PLANNING & ZONING COMMISSION
3 year term

The Commission is an advisory board to City Council and shall (1) review all new text for proposed amendments to the Unified Development Ordinance (UDO), and proposals to zone or change the zoning of all property regulated under the UDO and to make recommendations to City Council for final action thereon; (2) perform studies and surveys of the present conditions and probable future development of the City and its environs, including, but not limited to, studies and surveys of land uses, population, traffic, parking, and redevelopment needs; (3) formulate and recommend to City Council the adoption or amendment of a comprehensive plan and other plans, as necessary, for the City and its environs ; (4) review the terms of the UDO from time to time, as it deems appropriate, and to recommend to City Council any changes that the Commission considers necessary to regulate properly the development and use of land, buildings and structures; (5) review applications for planned unit development designation and the preliminary plans for such planned unit developments and to make recommendations to City Council for final action thereon; and (6) review and decide on approval of all proposed preliminary plats of major subdivisions.

Planning & Zoning Commission - (3 year term)

Tony Hauser — **-NOT** eligible for reappointment
Term to expire 08-14-21
Has served two terms

Guillermo Rodriguez — **-NOT** eligible for reappointment
Term to expire 08-14-21
Has served two terms

CITY APPOINTEES

MEMBER FName	MEMBER LName	TERM EXPIRES	APPOINTED	TERMS	RESIDENT	RACE	HOMEOWNER	SEX	AREA	OCCUPATION
Tony	**Hauser**	08-14-21	07-24-18	2	City	W	H	M	North	Engineer/Landscape Architect
Guillermo	**Rodriguez**	08-14-21	07-24-18	2	City	Hisp		M	Central	Landscape Architect/ Urban Designer
Kimberly	**Levi**	08-14-23	09-08-20	1	City	W	H	F	East	Project Manager
Joe	**Archibald**	08-14-23	10-03-17	2	City	W	R	M	North	Architect Woodworker
Robert Franc	**Hoke**	08-14-23	01-12-21	unexp	City	B	H	M	Central	Crew Leader Kimberly Clark

COUNTY APPOINTEES

Brenton	Faircloth	02-16-24	02-16-21	1	County			M		
Jenifer	Bubenik	02-16-24	02-16-21	1	County			F		

Chair: Tony Hauser (repl.Laura Berner Hudson)
Vice: Joe Archibald (repl.Tony Hauser)
Staff management: Shannon Tuch
Council Liaison: Sandra Kilgore

PLANNING AND ZONING COMMISSION

Name	Male	Female	Black	White	Other	North	East	South	West	Central	City	County	Home owner
Hoke	X		X							X	X		Y
Hauser	X			X		X					X		Y
Rodriguez	X				Hisp					X	X		Y
Levi		X		X			X				X		Y
Archibald	X			X		X					X		N
Faircloth (County)	X											X	
Bubenik (County)		X										X	

Planning Zoning Commission - Resource List

APPLICANT FNAME	APPLCANT LNAME	EMAIL	DATE SUBMITTED APPLICATION	RESIDENT	RACE	SEX	AREA	HOMEOWNER	OCCUPATION	INTEREST IN OTHER BOARDS
Sherrye	**Coggiola**	Sherrye.coggiola@gmail.com	07-20-20	City	W	F	North	Y	Co- Owner The Cantina @ Historic Bilt. Village	
Roosevelt	**Harvin**	rjharvin77@yah	09-02-20	City	B	M	Central	N	Deputy Clerk of Criminal Records Buncombe Co. Courts	
Ricardo	**Seijo**	seijo.ricardo@gmail.com	12-28-20	City	H	M	Central	N	Associate/Architect Grimm + Parker Architects	Downtown Comm
Sara	**Wilcox**	sarawilcox76@gmail.com	12-28-20	City	W	F	East	Y	Pastor Land of Sky United Church of Christ	
Lee	**Arevian**	lee.arevian@thinktbg.com	06-14-21	City	W	M	North	Y	Managing Director The Bridge Group	
Kenneth R.	**Bussey, Jr.**	kenneth.bussey@gmail.com	06-28-21	City	W	M	West	Y	Senior Geotechnical Engineer HDR Engineering	
Geoffrey	**Barton**	geoffrey@mtnhousing.org	07-12-21	City	W	M	West	Y	Dir. of real Estate Development Mountain Housing Opportunities	

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: Planning and Zoning

Your name: SHERRYE COGGIOLA Home Phone #: 8646164325

Street address: 174 beaverdam rd City: Asheville Zip Code: 28802

Mailing address (if different): pob 7096 asheville 28802

Employer: The Cantina@ Historic Biltmore Village

Your position: Co-Owner Office Phone #: _____

Resident of City Asheville County Buncombe Race White * Sex M___ F ✔ * Age 55 *

Are you a Homeowner or a Renter? * Homeowner

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 was born and raised in Asheville with about 17 years making a living in other cities, I have been fortunate to be able to return in 2008 and plan to reside here for the remainder of my life.

I am the daughter of a local real estate developer and received my real estate licenses in 1990. I have been an active Broker in NC and SC ever since. My background has been focused in Commercial real estate investing and development.

My Husband and I own our own home and are in process of building a home and ADU on adjacent lot. My family owns commercial real estate in the Biltmore Village area.

I have served as an active SCORE member since November 2019

I would be honored to be a part of assisting the City of Asheville on the planning and zoning committee.

I have a strong staff at The Cantina which allows me to have time available to assist as needed

Return to:

Sarah Terwilliger, Deputy City Clerk
Post Office Box 7148
Asheville, N.C. 28802-7148

E-Mail: sterwilliger@ashevillenc.gov
Telephone: 259-5839
Fax #: 259-5499

Signature: eSigned via SeamlessDocs.com SHERRYE COGGIOLA Key: d7f7721a9fe90f43d2ea1f4020fdc5678

Date: 7/20/20

E-Mail: sherrye.coggiola@gmail.com

Fax #: _____

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

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: Planning and Zoning Commission

Your name: Roosevelt Harvin Home Phone #: 828-407-6970

Street address: 49 Madison Avenue City: Asheville Zip Code: 28801

Mailing address (if different): same

Employer: Buncombe County Courts

Your position: Deputy Clerk of Criminal Records Office Phone #: 828-259-3401

Resident of City yes County _____ Race Black * Sex M ✔ F ___ * Age 28 *

Are you a Homeowner or a Renter? * Renter

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.**

I was born and raised in Asheville. I went away to college but returned, and i want to better my community any way I can.

Return to:

Sarah Terwilliger, Deputy City Clerk
Post Office Box 7148
Asheville, N.C. 28802-7148

E-Mail: sterwilliger@ashevillenc.gov
Telephone: 259-5839
Fax #: 259-5499

eSigned via SeamlessDocs.com
Roosevelt Harvin
Key: df76721a9f49f8f4d2aa1f4602f0fc5878

Signature: _____

Date: 9/2/20

E-Mail: rjharvin77@yahoo.com

Fax #: _____

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

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: Downtown Commission AND/OR Planning & Zoning Commission

Your name: Ricardo Seijo Home Phone #: 410-533-1154

Street address: 65 Furman Avenue City: Asheville Zip Code: 28801

Mailing address (if different): _____

Employer: Grimm + Parker Architects

Your position: Associate / Architect Office Phone #: 240-965-0773

Resident of City Asheville County Buncombe Race Hispanic * Sex M ✔ F ___ * Age 47 *

Are you a Homeowner or a Renter? * Renter

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.**

I am a Registered Architect with a Bachelor in Architecture from Virginia Tech and 18+ years of professional experience in a wide range of project types. I grew up in Puerto Rico, and I've lived in Blacksburg, VA and historic Downtown Annapolis, MD. These experiences have given me a diverse and unique perspective which I believe relate directly to the challenges and opportunities of the built environment in Asheville. I wish to apply my expertise and insight to benefit my community by serving in either or both the Downtown Commission and the Planning & Zoning Commission. Please see the attached cover letter for more information. Than you for your consideration.

See attached

eSigned via SeamlessDocs.com
Key: df7872a9fe98f6d2aa1f4020f0c5678

Signature: _____

Date: 28 DEC 2020

E-Mail: seijo.ricardo@gmail.com

Fax #: 4105331154

Return to:

Sarah Terwilliger, Deputy City Clerk
Post Office Box 7148
Asheville, N.C. 28802-7148

E-Mail: sterwilliger@ashevillenc.gov
Telephone: 259-5839
Fax #: 259-5499

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

RICARDO J. SEIJO, RA, NCARB, LEED AP BD+C

65 Furman Avenue, Asheville, NC 28801 | seijo.ricardo@gmail.com | (410) 533-1154

To Whom It May Concern,

I wish to engage with and contribute to my community by serving on one or more of the committees that support the City of Asheville. I am particularly interested in the **Downtown Commission** and the **Planning & Zoning Commission** as I believe I am well suited to fulfill these functions. I am a Registered Architect with over 18 years of experience in a wide range of project types, including but not limited to: multi-use commercial, retail, office buildings and fit-outs, public and private K-12 schools, public safety facilities, religious spaces, master planning, and site design.

Growing up in San Juan, Puerto Rico, I developed a passion for architecture and the built environment at an early age. The permanence of the streetscapes there affirmed the need for sensitivity and integrity in design, and the characteristic vernacular architecture illustrated the impact of culture and climate on planning and design. I've always understood that communities must demand energy and substance from the built environment, and it is in this capacity that I wish to serve the City of Asheville.

While completing my Bachelor of Architecture at Virginia Tech, I learned to balance a thoughtful approach with practical knowledge of methods and materials. I carried forth this ideal of vitalism and mechanism, fueling my enthusiasm for civic enrichment through mindful design. My years living in Blacksburg at a critical time of growth taught me about urban development in a rural college town that must manage acute swings in population, not unlike the fluctuations Asheville faces due to seasonal tourism and the various higher-ed institutions in the area.

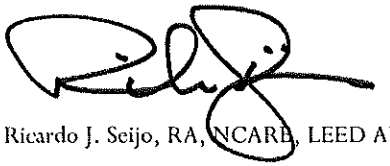
Prior to Asheville, I lived in historic Downtown Annapolis, Maryland which gave me first-hand insight into the obstacles of adapting modern life and energy strategies to a historic city. I witnessed the positive and negative effects of building renovations, and commercial and retail development and signage in a historic setting. Functionally, heavy tourism and traffic mixed with an unfavorable street design threaten pedestrian safety and create difficulties for commercial deliveries and parking. I recognize how Asheville shares many of the same struggles to balance character and scale with economic vitality and practical realities.

Professionally, my understanding of operational requirements has guided my work on public safety facilities. My visualization skills and attention to detail have served me in K-12 schools design, including phasing plans for work in occupied facilities. I am familiar with the opportunities and challenges of projects in dense urban settings, and with the formal policies and procedures that accompany them. These rigors are useful for clarifying objectives and providing structure to a nuanced process. Finally, thoroughness and sensitivity to context have contributed to my work on projects for the United States Naval Academy, which required balancing of stringent demands from varied stakeholders, including oversight by the State Historic Preservation Officer for work in a site listed on the National Register of Historic Places.

As an Associate at my current firm, my responsibilities include the full range of traditional management duties through all project stages, including project planning, budget reports, coordinating the work of staff, and daily communications with clients and consultants. As an architect, I am responsible for the development of projects from schematic design through full documentation. I have extensive experience in contract administration, having worked with general contractors and construction managers under different delivery systems. I have a solid background in sustainable design and have managed or collaborated on several LEED projects, including a LEED Platinum middle school in Washington, DC.

As an experienced professional, I rely on strong communication and organizational skills and regard good design as the fruit of collaborative effort. I believe my diverse background and unique perspective will yield strong contributions to the efforts of either or both referenced commissions. I am grateful for your attention and I look forward to the opportunity to serve this wonderful community I now call home.

Respectfully,



Ricardo J. Seijo, RA, NCARB, LEED AP BD+C

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: Planning and Zoning

Your name: Sara Wilcox Home Phone #: 828-505-2815

Street address: 52 Craig Circle City: Asheville Zip Code: 28805

Mailing address (if different): _____

Employer: Land of the Sky United Church of Christ

Your position: Pastor Office Phone #: 828-989-8754

Resident of City Asheville County Buncombe Race White * Sex M ___ F ✔ * Age 44 *

Are you a Homeowner or a Renter? * Homeowner

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: Pastor a church that owns property. _____. 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.**

December 20, 2020

To Whom it May Con

See Attached

offer my gratitude ndertake in an
effort to shape and erve in elected
positions, on boards e who and what
we are and who and is vital to ensuring
the needs of many a political science, I
have an understandi in shaping our
community. I left the t I have faithfully
honored for over a d to better
understand the brea ue location, I am
submitting my applic

The Planning and Zor decisions and
advisments that imp nable
development. Our current system has deep intention around growth. Growth must be done

Return to:

Sarah Terwilliger, Deputy City Clerk
Post Office Box 7148
Asheville, N.C. 28802-7148

E-Mail: sterwilliger@ashevillenc.gov
Telephone: 259-5839
Fax #: 259-5499

Signature: Sara R. Wilcox

Date: 12/28/2020

E-Mail: sarawilcox76@gmail.com

Fax #: 8289898754

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

Sara Wilcox

To Whom it May Concern, I offer my gratitude for the many avenues of public service that so many undertake in an effort to shape and create the communities for which we long. Those who serve in elected positions, on boards and commissions, and our paid employees deeply shape who and what we are and who and what we hope to be. A diverse representation of views is vital to ensuring the needs of many are served. With undergraduate and graduate degrees in political science, I have an understanding of policy and the importance the government plays in shaping our community. I left the field of political science to answer a call to ministry that I have faithfully honored for over a decade. In my vocation of ministry, my lens has widened to better understand the breadth and depth of needs in a community. From this unique location, I am submitting my application to serve on the Planning and Zoning Commission. The Planning and Zoning Commission is a commission tasked with important decisions and advisments that impact how we use land and create opportunities for sustainable development. Our current system has deep intention around growth. Growth must be done with intention regarding our community, including its most vulnerable and our environment. Balancing these competing needs is not simple, but it is vital to work that creates flourishing communities. Over the years, the Planning and Zoning Commission has been served by immensely qualified individuals. What makes one an expert can also create unintentional blindspots to individual and organizational impact. As a community that has named a commitment to repair the systemic injustices of history, it is vital that each area of our government include the voice and lens of those who are grounded in that commitment and its complexity. My education, training, location, and desire to serve uniquely qualify me for this commission at this time. Our economic growth cannot continue to outpace our human capacity to live and thrive across all socioeconomic sectors. The imbalance creates vast inequities that may never have been the intention, but too often arise as the unintended consequence of limited visions and concerns in the rooms of power and decisions. My hope is to bring an understanding of the human impact our policies and decisions have to allow us forethought in creating policies that are more just and community-oriented. I respectfully submit this application to serve on the Planning and Zoning Commission and do so with gratitude for the service of so many, Sara Wilcox

SARA WILCOX

52 Craig Circle
Asheville, NC 28805

sarawilcox76@gmail.com
(828) 989-8754

servant-hearted, justice-minded, receiver and giver of grace, growth mindset-oriented, connector of dots, visionary, relationship-oriented, collaborative
Ordained Minister in the United Church of Christ, 2009
International Coaching Federation, Associate Certified Coach

EDUCATION

Chicago Theological Seminary	Master of Divinity	2008
University of Wisconsin-Madison	Master of Arts (Political Science)	2000
University of Virginia	Bachelor of Arts and Sciences (Political Science) *with Distinction*	1997

THE CHURCH

Land of the Sky United Church of Christ — Asheville, NC
Pastor — July 2017-Present
Co-Pastor — March 2009-July 2017

- Co-founder of new church plant in the WNC association of the UCC, which currently has 175 threshold partners and 115 friends
- Vision and plan for continued evolution and development of community
- Plan and lead weekly worship services and special services
- Supervision of Staff and Liaison to Operations Teams: Personnel, Finance, and Building
- Visit and provide pastoral care to members and friends in need (hospital, jail and home visits)
- Plan and execute events to increase membership and expand ministries of the community
- Share responsibility for public prophetic voice on issues of social justice in our community
- Plan and lead Adult Education, seasonal series, and small group opportunities
- Identify and develop ministry skills of church members
- Design and publish materials for marketing and growth

Center for Progressive Renewal — Atlanta, GA
Director of New Church Initiatives — October 2013-Present

- Coach and support new church planters, renewing and revitalizing teams
- Support Conference Staff and New Church Development Teams to forward new church initiatives
- Promote church planting and culture change to enhance new church initiatives at regional events
- Teach Church Planting 1.0 and 2.0
- Develop ecumenical resources for church planters
- Work with national UCC staff to develop systems that support and grow new church initiatives
- Co-Creator of Revision Curriculum, Revision Coach

Warren Wilson Presbyterian Church and Chapel — Asheville, NC
Associate in Ministry — October 2007- January 2009

- Provided visitation and pastoral care for members of the congregation.
- Contributed to planning and leadership for worship services, including preaching monthly.
- Served as staff liaison to the deacons, providing assistance with various events in life of community.
- Responsible for youth programming during transition period.

Lake Edge United Church of Christ Madison, WI
Interim Associate Pastor August 2006- August 2007

- Provided general pastoral responsibilities such as worship leadership, education, visitation, pastoral care and counseling.
- Responsible for development of Lay Visitation Program and coordination of Prayer Chain, empowering members of the community to care for others in need

OTHER MINISTRY RELATED SERVICE

ICF, Associate Coach 2017-Present
Faith for Justice, provoking justice for black and brown-bodied people 2016-Present
Prison Ministry at Swannanoa Correctional Center for Women 2011-Present
Macedonian Ministry Project, Cousins Foundation (PCUSA) October 2013-2016
Wild Goose Festival Steering Team March 2013-2014
National Planning Team, 2030 Clergy Network June 2011-2013

CONTINUED EDUCATION

Boundary Training, (Every 3 Years)
Racial Equity Institute, 2019
Intentional Interim Ministry, 2020
Motivational Interviewing, 2020
Ongoing Enneagram Work

HEALTH CARE EXPERIENCE

Pavillon Treatment Center Mill Springs, NC
Spiritual Wellness Counselor May 2013-May 2015

- Provide spiritual care to women at residential recovery center
- Meet with women individually to discuss spiritual obstacles to recovery, including providing new insights on theology that empower them toward health, wellness and strengthen their recovery
- Lead workshops that target issues of self-esteem, grief, loss, lack of voice, shame, guilt, and regret

Care Partners Supportive and Palliative Care, Inpatient Team Asheville, NC
Chaplain February 2013-October 2013

- Provide interfaith spiritual care to inpatient palliative care patients and their families
- Attended and engaged in daily interdisciplinary group aimed at discerning best course of care for patients based on medical, psychosocial, emotional and spiritual needs
- Provided support to medical staff in complex conversations with patients and families

Mission Hospital Asheville, NC
Communication in Healthcare Facilitator February 2012-February 2013

- Trained facilitator for the Communication in Healthcare curriculum from the Mayo Clinic
- Implemented strategy for Department of Service Excellence involving intentional training of communication skills for all employees in the hospital system

Family Support Coordinator July 2010- February 2013

- Coordinated team of Family Support Liaisons, who provide care to families of potential organ donors
- Served on-call rotation of Family Support Liaisons
- Created and executed education to hospital staff to improve hospital referral and consent rate
- Led monthly meetings for the Family Support Team, Task Team Meetings, and After Action Reviews

- Secured $10,000 grant for Mission Hospital to increase education around donor designation and produce a video on donation for the on-demand patient television station

Chaplain January 2009-February 2013

- Provided interfaith spiritual care to families and patients
- Responsible for general orientation presentation on patients' rights
- Served as Chaplain at Camp Blue Bird, Mission's adult cancer camp (Oct. 2009-2013)
- Assisted in developing redesign of our charting system

SOCIAL WORK EXPERIENCE

Western Carolinians for Criminal Justice Asheville, NC

Case Manager and Court Advocate December 2008- June 2010

- Provided case management services to men in the criminal justice system who faced substance abuse and mental health issues
- Coordinated a weekly life skills group for program participants
- Served as a court advocate for clients, advocating for alternative services to incarceration

HOBBIES

- Public Policy, Governance, Running, Yoga, Basketball Spectator, Good Food, Laughter, Creating a More Just and Generous World

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: Planning and Zoning Commission

Your name: Lee Arevian Home Phone #: 703.608.9097

Street address: 62 Gertrude Place City: Asheville Zip Code: 28801

Mailing address (if different): _____

Employer: The Bridge Group

Your position: Managing Director Office Phone #: 703.398.1185

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

Are you a Homeowner or a Renter? * Homeowner Age: 55

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.**

As a resident of Asheville since 1976, I have seen this city grow over the years, and believe this area is at an influx given it's tremendous upswing as a destination in the last decade. I believe the Planning and Zoning Commission plays a key role in navigating the challenges and opportunities of growth while balancing the needs of current residents and being aware of the city's infrastructure limitations.

As a government contractor I am well-versed in the rules and technicalities of local, state and federal government and have achieved great proficiency in working with stakeholders to find solutions that provide the greatest benefit to all concerned.

I currently serve on several commissions/boards and am also adept in the rules and protocols of meeting conduct. My job requires me to be highly organized and detail focused - skills I bring to my board jobs. I prepare well, extensively note and record the content, and operate comfortably within Robert's Rules thereby ensuring effective and comprehensive meetings, with all parties treated equitably.

Return to:

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

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

Signature: Lee Arevian

Date: 6.14.21

E-Mail: lee.arevian@thinktbg.com

Fax #: 888.890.2730

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

LEE AREVIAN

62 Gertrude Place
Asheville, NC 28801

(703) 608-9097
lee.arevian@tbgevents.com

SUMMARY OF QUALIFICATIONS

High energy leader with 25 years of management, brand marketing and fundraising experience, with exceptional interpersonal and communication skills and established strength in the following broad-based competencies:

- Proven track record of successful and insightful strategic planning and execution; key message and brand delivery, financial oversight and increasing top line revenue and operating income
- Consistently innovative thought leader with ability to create, develop and implement ideas using sound judgment, negotiation, communication, and influencing to drive results
- Succinct communicator and hands-on manager who can identify issues and opportunities and act accordingly
- Strong team building, brand management and client service skills resulting in employee and client retention and achievement of financial objectives

PROFESSIONAL EXPERIENCE

THE BRIDGE GROUP, LLC – *Washington, DC* 2009 - Present
Founder and Managing Director 1995 - 2003

- Launched the company, transforming an idea into a successful $6 million marketing and management company specializing in turnkey solutions for government agencies, corporations, associations and nonprofits
- Led business development efforts including identification of potential clients, building the pipeline, marketing and selling consulting services to targeted organizations and negotiating contracts for services sold. Revenue has increased 85% in the last three years, and OI has increased 17%
- Worked to brand and define client properties to build them as destinations in their respective markets and lead them to Tradeshow Executive Top 50 Fastest Growing events in jewelry (Couture), defense (Navy League's Sea-Air-Space) and design (Boutique Design New York)
- Strong fiscal management practices have led to 100% of contracts coming in on time and on budget. Strong ability to work across financial platforms to present data and financial trending information as actionable to key stakeholders
- Selected to serve as the liaison to the organizing committees for multiple constituencies (White House, State Department, Department of Commerce, Navy League, Prestige Pavilion) in order to develop strong boards and committees for events
- As a development consultant for the Shakespeare Theatre (Washington, DC), helped develop developmental programs that targeted fundraising based on the Theatre's demographic make-up. This allowed us to approach major brands who wanted access to our members more than they wanted to support the art. This new, low six-figure revenue stream introduced new supporters (Lexus, Access National Bank) to the Theatre
- Organized large-scale events, up to 20,000 attendees domestically and internationally, for audiences that included the general public, media, government and corporate officials, dignitaries, and the President of the United States
- Worked with client senior leaders and staff to establish business goals and objectives, key messaging and brand objectives; recommended creative solutions; identified and managed diverse outsourced freelancers and vendors to deliver high-quality results adhering to identified budgets and timelines
- Achieved and surpassed sales goals by an average of 5-10%/year while reducing expenses on new contracts by an average of 15-20% through solid understanding of the wants and needs of both parties as well as successful negotiation practices. Maintained favorable relationships with facilities and vendors.
- Led and inspired staff to excel, resulting in ongoing inclusion in Washington Business Journal's list of Top 25 Meeting and Event Companies, INC 5000 and TSE Fastest 50
- Established start up infrastructure including incorporation, print and web-based marketing materials, human resources, and staff hiring. As the business grew and evolved, led the design of processes and protocols to maximize efficiencies and ensure adherence to common business standards.

NIELSEN BUSINESS MEDIA – *New York, New York* 2003 – 2009
Vice President, Jewelry Group

- Managed staff of thirteen and multiple outsourced vendors in sales, marketing, finance and operations of seven products (6 domestic trade shows and 1 C-level summit) with annual revenues of $30 million

LEE AREVIAN

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Asheville, NC 28801

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lee.arevian@tbgevents.com

- Transformed the Jewelry Group portfolio and repositioned the events to better address market needs. Positioned Couture product as the definitive destination for high-end design during a crowded Market Week in Las Vegas. This re-branding led to Couture delivering 20% OI growth
- Re-definition of the Couture brand allowed us to better develop a more coherent and focused audience generation plan, resulting in a 17% growth in attendance from jewelry retailers
- Redesigned and marketed New York-based Jewelers of America (JA) products to make them more current, relevant and accessible. Utilized negotiation, communication and influencing skills to deliver key messaging and ensure buy-in from community as portfolio changed direction
- Developed a multi-platform audience generation approach, utilizing print and digital vehicles as well as personal visits to key stakeholders and VIPs. This effort led to an 8% increase in attendance
- Developed nascent digital division (<$5000 in revenue in 2005) into important revenue stream (>$350,000 in 2009) by increasing focus on digital sales effort and utilizing numerous available Nielsen tools (Claritas data analysis, webcasting, etc.)
- Reversed downward trend in portfolio and grew overall revenue 6.5% from 2005 to 2007 utilizing creative and innovative solutions including design and implementation of segmentation strategies, consultative sales methodology, customization of sponsorships and effective campaign execution
- Utilized strong financial oversight, implementing effective cost controls and purchasing efficiencies in the portfolio to increase the portfolio's gross margin 5% from 2005 to 2007
- Work closely with Exhibitor and Retailer Advisory Boards to identify product needs and shortfalls and incorporate their solutions in reversing decline in Jewelry Group portfolio

Group Show Director, Hospitality Design Group

- Led team in sales, planning and execution of five products (2 domestic trade shows, 1 international trade show, 1 C-level summit and 1 awards gala) with annual revenues of $15 million
- Initiated improvements, utilizing key messaging to produce 300% growth in net square footage of HD Boutique over two years (from 23,000 net square feet to 70,000 net square feet). Increased revenue 380% from $528,000 to $2.03 million
- Devised and implemented creative sponsorship improvements resulting in 300% revenue growth (from $140,000 to $435,000)
- Guided HD Expo to a *Tradeshow Week* Top 100 event (262,000 net square feet), with sales increasing 30% to $8.1 million in two years, and operating at a 77% profit margin
- Managed overhaul of the exhibitor sales and CRM system and implemented fully coordinated and integrated sales and marketing processes in Goldmine, resulting in increased efficiencies in sales and marketing
- Identified and researched opportunities in Asia, part of Nielsen's first, dedicated launch in this marketplace. Launched HD Asia with 6 months lead-time, utilizing outsourced sales, marketing and logistical vendors in Asia, and positioning brand as a major player in Asia
- Worked with Nielsen's digital team to design user-friendly website reducing staff time spent answering questions and streamlining communication with exhibitors
- Responsible for management and oversight on all components of the portfolio – sales, marketing and operations. In addition to staff, incorporated outsourced vendors including marketing, graphic design, and technical production to elevate the portfolio

PUBLISHED INTERVIEWS AND SPEAKING ENGAGEMENTS

Articles and interviews featured in magazines including *Expo, Trade Show Week, Meeting News,* and *Trade Show Executive.* Speaking engagements include conferences hosted by Society of Independent Show Organizers, International Association of Exhibitions and Events, and Meeting Professionals International.

EDUCATION AND MEMBERSHIPS

B.A., Philosophy and Justice - The American University, Washington, DC
Active member of Society of Independent Show Organizers, International Association of Exhibitions and Events

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: Planning & Zoning Commission

Your name: Kenneth R. Bussey, Jr. Home Phone #: 270-331-1778

Street address: 60 Skyview Terrace City: Asheville Zip Code: 28806

Mailing address (if different): _____

Employer: HDR Engineering

Your position: Senior Geotechnical Engineer Office Phone #: _____

Resident of City Asheville County Buncombe Race Caucasian * 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: ~~Unaware of potential conflicts of interest~~. 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 14 years of experience as a civil engineer after graduating with my bachelor's and master's degrees in civil engineering from the University of Kentucky in 2006 and 2007, respectively. I have worked with public and private clients on projects ranging from site developments to multi-level highway interchanges.

While I am fairly new to the City of Asheville with becoming a resident in September 2020, I have been a frequent visitor to the area. The city is undergoing a lot of changes as it continues to grow. As a resident, I would like to put my professional skills along with love for the area to serve the city and its residents by helping it grow and change without sacrificing its unique character.

Return to:

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

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

Signature: eSigned via SecureDocs.com Kenneth Ray Bussey, Jr.

Date: 6/28/2021

E-Mail: kenneth.bussey@gmail.com

Fax #: _____

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

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: Planning and Zoning Commission

Your name: Geoffrey Barton Home Phone #: 919-239-0905

Street address: 119 Virginia Ave City: Asheville Zip Code: 28806

Mailing address (if different): _____

Employer: Mountain Housing Opportunities

Your position: Director of Real Estate Development Office Phone #: 828-254-4030

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: Any proposed project by Mountain Housing Opportuni _____. 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.**

Georey Barton
Director of Real Estate Development,
Mountain Housing Opportunities

Licensed Architect
North Carolina Registration Number: 12968

PROFESSIONAL EXPERIENCE

Mountain Housing Opportunities, Inc., Asheville, NC
Director of Real Estate Development, 2020 - present
Staff Architect, 2016 - 2020
Enterprise Rose Architectural Fellow, 2013 – 2015

Van Meter Williams Pollack, San Francisco, CA
Designer, 2011 – 2012

HH Architecture, Raleigh, NC
Designer, 2009 - 2011

Return to:

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

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

Signature: Geoffrey Thomas Barton

Date: July 12, 2021

E-Mail: geoffrey@mtnhousing.org

Fax #: _____

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

Geoffrey Barton
Director of Real Estate Development,
Mountain Housing Opportunities

Licensed Architect
North Carolina Registration Number: 12968

PROFESSIONAL EXPERIENCE

Mountain Housing Opportunities, Inc., Asheville, NC
Director of Real Estate Development, 2020 - present
Staff Architect, 2016 - 2020
Enterprise Rose Architectural Fellow, 2013 – 2015

Van Meter Williams Pollack, San Francisco, CA
Designer, 2011 – 2012

HH Architecture, Raleigh, NC
Designer, 2009 - 2011

EDUCATION
2009 Master of Architecture (MArch), North Carolina State University
2005 Bachelor of Arts (BA), English and Art History, cum laude, Wake Forest University

Statement of Intent

I am pleased to submit my qualifications for your consideration for membership on the Asheville Planning and Zoning Commission. Asheville is a special place. I live here, work here, go on walks here, relax here, sleep here. I shop here, dine here, ride my bike here, embark on scenic hikes from here, and recover here after hiking a little too far. In the last year and a half, I have barely left here due to COVID-19 (and the concurrent birth of my son).

As special as it is, Asheville is also a divided place. My experience of all the great things that Asheville has to offer is unfortunately not a universally shared experience. Across the country, Planning played a key role in creating our segregated neighborhoods, so it is clear to me that Planning can and should be a tool to help repair the damage. I am a passionate proponent of the premise that a community is best when its residents shape its vision and aspirations for its future. This has been the driving force behind my work to bring more affordable housing to Asheville, and it is the reason that I am applying for a seat on the Planning and Zoning Commission.

As a licensed architect and non-profit affordable housing real estate developer, I regularly consult the Unified Development Ordinance and have followed proposed and adopted changes that have been made to it in recent years. I have been a frequent collaborator with City staff to bring much needed affordable housing to the City of Asheville. In my eight years on staff at Mountain Housing Opportunities, I have served as on-staff architect and supported project management duties for the Eagle Market Place development and Maple Crest Apartments at Lee Walker Heights. I have attended many Planning and Zoning Commission and City Council meetings in my eight years at MHO, and I regularly follow issues impacting the ability of Asheville to sustainably grow. I have been a regular participant in City Planning initiatives such as creation of the River Arts District Form-based code and various policies to stimulate affordable housing development.

For the Lee Walker Heights redevelopment, I have worked closely with Housing Authority staff and residents to bring a community-crafted master plan through the final stages of construction. The Lee Walker Heights redevelopment has been a complex undertaking requiring a deep level of coordination with City staff including Planning, Community and Economic Development, and Development Services. Throughout master planning, design, and zoning approval, I have often served as a liaison between City staff, our team of architects and civil engineers, and the resident committee.

I am an intent listener and an analytical thinker with a keen eye for detail. I am a planning policy wonk, and I enjoy the challenge of putting plans and policy to the service of people. I have yet to find weeds that I will not dig into. I look forward to working closely with City staff and other Commission members to help create a brighter Asheville for everyone.

Thank you for your consideration.