 people like me and or Tom and  
 01:32:05 --> 01:32:07: we all kind of say the same thing  
 01:32:07 --> 01:32:08: in a different way because it's,  
 01:32:08 --> 01:32:10: you know, a lot of this stuff is just common  
 01:32:10 --> 01:32:11: sense and you know,  
 01:32:11 --> 01:32:11: it's like what  
 01:32:11 --> 01:32:14: we've learned to travel is to learn.  
 01:32:14 --> 01:32:16: And that's what we try to do at UIS to  
 01:32:16 --> 01:32:16: learn what's  
 01:32:16 --> 01:32:17: working. What's not working, what could  
 01:32:17 --> 01:32:21: work better etc etc. But great question.  
 01:32:21 --> 01:32:25: Other questions comma. Yeah, yeah,  
 01:32:26 --> 01:32:27: I know you guys have.  
 01:32:28 --> 01:32:29: OK,  
 01:32:29 --> 01:32:31: and if you want to email us.  
 01:32:32 --> 01:32:32: Specific questions  
 01:32:32 --> 01:32:34: that we don't have time to deal with today.  
 01:32:34 --> 01:32:34: We would

01:32:34 --> 01:32:36: be happy to get back to you and  
 01:32:36 --> 01:32:37: some or  
 01:32:37 --> 01:32:38: call you on the phone.  
 01:32:38 --> 01:32:41: Whatever works better for you to talk about those things.  
 01:32:42 --> 01:32:42: And getting back  
 01:32:44 --> 01:32:45: everybody is true probably has  
 01:32:45 --> 01:32:49: a very strong opinions about corporation,  
 01:32:49 --> 01:32:50: including  
 01:32:51 --> 01:32:51: you  
 01:32:51 --> 01:32:53: guys might not.  
 01:32:54 --> 01:32:57: Yeah, that's a little more detail.  
 01:32:57 --> 01:33:01: I'd like to go to fees and specifically,  
 01:33:01 --> 01:33:05: This is why you said this moment in our history.  
 01:33:07 --> 01:33:09: OK, I'll tell you tell you why because  
 01:33:10 --> 01:33:13: you know. You  
 01:33:13 --> 01:33:16: took it that on after you've already took it on  
 01:33:16 --> 01:33:19: twice before and went down to overwhelming defeat  
 01:33:19 --> 01:33:20: with the voters who were here.  
 01:33:22 --> 01:33:23: You  
 01:33:23 --> 01:33:24: would likely get distracted  
 01:33:24 --> 01:33:27: from all the other things that we talked about here  
 01:33:27 --> 01:33:27: today,  
 01:33:27 --> 01:33:28: and you know just one.  
 01:33:28 --> 01:33:29: The one little  
 01:33:29 --> 01:33:32: story about that I was brought in by Frederick County,  
 01:33:32 --> 01:33:34: Virginia many years ago.  
 01:33:34 --> 01:33:36: It took help. Help them with  
 01:33:36 --> 01:33:39: the visioning process, fragile county seat of Frederick's  
 Winchester,  
 01:33:39 --> 01:33:41: VA. And they great  
 01:33:41 --> 01:33:44: came up with a great list of things to do  
 01:33:44 --> 01:33:47: and the number and the one first thing they decided  
 01:33:47 --> 01:33:50: to tack on the list was City county consolidation of  
 01:33:50 --> 01:33:52: services and Oh my God after two years of the  
 01:33:52 --> 01:33:54: biggest political fight.  
 01:33:54 --> 01:33:55: Mr Shenandoah  
 01:33:55 --> 01:33:57: Valley. They did not accomplish  
 01:33:57 --> 01:33:58: city county contents  
 01:33:58 --> 01:33:59: allocation services  
 01:33:59 --> 01:34:00: and nothing else on the list.  
 01:34:00 --> 01:34:02: Got done. So that  
 01:34:02 --> 01:34:04: was our point. We're not against incorporation.

01:34:04 --> 01:34:07: In fact, incorporation could give you lots of strengths.  
 01:34:07 --> 01:34:09: You could spend your own tax money here.  
 01:34:09 --> 01:34:12: You know you could have a mayor,  
 01:34:12 --> 01:34:14: you know, council. Whatever you know you wanted to do.  
 01:34:14 --> 01:34:17: But right now there are all these critical needs.  
 01:34:17 --> 01:34:19: We just think it's more important to focus on some  
 01:34:19 --> 01:34:20: of the critical needs.  
 01:34:20 --> 01:34:23: Get those things done, and maybe it could involve into  
 01:34:23 --> 01:34:23: that,  
 01:34:23 --> 01:34:26: but that's our. Because they're thinking about this.  
 01:34:26 --> 01:34:28: Not that we're opposed to incorporation,  
 01:34:28 --> 01:34:29: but just that it would  
 01:34:29 --> 01:34:30: distract you from so  
 01:34:30 --> 01:34:32: many other things that really need to get done right  
 01:34:32 --> 01:34:32: away.  
 01:34:34 --> 01:34:37: Other got time for maybe one or two more yes  
 01:34:37 --> 01:34:37: ma'am.  
 01:34:38 --> 01:34:39: Communicated  
 01:34:39 --> 01:34:40: with the right now.  
 01:34:41 --> 01:34:44: Seems to be a process for viewing that we need  
 01:34:44 --> 01:34:46: to make sure clear the follow up and we can  
 01:34:46 --> 01:34:49: continue to dialogue so will not write your shading.  
 01:34:49 --> 01:34:50: You a bunch of stuff over getting  
 01:34:50 --> 01:34:51: the feedback.  
 01:34:55 --> 01:34:55: Yes,  
 01:34:55 --> 01:34:57: I I see we can use the same link.  
 01:34:58 --> 01:35:02: Click the link that that's at the on the on  
 01:35:02 --> 01:35:03: the chamber.  
 01:35:03 --> 01:35:05: That gets directly through the chamber against you.  
 01:35:05 --> 01:35:08: Alive, so weak. It actually,  
 01:35:08 --> 01:35:09: yeah, absolutely to  
 01:35:09 --> 01:35:11: you alive doesn't go through cheaper,  
 01:35:11 --> 01:35:12: but it's it's available on our website  
 01:35:14 --> 01:35:14: [hasthisareachamber.com](http://hasthisareachamber.com)  
 01:35:14 --> 01:35:15: and I just want to say that  
 01:35:15 --> 01:35:17: you know many people who came in with new interview  
 01:35:17 --> 01:35:18: with.  
 01:35:18 --> 01:35:20: They brought in like position papers you know.  
 01:35:20 --> 01:35:23: And yeah we had. We got a lot of those  
 01:35:23 --> 01:35:25: so we and so we're happy to send this one  
 01:35:25 --> 01:35:26: of those too,  
 01:35:26 --> 01:35:27: because you don't

01:35:27 --> 01:35:29: think you want to, but we've already got a bunch.  
 01:35:30 --> 01:35:31: So one more question.  
 01:35:33 --> 01:35:34: In fact, amended container.  
 01:35:35 --> 01:35:37: Can we can we recommend  
 01:35:37 --> 01:35:37: a kid?  
 01:35:39 --> 01:35:41: Reference for possible and  
 01:35:42 --> 01:35:44: well, I probably wouldn't  
 01:35:44 --> 01:35:45: suggest somebody from  
 01:35:45 --> 01:35:48: like Western North Carolina, but you know,  
 01:35:48 --> 01:35:49: for example 10 in the top.  
 01:35:49 --> 01:35:51: They you guys have used conveners  
 01:35:51 --> 01:35:53: down in Greenville and Spartanburg  
 01:35:53 --> 01:35:53: and so forth.  
 01:35:54 --> 01:35:55: I mean there are a lot of people out there  
 01:35:55 --> 01:35:57: I I could probably put you in touch.  
 01:35:57 --> 01:35:59: I work hurt Vettel. Just want to mention  
 01:35:59 --> 01:36:01: I'm currently working with leverage North  
 01:36:01 --> 01:36:02: Carolina. We personally  
 01:36:02 --> 01:36:05: which is a partnership of the State Department of Commerce.  
 01:36:05 --> 01:36:09: The North Carolina Main Street program and the North  
 Carolina  
 01:36:09 --> 01:36:11: League municipalities that I give a talk.  
 01:36:11 --> 01:36:13: Boom, talk about every other  
 01:36:13 --> 01:36:17: month about some subject like this and the next stop  
 01:36:17 --> 01:36:17: is March  
 01:36:17 --> 01:36:18: the 30th. Anybody  
 01:36:18 --> 01:36:20: in North Carolina is open to it.  
 01:36:20 --> 01:36:21: It will be on the keys  
 01:36:21 --> 01:36:25: to sustainable tourism. How do you maximize the benefits  
 01:36:25 --> 01:36:26: of tourism while minimizing  
 01:36:26 --> 01:36:26: the burden?  
 01:36:27 --> 01:36:29: But we can probably get this amendment.  
 01:36:31 --> 01:36:32: Alright,  
 01:36:32 --> 01:36:34: well you know thank you so much for having us  
 01:36:34 --> 01:36:34: all.  
 01:36:34 --> 01:36:36: We had a great play  
 01:36:36 --> 01:36:37: on turn back feedback  
 01:36:37 --> 01:36:39: over to our Chamber of Commerce.  
 01:36:41 --> 01:36:43: Thank you dad. I just want to I'll be brief  
 01:36:43 --> 01:36:46: and I just want to thank some people now that  
 01:36:46 --> 01:36:47: Michael  
 01:36:47 --> 01:36:49: officially closed our meeting

01:36:49 --> 01:36:49: this morning.  
 01:36:51 --> 01:36:52: My name is Glenn Ubertini.  
 01:36:52 --> 01:36:54: I'm a small business owner here in Cachers.  
 01:36:54 --> 01:36:55: I know most of you,  
 01:36:55 --> 01:36:56: but for those of you that don't,  
 01:36:56 --> 01:37:00: I also serve on the Castle Plenty Council and then  
 01:37:00 --> 01:37:02: the current resident Cassie Chamber  
 01:37:02 --> 01:37:02: commerce  
 01:37:03 --> 01:37:05: so that I want to thank you,  
 01:37:05 --> 01:37:06: add some great to work with.  
 01:37:07 --> 01:37:09: Thank you for putting such a great panel together.  
 01:37:09 --> 01:37:10: Tom,  
 01:37:10 --> 01:37:11: thank you for your leadership this week.  
 01:37:12 --> 01:37:14: You were a great chair so  
 01:37:14 --> 01:37:18: thank you panel. Thank you all did some wonderful  
 presentation,  
 01:37:18 --> 01:37:19: so let's give him a hand.  
 01:37:26 --> 01:37:27: The benefit of the panels  
 01:37:27 --> 01:37:30: unbiased and expert recommendations as spoken  
 01:37:30 --> 01:37:31: about this morning  
 01:37:31 --> 01:37:32: truly is invaluable.  
 01:37:33 --> 01:37:33: Thank  
 01:37:33 --> 01:37:34: you. I also want to  
 01:37:34 --> 01:37:35: extend appreciation  
 01:37:36 --> 01:37:37: to a  
 01:37:38 --> 01:37:40: pretty big group here, but the Planning Council  
 01:37:40 --> 01:37:46: members we had 100% participation during this process with  
 the  
 01:37:46 --> 01:37:47: Planning Council  
 01:37:47 --> 01:37:49: members. Michael, thank you for your leadership in that  
 regard  
 01:37:50 --> 01:37:51: to Jackson County.  
 01:37:51 --> 01:37:55: Board commissioners they were involved in this process as  
 well.  
 01:37:55 --> 01:37:55: Planning  
 01:37:55 --> 01:37:56: director Michael Poston  
 01:37:56 --> 01:37:57: and his staff  
 01:37:57 --> 01:37:59: always wonderful to work with.  
 01:37:59 --> 01:38:02: Thank you very much. The County Attorney,  
 01:38:02 --> 01:38:04: Heather Baker. I don't. I don't know if  
 01:38:04 --> 01:38:05: this Heather here today. No,  
 01:38:05 --> 01:38:06: I didn't see her  
 01:38:07 --> 01:38:12: wonderful to work with the Jackson County Tourism

development of  
01:38:12 --> 01:38:14: the movie The Chamber board,  
01:38:14 --> 01:38:18: my chamber board colleagues. We had great participation in  
with  
01:38:18 --> 01:38:20: all of the board members.  
01:38:20 --> 01:38:21: Again, some of them here.  
01:38:21 --> 01:38:22: This morning, so thank  
01:38:22 --> 01:38:27: you. Yeah. Our collective responsibility  
01:38:27 --> 01:38:31: is to now take this fact face research and recommendations  
01:38:31 --> 01:38:32: and create  
01:38:32 --> 01:38:34: our future not by default,  
01:38:34 --> 01:38:39: but I design as as so aptly mentioned earlier today.  
01:38:41 --> 01:38:42: So it's an exciting  
01:38:42 --> 01:38:44: time I'm really excited about it.  
01:38:44 --> 01:38:44: Looking  
01:38:44 --> 01:38:45: forward to working with  
01:38:45 --> 01:38:46: all of you in the  
01:38:46 --> 01:38:48: months and years ahead  
01:38:48 --> 01:38:49: to get these things done.  
01:38:49 --> 01:38:50: Thank you.  
01:38:57 --> 01:39:00: Thank you everyone. Thank you for your time members of  
01:39:00 --> 01:39:00: the Advisory  
01:39:01 --> 01:39:01: Services  
01:39:02 --> 01:39:02: Panel.  
01:39:03 --> 01:39:04: With that play, everyone  
01:39:04 --> 01:39:06: travels safely home and this ends  
01:39:06 --> 01:39:07: the special  
01:39:07 --> 01:39:08: meeting.

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