BUNCOMBE COUNTY
TOURISM DEVELOPMENT AUTHORITY
3 year term

There are three vacancies. Two are for an owner or operator of a hotel, motel, bed and breakfast, or vacation rental management company with more than 100 rental units. One is for an owner or operator of a hotel, motel, bed and breakfast, or vacation rental management company with 100 units or less.
The Buncombe County Tourism Development Authority is the public authority created in 1983 by an act of the North Carolina Legislature to oversee the collection and investment of occupancy taxes paid by travelers who stay overnight in commercial lodging establishments, such as hotels and motels, bed and breakfast operations, and vacation rentals. The members of the Buncombe County TDA Board have a fiduciary responsibility to ensure that the tax dollars are spent in accordance with the specific legislation governing their use.

Buncombe County Tourist Development Authority - (3 year term)

Himanshu Karvir (Lodging 101+ rooms) **-NOT** eligible for reappointment
Term to expire 08-31-21
Has served two terms

John Luckett (Lodging 101+ rooms) **-NOT** eligible for reappointment
Term to expire 08-31-21
Has served two terms

VACANT
Was James Poole (Lodging 100 rooms or less)
Term to expire 08-31-22

CURRENT MEMBERS	TERM EXPIRES	APPOINTED	TERMS	RESIDENT	HOMEOWNER/RENTER	RACE	SEX	AREA	OCCUPATION
CITY APPOINTMENTS									
Himanshu Karvir hkarvir@virtelle.com	08-31-21 Lodging 101+ Rooms	$42,290.00	$2.00	City	H	Asian	M	South	Virtelle Hospitality
John Luckett john.luckett@kesslercollection.com	08-31-21 Lodging 101+ Rooms	$42,290.00	$2.00	City		W	M	South	Gen Mgr - Grand Bohemian Hotel
Andrew Celwyn andrew@herbiary.com	08-31-23 Non-Lodging Tourism Related	$42,990.00 reapp 9-8-20	$2.00	City	H	W	M	North	Owner- Herbiary
James Poole jpooleafi@gmail.com (resigned 7/21)	08-31-22 Lodging 100 Rooms or Less	09-24-19	1	City	R	W	M	Central	General Manager The Foundry Hotel
COUNTY APPOINTMENTS									
Brenda Durden (Vice Chair) bdurden@ashevillehotelgroup.com	08-31-23 Lodging 101+ Rooms	Sep 2020	1			W	F		Chief Operating Officer South Asheville Hotel Associates, LLC
Gary B. Froeba gfroeba@omnihotels.com	08-31-21 Lodging 101+ Rooms	Nov 2015	2	City		W	M	North	Mang. Director, Omni Grove Park Inn
Leah Wong Ashburn leaha@highlandbrewing.com	08-31-22 Non-Lodging Tourism Related	Mar 2016	2 + partial				F		Family Owner/Pres. Highland Brewing Co.
John McKibbon johnm@mckibbon.com	08-31-21 Lodging 100 Rooms or Less	Sep 2013	2 + partial			W	M		Chairman, McKibbon Hospitality

CHAMBER APPOINTMENT

Kathleen Mosher (Chair)	07-31-21 Non-Lodging Tourism Related	April 2020	partial term	W	F	Biltmore Company

EX-OFFICIO (NON-VOTING)

Sandra Kilgore (Asheville City Cou	When off Council	Dec 2020	W	F	Asheville City Councilmember
sandrakilgore@avlcouncil.com					
Robert Pressley (Buncombe Count	When off BC Commission	Jan 2021	W	M	Buncombe County Commissioner

President &CEO- Victoria (Vic) Isley 828-258-6104
visley@exploreasheville.com
Exec. Secretary - Jonna Sampson 258-6111
jsampson@exploreasheville.com

Chair: Kathleen Mosher

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Name	Male	Female	Black	White	Other	North	East	South	West	Central	City	County	SEAT
VACANT													Lodging 101+ units
VACANT													Lodging 101+ units
Celwyn	X			X		X					X		Non-lodging
VACANT													Lodging 100 units or less
Durden (COUNTY)		X										X	Lodging 101+ units
Froeba (COUNTY)	X					X						X	Lodging 101+ units
Ashburn (COUNTY)		X										X	Non-lodging
McKibbon (COUNTY)	X											X	Lodging 100 units or less
Mosher (CHAMBER)		X										X	Non-lodging

Tourism Dev[illegible]ment Authority - Resource List

APPLICANT FName	APPLICANT LName	Email	DATE SUBMITTED APPLICATION	SEAT INTEREST	RESIDENT	RACE	SEX	HOMEOWNER	AREA	OCCUPATION	
Matthew	**Lehman**	matthew.lehman@kesslercollection.com	06-10-21	101+ Units	City	W	M	Y	North	General Manager Grand Bohemian Hotel Asheville	
Pratik	**Bhakta**	phbhakta@yahoo.com	06-16-21	101+ Units	City	A	M	Y	South	Owner/Partner Self	
Scott	**Kerchner**	skerchner@virtelle.com	07-07-21	100 Units or Less	City	W	M	Y	South	General Manager Element Asheville Downtown-Virtelle Hospitality	
Michael	**Lusick**	mlusick@fircgroup.c	07-12-21	101+ Units	City	W	M	Y	South	Vice President of Hospitality FIRC Group, Inc.	
Larry	**Crosby**	lcrosby@foundryasheville.com	07-21-21	100 Units or Less	City	B	M	Y	Central	General Manager The Raines Company	rec'd after 7/12 deadline so not considered for 7/27 appotments

City of Asheville

BOARDS & COMMISSIONS

Application Form

104 rooms

Applicants are strongly urged to attend several meetings of a board prior to applying

Name of board or commission: Buncombe County Tourism Development Authority

Your name: Matthew Lehman Home Phone #: 310-873-8635

Street address: 9 Rosebay Ln. City: Asheville Zip Code: 28803

Mailing address (if different): _____

Employer: Grand Bohemian Hotel Asheville 104 rooms

Your position: General Manager Office Phone #: 828-398-5520

Resident of City Yes County Yes Race White * Gender Identity: (non-trans) man

Are you a Homeowner or a Renter? * Homeowner Age: 43

Residence location (check one): Central ____ North ____ South ✔ East ____ West ____

Are you aware of any potential conflicts of interest that may arise during your service on this board (i.e., property interest, business interest, etc.)? If so, please explain: N/A _____. Potential conflicts of interest do not preclude appointments.

Please indicate the area(s) of expertise that you can bring to the above board(s), and then in detail list education, experience, reasons for your interest, and other factors that support your interest in serving **Applicants are encouraged to provide a cover letter and/or a brief resume. Please use additional sheets if necessary.**

With fifteen years of experience in hotel management I have made it a point of pride to be an engaged participant in my community. It is crucial that any hotel - and the tourism industry more broadly - not merely serve visiting guests, but serve and support the local community. As the General Manager of the Grand Bohemian Hotel I feel it is important for me to take a leadership role in that effort.

I previously managed the Fairmont Miramar Hotel in Santa Monica, where I served on the board of Santa Monica Travel & Tourism as well as the Santa Monica Tourism Marketing District, most recently as Chair of both. I also worked closely with Visit Los Angeles and other local visitors bureaus, and served on the boards of the Chamber of Commerce, Rotary Club, and numerous charities.

I am a graduate of Penn State University and earned an MBA from the University of Michigan. I am also the proud father of two daughters, both attending Buncombe County schools. I appreciate the consideration and look forward to serving my community. I am happy to provide references upon request.

Return to:

City Clerk's Office
PO Box 7148
Asheville, NC 28802-7148

Email: boards@ashevillenc.gov
Telephone: 259-5839
Fax #: 259-5499

Signature: Matthew Lehman

Date: 06.10.2021

E-Mail: matthew.lehman@kesslercollection

Fax #: _____

* This information is requested for the sole purpose of assuring that a cross section of the community is appointed.

Matthew Lehman

9 Rosebay Lane, Asheville, NC 28803

(C) 310-873-8635 (E) lehman.matthew@gmail.com

Executive Profile

Passionate General Manager committed to empowering leadership, creative innovation, the finest in guest service, and exceptional business results.

Skill Highlights

- Executive leadership
- Strategic planning
- Labor negotiations
- Operations management
- Talent development
- Diverse market/industry knowledge
- P&L management
- Community relations
- Budgeting
- Restaurant development
- Branding
- Project/renovation management

Professional Experience

03/2020 - Present	**Grand Bohemian Hotel** - Asheville, NC General Manager
09/2013 - 03/2020	**Fairmont Miramar Hotel & Bungalows** - Santa Monica, CA General Manager
04/2012 - 09/2013	Director of Operations
11/2009 - 04/2012	Director of Food & Beverage
01/2008 - 11/2009	Assistant Director of Food & Beverage
01/2007 - 01/2008	**The Peninsula Beverly Hills** - Beverly Hills, CA Banquet Manager
03/2006 - 01/2007	**The Hungry Cat** - Hollywood, CA General Manager

Education

2019 **University of Michigan**
Stephen M. Ross School of Business
Masters of Business Administration

2015 **The Pennsylvania State University**
Bachelor of Arts: Law & Society
Minor in Labor Studies and Employment Relations

2010 **eCornell**
Certificate: Business Leadership Skills

2009 **eCornell**
Certificate: Financial Management

Community Relations

2012 - 2020 **Rotary Club of Santa Monica**
Active member participating in numerous committees

2013 - 2020 **Santa Monica Chamber of Commerce**
Board Member

2014 - 2020 **Santa Monica Tourism Marketing District**
Officer and Board Chair (2017 - 2020)

2017 - 2020 **Santa Monica Travel & Tourism**
Officer and Board Chair (2018 - 2020), City Council Appointment

2019 - Present **I Demand Access** (Girls Empowerment Non-Profit)
Founding Board Member and Officer

101 + rooms

City of Asheville

BOARDS & COMMISSIONS

Application Form

Applicants are strongly urged to attend several meetings of a board prior to applying

Name of board or commission: Buncombe County Tourism Development Authority

Your name: Pratik Bhakta Home Phone #: 8286067660

Street address: 2006 Viburnum Lane City: Asheville Zip Code: 28803

Mailing address (if different): _____

Employer: self 101 + rooms

Your position: Owner/Partner Office Phone #: 8286067660

Resident of City Asheville County Buncombe Race Asian * Gender Identity: (non-trans) man *

Are you a Homeowner or a Renter? * Homeowner Age:

Residence location (check one): Central ____ North ____ South ✓ East ____ West ____

Are you aware of any potential conflicts of interest that may arise during your service on this board (i.e., property interest, business interest, etc.)? If so, please explain: _____. Potential conflicts of interest do not preclude appointments.

Please indicate the area(s) of expertise that you can bring to the above board(s), and then in detail list education, experience, reasons for your interest, and other factors that support your interest in serving **Applicants are encouraged to provide a cover letter and/or a brief resume. Please use additional sheets if necessary.**

I have worked all of my life (35+ years) in the hospitality Industry from a small mom/pop motel to succeeding in growing to franchised hotel brands.

Return to:

City Clerk's Office
PO Box 7148
Asheville, NC 28802-7148

Email: boards@ashevillenc.gov
Telephone: 259-5839
Fax #: 259-5499

Signature: Pratik H. Bhakta

Date: 6/16/2021

E-Mail: phbhakta@yahoo.com

Fax #: _____

* This information is requested for the sole purpose of assuring that a cross section of the community is appointed.

Pratik H. Bhakta
Asheville, NC

phbhakta@yahoo.com
LinkedIn: http://www.linkedin.com/pub/pratik-h-bhakta-cho/34/9a4/9aa

DOB/Age: December 5, 1971 – Navsari, INDIA

Education: B.S. Electrical Engineering (1994)
North Carolina State University – Raleigh, NC
High School Diploma (1990)
Enka High School – Enka, NC

Professional Experience:

CITY OF ASHEVILLE – BOARD OF ADJUSTMENTS
- 2016 to 2017 (as an Alternate)
- 2017 to Present
- 2021 Chairman

DAYS INN Franchise Advisory Committee (FAC)
- Nationally elected position, voted by franchisees at large
- 2007 to 2012

AAHOA Board of Directors (North Carolina Regional Director)
-2012 to 2016
- Plan Town Halls for our area members
- Plan budgets, attract vendor participation and sponsorships
- Discuss with members and potential members, the benefits of membership
- Engage membership on key issues facing the hospitality industries
- Participate in industry events & board meetings
- Discuss legislative issues impacting the hospitality industry with elected officials
- Nationally Elected position by regional members
- Served on the Strategic Planning Committee
- Served on the By-Laws & Governance Committee
- Served on the Membership Committee

AAHOA Regional Ambassador of Western North Carolina

- Regionally appointed position under the Regional Director
- 2007 to 2012
- Served on Franchise & Industry Relations Committee
- Served on PR & Communications Committee

North Carolina Restaurant & Lodging Assocation(NCRLA)

-Board member 2016

NATIONAL FEDERATION of INDEPENDENT BUSINESSES, member

- 2011 to Present

BUDGET MOTEL - Fletcher, NC (1993 - Present)

Managing Partner

Oversee Management as part owner of Budget Motel located in Fletcher, NC.

- Expense Analysis
- Revenue Management
- Capital Improvement
- Maintenance
- Accounting

DAYS INN – Asheville, NC (1995-2019)

Managing Member

Oversee Management as the Managing Member of the Days Inn North in Asheville, NC.

- Plan annual budgets
- Delegate Managerial decisions
- Capital improvements analysis
- Professional development of staff
- Maintenance
- Industry advocacy
- Growth opportunities
- Development

RAMADA – Asheville, NC (2012-2018)

Managing Member

Oversee Management of the Hotel

- Capital Improvement Budgets
- Maintenance
- Budget Analysis
- Procurement

Misc: N.C. Real Estate Broker License – 2003-2005

Pratik's Bio:

Pratik Bhakta exudes passion for the hospitality/small business industry and also volunteering. He has been actively involved in several acquisitions, operations, and liquidation of real estate and managing assets. He continues to oversee operations and management for several properties while focusing on development and core growth strategies. Networking in the industry is paramount to success, and Pratik has great ties to industry leaders, owners, and operators.

Prior to becoming actively involved in the industry, Pratik earned his Bachelor of Science degree in Electrical Engineering from North Carolina State University in 1994. He earned his NC real estate broker's license in 2004. In 2007, he decided to become more engaged in the hospitality industry and subsequently was elected to the Days Inn Franchise Advisory Committee as a Board of Director. His leadership was recognized as he was later elected to the Asian American Hotel Owners Association (AAHOA, the largest hotel owners association in the world) Board of Directors as the North Carolina Regional Director. His leadership role has helped him network and more effectively communicate with industry leaders and professionals. His volunteer time at AAHOA has helped the hotel industry at all levels, including legislative priorities, charitable contributions, and member involvement and community relations. In addition to being a lifetime AAHOA member, he is also a proud member of the North Carolina Restaurant and Lodging Association (NCRLA) and Council of Independent Business Owners (CIBO). Since January 2017, Pratik has served on the Asheville Board of Adjustments and is the current chairman of the board. Later in 2019 he was also appointed to the board of CIBO (Council of Independent Business Owners).

Family values are at the heart of Pratik's motivation. He enjoys spending time with his family and likes to travel with his wife, son, daughter and mother whenever possible. He has volunteered and coached his son's baseball, football, and basketball activities, while encouraging both his children to achieve!

Pratik has been a resident of Asheville/Buncombe County for 37+ years.

City of Asheville

BOARDS & COMMISSIONS

Application Form

100 rooms or less

Applicants are strongly urged to attend several meetings of a board prior to applying

Name of board or commission: Buncombe County Tourism Development Authority

Your name: Scott Kerchner Home Phone #: 8285531236

Street address: 12 Deanwood Circle City: Asheville Zip Code: 28803

Mailing address (if different): _____

Employer: Element Asheville Downtown - Virtelle Hospitality 100 rooms or less

Your position: General Manager Office Phone #: 8285755881

Resident of City Asheville County Buncombe Race White * Gender Identity: (non-trans) man *

Are you a Homeowner or a Renter? * Homeowner Age: 37

Residence location (check one): Central ____ North ____ South ✓ East ____ West ____

Are you aware of any potential conflicts of interest that may arise during your service on this board (i.e., property interest, business interest, etc.)? If so, please explain: No. Potential conflicts of interest do not preclude appointments.

Please indicate the area(s) of expertise that you can bring to the above board(s), and then in detail list education, experience, reasons for your interest, and other factors that support your interest in serving **Applicants are encouraged to provide a cover letter and/or a brief resume. Please use additional sheets if necessary.**

After graduating from nearby Brevard College, I had a goal of staying in beautiful Western North Carolina, so a job as a bellman at a nearby resort in Lake Toxaway seemed like a perfect fit - and more fun than what I would consider at that time to be a "serious desk job." I quickly fell in love with hospitality, as well as the daily process of interacting with those from around the world and being an ambassador and champion for our beautiful mountains and all the culture and opportunities for adventure that exist therein.

After 3 years in Lake Toxaway, a transition to Asheville occurred, and I have been lucky to have the opportunity to live and work in our hospitality industry for 12 years, enjoying experience in various hotels and roles, from supervisory positions to leading openings and renovations of different brands.

While my practical work experience in budgeting, marketing, sales and team development and leadership grew, what remained consistent was my passion and need to share and spread the gospel of Asheville and all our city and region has to offer any type of visitor. When my wife and I travel outside our region, state, or country, I get excited when someone else asks where we are from; the answer is not just simply, "Asheville, NC" - it instead turns into a passionate and vivid explanation as to how and why our home is as beautiful, unique, charming, and welcoming as any place I've experienced. Other times, the individual who hears we're from Asheville might simply say - "Wow, you're so lucky - we love that place!"

Return to:

City Clerk's Office
PO Box 7148
Asheville, NC 28802-7148

Email: boards@ashevillenc.gov
Telephone: 259-5839
Fax #: 259-5499

Signature: 

Date: 7/7/21

E-Mail: skerchner@virtelle.com

Fax #: _____

* This information is requested for the sole purpose of assuring that a cross section of the community is appointed.

SCOTT KERCHNER

(828)553-1236 / scott.kerchner@gmail.com / Asheville, NC

PROFILE

Results and guest-service oriented manager who believes in constantly developing team members so they can more effectively contribute to the success of the hotel's shared goals, which are rooted in building guest loyalty, creating community impact and ensuring operational and ownership profitability. Community involvement includes board memberships and engagement with multiple non-profits.

EXPERIENCE

GENERAL MANAGER
Element Asheville Downtown / Asheville NC / March 2020 – Present
Virtelle Hospitality

Managing pre-opening process for 100 room hotel and the first of its brand in North Carolina

- Working directly with ownership, project manager and sub-contractors to ensure quality and brand compliance during construction
- Built staffing guidelines, operational budget and standard operating procedures
- Creating and implementing sales and marketing plans as well as opening revenue strategy
- Developed operational budgets for the 4 other hotels within the Virtelle Hospitality portfolio
- Engaging the local community for unique partnership opportunities

GENERAL MANAGER
Courtyard by Marriott Biltmore Village / Asheville NC / September 2019 – March 2020
Milan Hotel Group

Oversaw pre-opening logistics for 112 room property with meeting space and food & beverage outlet

- Worked directly with ownership and general contractor to ensure quality and brand compliance during construction
- Built staffing guidelines, operational budget and standard operating procedures
- Developed sales and marketing plans as well as opening revenue strategy

GENERAL MANAGER
Hampton Inn & Suites Biltmore Village / Asheville NC / April 2017 – August 2019
Biltmore Farms Hotels

Opening General Manager, unique Hampton Inn & Suites with 118 rooms and lobby bar

- Led the opening efforts for this new property, including: staffing, training and all other opening logistics, such as general contractor and sub-contractor relationships, punch list management and brand standards
- Worked with the team to oversee the hotel's operations, including financial performance, revenue management, accounting, human resources, sales and marketing and compliance to brand standards. Exceeded all targets set by ownership
- Exceeded revenue and NOI targets for opening year and finished #2 on Trip Advisor in a market of 66 other properties

- Wrote and implemented hotel's annual revenue and expense budget, as well as capital plans and monthly P&L critiques
- 2018 Hampton Inn Lighthouse Award-Winning Hotel – Service and Quality Assurance scores in the top 2% of the brand

GENERAL MANAGER
Residence Inn by Marriott Biltmore / Asheville NC / November 2015 – April 2017
Biltmore Farms Hotels

High Occupancy 72 room extended stay hotel

- Worked with team to oversee the hotel's operation including financial performance, revenue management, accounting, human resources, sales and marketing, compliance to brand standards
- In one year, increased overall guest satisfaction 9% through property and service improvements
- Wrote and executed annual revenue and expense budget, as well as capital plans and monthly P&L critiques
- Wrote and implemented hotel's annual revenue and expense budget, as well as capital plans and monthly P&L critiques
- Implemented improvements to evening reception, adding a beer and wine program that resulted in a 19% increase in satisfaction from guests; implemented a new breakfast program that shared similar results

ASSISTANT GENERAL MANAGER
Doubletree Biltmore Village / Asheville NC / September 2011 – November 2015
Biltmore Farms Hotels

Award-winning 197 room full-service property with 12,000 sq ft of meeting space, located adjacent to the Biltmore Estate

- Led department managers to exceed hotel's goals, including revenue, profitability, customer satisfaction, loyalty, community involvement and staff development
- Passionately fostered the culture of hotel through facilitation of regular training, team engagement and employee recognition that resulted in maintaining a top 25 service ranking out of 295 Doubletrees in the Americas
- Worked with GM writing and implementing annual revenue and expense budgets; completed monthly income statement variance reports; worked closely with the Director of Sales and catering team to ensure group rooms and F&B goals were exceeded
- Approved all hotel expenses, working to maximize flow of all operational revenues to the bottom line, while protecting and enhancing assets of the hotel
- Worked with brand and ownership in planning and implementation of renovation for 160 guestrooms, public and meeting spaces. Through aggressive staff training and creative marketing, grew service scores during renovation
- Ensured all AP and AR processes operate effectively and credit policies maintained
- Won Doubletree's annual CARE Cup in 2014

FRONT OFFICE MANAGER / April 2009 – September 2011

- Managed team of front desk agents, bellmen, and two supervisors to ensure efficient front office operation and achievement of hotel goals while achieving superior guest service, brand standards and proper cost controls
- Assisted in creation of both long and short term revenue management strategies to exceed ADR and occupancy budgets
- Managed personnel hiring motivated team members, coaching and counseling those with challenges, and terminating those that did not share the goals of team

ASSISTANT GUEST SERVICES DIRECTOR
The Greystone Inn / Lake Toxaway NC / June 2007 – April 2009

33 room AAA 4 Diamond golf & tennis resort situated on largest private lake in NC

- Worked with Guest Services Director in managing staff and front of house operations, including writing new policies and procedures
- Created weekly schedules for activities, bell and front desk teams to maximize coverage and minimize payroll expenses
- Assisted in hiring, training and development of guest services team, while focusing on exceeding the expectations of guests

BELL CAPTAIN / June 2006 – June 2007

- Trained bell staff and led by example while coordinating all aspects of the activities department, including boating and hiking programs
- Named Employee of the Year

ADDITIONAL ITEMS AND INVOLVEMENT

- Certified Hilton Training Facilitator
- Certified in Hilton Rate and Inventory Management and GRO
- 2016 – Asheville's 40 Under 40
- Quarterly Speaker – AB Tech Hospitality Management Program
- Annual Speaker – Brevard College Business and Organizational Leadership
- Historic Biltmore Village Association – Board Chair
- 2018 – "Best Fancy Dinner" – Biltmore Village Farm to Village Dinner benefiting MANNA Food Bank
- Conversational Spanish
- ServeSafe Certified

City of Asheville

BOARDS & COMMISSIONS

Application Form

101 + room 5

Applicants are strongly urged to attend several meetings of a board prior to applying

Name of board or commission: Buncombe County Tourism Development Authority

Your name: Michael P. Lusick Home Phone #: 7036254415

Street address: 303 s. Braeside Ct City: Asheville Zip Code: 28803

Mailing address (if different): Same

Employer: FIRC Group INC.

Your position: Vice President of Hospitality Office Phone #: 8282520218

Resident of City Asheville County Buncomber Race White * Gender Identity: (non-trans) man *

Are you a Homeowner or a Renter? * Homeowner Age: 57

Residence location (check one): Central ____ North ____ South ✔ East ____ West ____

Are you aware of any potential conflicts of interest that may arise during your service on this board (i.e., property interest, business interest, etc.)? If so, please explain: None. Potential conflicts of interest do not preclude appointments.

Please indicate the area(s) of expertise that you can bring to the above board(s), and then in detail list education, experience, reasons for your interest, and other factors that support your interest in serving **Applicants are encouraged to provide a cover letter and/or a brief resume. Please use additional sheets if necessary.**

Area's of expertise:
35+ years of experience working in Hospitality (Hotels, Restaurants & Bars) encompassing both operations and sales & marketing.
Experience working on the front lines and at the national level with Marriott & Choice Hotels.
Experience working with Hotels and management companies in most major and secondary cities in the US.

I have a BS in Business Administration and have completed the class work for an MBA.

Currently represent 3 hotels and 2 restaurants within the Asheville City Limits.

My family and I moved to Asheville 3 years ago and sincerely enjoy the city and the people. I am looking for an opportunity to contribute to the success of our community. I would welcome the opportunity to serve and contribute on this board.

Return to:

City Clerk's Office
PO Box 7148
Asheville, NC 28802-7148

Email: boards@ashevillenc.gov
Telephone: 259-5839
Fax #: 259-5499

Signature: Michael P. Lusick

Date: July 12, 2021

E-Mail: mlusick@fircgroup.com

Fax #: 8285417474

* This information is requested for the sole purpose of assuring that a cross section of the community is appointed.

100 units or less

City of Asheville

BOARDS & COMMISSIONS

Application Form

Applicants are strongly urged to attend several meetings of a board prior to applying

Name of board or commission: Buncombe County Tourism Development Authority

Your name: Larry Crosby Home Phone #: 803-236-1215

Street address: 33 Adams Street City: Asheville Zip Code: 28801

Mailing address (if different): _____

Employer: The Raines Compnay

Your position: General Manager Office Phone #: 828-552-8862

Resident of City Asheville County Buncombe Race Black * Gender Identity: (non-trans) man *

Are you a Homeowner or a Renter? * Homeowner Age: 35

Residence location (check one): Central ✔ North _____ South _____ East _____ West _____

Are you aware of any potential conflicts of interest that may arise during your service on this board (i.e., property interest, business interest, etc.)? If so, please explain: _____. Potential conflicts of interest do not preclude appointments.

Please indicate the area(s) of expertise that you can bring to the above board(s), and then in detail list education, experience, reasons for your interest, and other factors that support your interest in serving **Applicants are encouraged to provide a cover letter and/or a brief resume. Please use additional sheets if necessary.**

As General Manager of The Foundry Hotel, I bring the expertise managing a major luxury property that is impacted by the decisions of the BCTDA and largely benefits from its purpose and budgetary decisions. Along with that, I manage a diverse collective of employees, many of whom are residents within the City of Asheville, that are also directly affected by the impacts of tourism within our community. I'm on the front lines, not only with direct interaction with our team members and guests who visit, but as a homeowner and resident within city limits. I bring a unique perspective in that I personally see and experience the positive and negative impacts that tourism has and the challenges that it has presented over the years. It is people like myself who live, breathe, and most importantly, interact with the residents and workforce of this city that need representation on the board. Our hotel is located within the historic Block neighborhood, a once thriving community of African Americans which was destroyed by "Urban Planning," and we have an obligation to ensure that we, as a beneficiary of the result of said "urban planning", do our part to create sustainable tourism, listen to the needs of the community, and ensure that the voices of more than just hotel and business owners are heard. My goal is to help impart change, have meaningful dialogue, and ensure the BCTDA meets its legally required obligations while helping to improve the image of the BCTDA. We need to ensure we are educating the community of the positive impacts tourism has provided Asheville while acknowledging the need to do more to support our residents.

Return to:

City Clerk's Office
PO Box 7148
Asheville, NC 28802-7148

Email: boards@ashevillenc.gov
Telephone: 259-5839
Fax #: 259-5499

eSigned via SeamlessDocs.com
Larry Willie James Crosby
Key: d7f8721a9fe98f4d2ea1602f6c5878

Signature: _____

Date: 7.12.2021

E-Mail: lcrosby@foundryasheville.com

Fax #: _____

* This information is requested for the sole purpose of assuring that a cross section of the community is appointed.