

# 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  
 channel courtesy  
 00:00:20 --> 00:00:21: of High South.  
 00:00:21 --> 00:00:23: In a high level tech.  
 00:00:23 --> 00:00:28: Our first bit, sorry. OK.  
 00:00:30 --> 00:00:34: Our person of housekeeping is during the Q&A session.  
 00:00:34 --> 00:00:37: They will accommodate as many questions as time will allow.  
 00:00:37 --> 00:00:40: This morning, we ask that you stand in place,  
 00:00:40 --> 00:00:44: speak loudly. The chairman will repeat your question for the  
 00:00:44 --> 00:00:45: benefit of our audience,  
 00:00:45 --> 00:00:49: and we're just delighted to have you as well as  
 00:00:49 --> 00:00:53: our remote viewers with this this morning.  
 00:00:53 --> 00:00:56: This is the combination of an historic week having this  
 00:00:56 --> 00:01:01: group of very distinguished professionals giving us the  
 benefit of  
 00:01:01 --> 00:01:05: their experience and their expertise as we work together.  
 00:01:05 --> 00:01:10: Being cashless growth, management opportunities and  
 challenges before the chair  
 00:01:10 --> 00:01:13: walks us through the Council presentation,  
 00:01:13 --> 00:01:17: I'd like to impress scuse me reflect briefly.  
 00:01:17 --> 00:01:19: On how we arrived today.  
 00:01:19 --> 00:01:21: In recent years, as all of you know,  
 00:01:21 --> 00:01:25: the catchers area was on an upward growth trajectory when  
 00:01:25 --> 00:01:27: destination awareness,  
 00:01:27 --> 00:01:31: lifestyle preferences, and then the code pandemic increase  
 with our  
 00:01:31 --> 00:01:37: 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 Annualy 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 radees 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.  
00:20:47 --> 00:20:50: This changes the second home proposition,  
00:20:50 --> 00:20:52: especially here in the cash is people who saw their  
00:20:52 --> 00:20:54: house as a weekend place.  
00:20:54 --> 00:20:55: Suddenly that weekend becomes three days  
00:20:55 --> 00:20:56: or four days, and  
00:20:56 --> 00:20:57: suddenly that four day  
00:20:57 --> 00:20:58: a week house becomes  
00:20:58 --> 00:20:59: a one or two weeks,  
00:20:59 --> 00:21:00: a month  
00:21:00 --> 00:21:02: pass, and next thing  
00:21:02 --> 00:21:03: you know, the house that you thought you might one  
00:21:03 --> 00:21:05: day retire too,  
00:21:05 --> 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

00:23:23 --> 00:23:27: collaborators.

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

00:23:27 --> 00:23:30: weekend visitors

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

00:23:30 --> 00:23:34: 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: plans.  
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,  
00:28:52 --> 00:28:53: and mixed use  
00:28:53 --> 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  
00:29:05 --> 00:29:06: Cashier's  
00:29:06 --> 00:29:11: Planning Council a lens to evaluate future development  
00:29:11 --> 00:29:14: proposals.  
00:29:11 --> 00:29:14: And when these proposals are being considered,  
00:29:14 --> 00:29:18: as you heard, there needs to be a consideration  
00:29:18 --> 00:29:21: of all the residents in this area,  
00:29:21 --> 00:29:24: including your families, business owners,  
00:29:24 --> 00:29:25: retirees, the workforce,  
00:29:25 --> 00:29:29: who provides basic services, generational residents and  
00:29:25 --> 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  
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  
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  
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  
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  
01:10:07 --> 01:10:10: Corporation,  
01:10:10 --> 01:10:11: which I'll talk about. We see vision captures,  
01:10:11 --> 01:10:12: which we understand  
01:10:12 --> 01:10:16: they're working on already.  
01:10:16 --> 01:10:19: Beginning this trail network. The infrastructure,  
01:10:19 --> 01:10:23: the roads, the roundabout, sidewalks.  
01:10:23 --> 01:10:25: We believe the Chamber because they connect into a  
01:10:26 --> 01:10:29: statewide  
01:10:29 --> 01:10:29: organization and actually a national organization.  
01:10:29 --> 01:10:30: Or are the appropriate ones for that and the keepers  
01:10:31 --> 01:10:32: of  
01:10:32 --> 01:10:35: the future.  
01:10:35 --> 01:10:39: Is that really  
01:10:39 --> 01:10:39: the Planning Council? They're the ones that.  
01:10:39 --> 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  
assets,  
01:15:57 --> 01:15:59: and whether you're building an economic development plan  
or land  
01:15:59 --> 01:15:59: use,  
01:15:59 --> 01:16:01: planning tourism plan, whatever,  
01:16:01 --> 01:16:03: you always grow out of what you already have.  
01:16:03 --> 01:16:05: And what's good for you.  
01:16:05 --> 01:16:08: Know, individuals is also good for communities.  
01:16:08 --> 01:16:10: This idea of begin with the end in mind thinking  
01:16:10 --> 01:16:11: of win,  
01:16:11 --> 01:16:12: win Tom just talked about that,  
01:16:12 --> 01:16:15: working together, etc. Excuse me,  
01:16:15 --> 01:16:16: I'm going to put them on the wrong way here.  
01:16:16 --> 01:16:18: Some other lessons I've learned,  
01:16:18 --> 01:16:20: you know, the most important question in the Community is  
01:16:20 --> 01:16:21: almost never how much  
01:16:21 --> 01:16:23: does it cost. Lotion  
01:16:23 --> 01:16:25: quest portent question is almost always  
01:16:25 --> 01:16:28: what should we do and what we found is that  
01:16:28 --> 01:16:29: money almost always  
01:16:29 --> 01:16:32: follows good ideas. The other thing I hope is impressed  
01:16:32 --> 01:16:34: on you today is you don't have to  
01:16:34 --> 01:16:35: upset except  
01:16:35 --> 01:16:37: substandard development.  
01:16:37 --> 01:16:40: You know if you say no to bad development,  
01:16:40 --> 01:16:40: 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  
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 & 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

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

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

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

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: center.

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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