

Madison County News Bulletin

Chamber of Commerce

(828) 689-9351

www.madisoncounty-nc.com

Winter 2003



Leading Notes

Things are slowing down here at the I-26 Welcome Center, but the fall season was a smash! The August

5th dedication and grand opening of the Welcome Center and Interstate attracted over 2,000 people. Among the VIP's were Governor Mike Easley, Dedicatee Morris McGough and our own Representative Ray Rapp as well as many Chamber members.

August and September saw a steady stream of folks coming to see the new road they have been waiting for, connecting North Carolina to Tennessee. Many were surprised to see such a great facility and all raved about the road. During October we picked up even more visitors when the fall leaf peepers came through. Folks thought our road views were more beautiful than the Blue Ridge Parkway!

If you haven't come to see it yet, please stop by or come out for a picnic. And be sure to bring your tourism related brochures!

Madison County Hits & Stats

Madison County Web Site Hits

July	Aug.	Sept.	Oct.
30,794	30,937	31,123	44,244

I-26 Welcome Center Stats

Month	Visitors	Travel Guides	Maps
Aug.	54,462	1,776	5,200
Sept.	37,906	888	4,000
Oct.	46,748	4,588	6,600

Chamber Board Meeting Highlights

November 2003 – Guest speaker from Land-of-Sky, Linda Giltz, gives presentation describing many of the elements that make up our region's "Sense of Place". She discussed the importance of heritage to our economy, our quality of life and our future. Linda's presentation was an introduction to a group discussion covering ideas concerning the preservation of historic Marshall, funding to market Madison county, the importance of community appearance, how to bring more jobs and businesses into Madison county, and how we can help existing local businesses.

October 2003 – Farmers Market to focus on selling crafts and Christmas trees, and will be relocated outside of the Visitor's Center until Christmas. Microswitch laid off 100 workers. They expect to be in Madison County until early next year. Sports Sac in Hot Springs plans to close at the end of the year. The county commissioners are looking into new uses for the Honeywell building.

September 2003 – The Chamber gains a student member, Forrest Gillian, a senior at Madison High. Superior Map Co, who printed our Madison County map, purchases maps for distribution to local stores. Three applications were received for the Chamber Scholarship Fund. Phyllis Styles and Richard Rzeszotarski will work on promoting the \$500 scholarship. The Chamber is also looking to build an endowment fund that will allow us to continue to fund the scholarship.

July 2003 – Welcome Center: Display cases will feature art and crafts from Handmade in America. Tourism related brochures and videos are needed. Commissioner's Meeting: Madison County did not purchase 88 acres of land offered for sale. The land could be used for Plow Day, as well as be a permanent location for the local Farmers Market.



The first "Madison Celebrates Art" Festival held in Marshall. Photo by Pete Orthmann

First Annual Visual Arts Fair

On Saturday, October 25 a free arts festival provided an excellent taste of the diversity and talent in Madison County. Some artists specialized in traditional mountain art, while others provided more contemporary works.

The fair included vendors from the Farmers Market, local musicians, a silent auction and great food. The old bank building was transformed into a gallery featuring the works of several well-known artists, as well as a wonderful presentation of quilts and photography by children. Thank you to the Madison County Arts Council for all of the hard work that went into creating this and future arts events.

What Does Historic Preservation Really Mean for You?

by Doug Mackenzie

There is a widely accepted misunderstanding of what it means to have your building or Downtown area listed on the National Register of Historic Places. In this article I will give you facts that come directly from the State Historic Preservation Office as well as a means for you to do your own research into the subject. I hope this information will help you to see the benefits of being listed on the National Register and that ***there is no danger of the Government dictating what you can or can not do with your property.***

NORTH CAROLINA STATE HISTORIC PRESERVATION OFFICE

www.hpo.dcr.state.nc.us/nrhome.htm

What is the National Register of Historic Places?

www.hpo.dcr.state.nc.us/whatis.htm

The National Register of Historic Places is the nation's official list of buildings, structures, objects, sites, and districts worthy of preservation for their significance in American history, architecture, archaeology, and culture.

What the National Register Means for the Private Property Owner

The listing of a property in the National Register places no obligation or restriction on a private owner using private resources to maintain or alter their property. Over the years, various federal incentives have been introduced to assist private preservation initiatives.

A private owner of a National Register property becomes obligated to follow federal preservation standards only if federal funding or licensing is used in work on the property, or if the owner seeks and receives a special benefit that derives from National Register designation, such as a grant or a tax credit.

Consideration and Protection in Public Planning

All properties and districts listed in or eligible for listing in the National Register are considered in the planning of federal undertakings such as highway construction and Community Development Block Grant projects. "Federal undertakings"

also include activities sponsored by state or local governments or private entities if they are licensed or partially funded by the federal government.

National Register listing does not provide absolute protection from federal actions that may affect the property. It means that if a federal undertaking is in conflict with the preservation of a National Register property, the North Carolina Historic Preservation Office will negotiate with the responsible federal agency in an effort to eliminate or minimize the effect on the historic property.

Similarly, North Carolina law (G.S. 121-12a) provides for consideration of National Register properties in undertakings funded or licensed by the state. Where a state undertaking is in conflict with the preservation of a National Register property, the North Carolina Historical Commission is given the opportunity to review the case and make recommendations to the state agency responsible for the undertaking. The commission's recommendations to the state agency are advisory.

Tax Benefits

I am not going to discuss tax benefits in this article but here are two web sites that describe Federal and State incentives for any property listed on the National Register.

www.hpo.dcr.state.nc.us/tchome.htm

www.hpo.dcr.state.nc.us/credits.htm

Summary

Being listed with the National Register of Historic Places does not obligate you to follow federal preservation standards unless you are receiving funding from a source that requires it.

- If your property is on the Register, it is much more difficult for the State or Federal Government to affect your property in a negative way.
- If your property is on the Register, the North Carolina Historic Preservation Office will fight on your

behalf to make sure that a Governmental agency does not effect your property in a negative way.

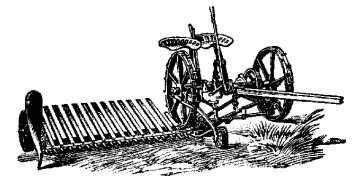
- If your property is within a Historic District, it is easier for that area to qualify for nicer amenities from the Government. These could include; brick crosswalks, period street lighting, signage, etc...

Marshall has already seen benefits from being eligible to become a Historic District.

The Department of Transportation is replacing the bridge crossing the French Broad River in Downtown Marshall. Construction is scheduled to begin in 2004. They had planned to use a bridge like the one on River Road in Asheville crossing the French Broad to the Stock Yard.

The fact that Marshall could be a Historic District caused the North Carolina Historic Preservation Office to get involved. This resulted in the D.O.T. designing a bridge more like the McDowell St. bridge in Asheville leading to the Biltmore Estate entrance. Marshall's new bridge will also include period street lights. These lights will be purchased with grant money made available largely due to Marshall's eligibility to become a Historic District.

Imagine the possibilities if Downtown Marshall actually was a Historic District.



Pie in the Sky

submitted by Richard Rzeszotarski

On Thursday October 16th, our plant (Deringer-Ney) purchased and ate 32 large pizzas from the newest tenant of downtown Marshall. A new pizza and grinder shop called "Pie in the Sky" has opened on Main Street.

Deringer-Ney hosts recognition lunches at the plant and I set this one up inviting Peter, the owner, to join the Chamber while at the same time helping to launch his business by exposing 80 Madison county people to his restaurant!

**In the middle of difficulty
lies opportunity.**

- Albert Einstein

“SENSE OF PLACE”

What comes to mind when you think about Marshall, Mars Hill, Hot Springs or Madison County? What people, places and other things make up these images?

Land-of-Sky Regional Council has put together a slide presentation that shows and describes many of the elements that make up our region's "sense of place" and discusses the impor-

tance of these things to our economy, our quality of life and our future. Many things make up our sense

of place and make us feel at home: the Blue Ridge Mountains; rivers, waterfalls and river valleys; farms and rural landscapes; our small, vibrant cities and towns; history and heritage; and arts and culture.

The presentation is designed to be an introduction to group discussion about our sense of place and what can be done to preserve those things that make this place different from other places. The presentation was shown to the Madison County Chamber Board on November 4, and it was followed by a lot of discussion ranging from promoting the farmers markets to having more events like the arts event in Marshall to the issues surrounding a downtown historic district.

The project is an initiative that came out of the Land-of-Sky Regional Council's strategic plan, *Regional Vision 2010*. Land-of-Sky is trying to give this presentation to different groups around the region that represent a variety of urban, small town and rural residents, investors, development professionals and businesses. They hope that through these presentations and discussions that some new investment ideas and partnerships will be identified and developed, and that more people will be inspired to invest in and preserve our sense of place "assets."

Sense of place is important to our region — not only as something that makes us feel at home — but also as a key competitive advantage in a state whose economy is increasingly dominated by urban areas. Those urban areas are able to offer infrastructure, financial services, and other amenities more efficiently than the rural areas. But our region offers "sense of place" amenities to attract highly-skilled

labor, entrepreneurs, and businesses. Although, cheap land and utilities once were the keys to attracting businesses — now quality of life and a strong sense of local identity and character are becoming much more important.

Some examples of how important our natural and cultural assets are important to our economy:

Many things make up our sense of place and make us feel at home: the Blue Ridge Mountains; rivers, waterfalls and river valleys; farms and rural landscapes; our small, vibrant cities and towns; history and heritage; and arts and culture.

- Views of rural farmsteads and forested mountains draw more than 20 million visitors each year to the Blue

Ridge Parkway and generate over \$2 billion annually in tourism spending. (*Blue Ridge News, Summer 2002, Vol. 2, pg. 7*)

- Close to ten percent of our region's jobs are in the travel and tourism industry. (*NC Dept. of Commerce: www.nccommerce.com/tourism/econ*)
- This region is a significant source of medicinal plants. At least seventy-five percent of the medicinal plants known to grow in the United States, grow in the mountains of Western North Carolina. (*Blue Ridge Heritage and Cultural Partnership report, Handmade in America, 1999, pg. 54*)
- Agriculture is the number one industry in North Carolina, accounting for 22% of the state's income and over 20% of the work force.
- North Carolina is the nation's fourth-largest producer of crafts, and Western North Carolina is home to around 5,000 artisans.

As our region draws more growth and development, maintaining our sense of place becomes both more important and more difficult. Our challenge is to find ways to preserve and maintain our sense of place assets, while accommodating and welcoming new development, businesses and people.

If you would like to learn more about this project or would like to view the presentation or upcoming video version, please contact Linda Giltz at the Land-of-Sky Regional Council, 828-251-6622, or via e-mail at lindag@landofsky.org

Festivals & Events

Mars Hill College 2004 Calendar of Cultural Events

- Feb. 7 Choral Festival
- Feb. 17 Peking Acrobats (*Lyceum Series Event*)
- Mar. 24 Vienna Choir Boys (*Lyceum Series Event*)
- Feb. 26-29 The Crucible (*Student Theatre*)
- Apr. 15-18 The Pirates of Penzance (*Student Theatre*)
- Apr. 23-25 Bailey Mountain Cloggers Concert
- Jun. 6-12 Blue Ridge Old Time Music Week
- Oct. 2 B. L. Lunsford (Folk) Festival, Madison Co. Heritage Day Ballad & Story Swap
- Dec. 2-3 Christmas Concert

**Call 689-1307
or check online calendar at
www.mhc.edu/calendar
for more information!**

Volunteers Needed

You can help make important contributions to the vitality of Madison County. Meet and greet folks while you promote local businesses as a volunteer at the local farmers market and other area events. Contact us today! We have everything you need! 689-9351

Chamber Board Meetings

Madison County Chamber of Commerce Board Meetings are held the first Tuesday of each month. All interested parties are encouraged to attend. Meetings begin at 8am at the Mashburn Medical Center in Marshall.

Upcoming Meetings:

- Tuesday, January 6, 2004
- Tuesday, February 3, 2004
- Tuesday, March 2, 2004
- Tuesday, April 6, 2004
- Tuesday, May 4, 2004

Chamber Officers 2003-2004

Jennifer Hott - President
O'Neal Shelton - Vice President
Larry Peek - Treasurer
Simone Bouyer - Secretary

PO Box 1085, Mars Hill, NC 28754

Madison County
Chamber of Commerce

BUY
MADISON
Support
Our County
Businesses

where. Next, we moved to his back porch where there was another dramatic panorama. He showed me about 10 photos, tour of the house. Then walked me back to my truck.

To those of you that don't live here please know that there are few strangers here, rather just a friend you hadn't met before. And if you have met before often the appropriate greeting is a hug. Seldom, gender specific.

For my friends who live here, I offer this only as a reminder, just in case you might have had a less than perfect day. No doubt Madison County doesn't offer probable financial wealth... but we definitely have real wealth for the soul.

Pete Orthmann, talented photographer living between Marshall and Mars Hill in Petersburg.

Submit your Madison County article, notice or cultural event to sbouyer@earthblink.net

BULK RATE
U.S. Postage
PAID
Mars Hill NC 28754
Permit #48

New Chamber Members

Ball Landscaping

Mark M. Ball
Mars Hill, 689-2239

Blue Ridge Land Surveying, Inc.

Kenneth T. Mills
Asheville, 252-6092

Goodsteam Carpet Cleaning

Ernie and Dian Surles
Marshall, 649-1332

Horse Sense of the Carolinas, Inc.

Therapy - Counseling
Shannon Knapp
Marshall, 683-3057

Jennifer Hott

Individual Member
Mars Hill, 689-9571

Magic Star Quilts

Crafts - Art - Quilts
B.J. Tankersley
Mars Hill, 680-9325

Mars Hill Florist

Elisabeth Brown
Mars Hill, 689-2731

Peace Valley Farm Rentals

Accommodations
Gary and Connie Morris
Leicester, 683-4651

Skye's View Realty

Kenneth T. Mills
Marshall, 649-3691

Sunset Valley Farm

Organically Grown
Sandy Smith
Mars Hill, 680-9890

W & W Roofing

Brett Wooten - Allen Whitt
Mars Hill, 689-2501

Wolf's Crossing Realty, Inc

Virginia Stansell
Mars Hill, 689-5058

This Wondrous Place We Call Home

Today I went searching for a patch of white birches my landlord told me about. I followed a road until the end. Mmmm, Well, there was a fellow a little older than me on an ATV. I asked about the birches. After discussing his life history, the surrounding hills, his view of the national economy (and about 20 minutes later) determining that there were no such trees there I left.

I followed some other roads in search of a good photo. I remembered that a lady friend had asked me to stop by. Not knowing exactly where she lived, I went up a very long driveway. Turned around at the house at the end and was met by the owner. Again we chatted. This fellow was dressed in khaki trousers and the house was a delight to the eyes.

He had seen my work and invited me to see his photography. OH MY, from his front deck was a panorama of 180 degrees. He pointed out what was