CIVIC CENTER COMMISSION
3 year term

- Consists of nine members
  - Seven voting members appointed by City Council
  - Two voting members appointed by the Buncombe County Board of Commissioners
- Duties include:
  - reviewing and making recommendations on programming goals and objectives for each venue in the Civic Center;
  - establishing a method for handling of customer service complaints;
  - developing and making recommendations regarding long range plans for the Civic Center;
  - reviewing and making recommendations on proposals for changes in the fees and charges for use of Civic Center facilities;
  - encouraging promotion of sports, recreation, entertainment and cultural events and activities, and to facilitate the use of the services and facilities of the Civic Center; and
  - performing other such tasks and functions as the City Council may direct.

Civic Center Commission - 3 year term

Vacancy
Was Kimberly R. Hunter
Term to expire 06-30-21

CURRENT MEMBERS	TERM EXPIRES	APPOINTED	TERMS	RESIDENT	RACE	HOMEOWNER/RENTER	SEX	AREA	OCCUPATION
Bill Jones billjones.asheville@gmail.com	06-30-22	06-11-19	1 Unexp.	City	W	H	M	North	Owner Carolina Native Nursery
Corey Atkins corey.atkins@gmail.com	06-30-23	07-25-17	2	City	W	H	M	South	Attorney
Kimberly R Hunter (resigned 1/11/ kimmy@reiwnc.com	06-30-21	07-24-18	1	City	B	H	F	North	Ent. Program Mang. Mountain BizWorks
Nicole Lee authornicolelee1@gmail.com	06-30-23	9/22/2020	1	City	B	R	F	West	Self-Employed
John W. Ellis jellisdwt@gmail.com	06-30-23	02-11-20	1	City	W	H	M	South	Retired Former Theatre Manager
Mukunda Pacifici mukundapacifici@gmail.com	06-30-21	02-11-20	Unexp.	City	W	R	M	North	Broker Premier Southeby's Int'l. Realty
Greg Duff greg@gloryhoundevents.com	06-30-21	06-19-18	2	City	W		M	East	President Glory Hound
COUNTY APPOINTMENTS									
Shay Brown	09-01-23	Sept. 2020	unexp.						Shay Brown Events
Eric Burns	Nov. 2020	Nov. 2017							Novacor Consulting

EX-OFFICIO (non-voting) MEMBERS

Civic Center Director
City Manager
Finance Director
Chamber of Commerce Director of Covention & Marketing Sales
Director of A-B Regional Sports Commission
Director of Symphony

Chair: Corey Atkins
Council Liaison: Antanette Mosley
Staff Liaison: Chris Corl

ASHEVILLE AREA CIVIC CENTER COMMISSION

Name	Male	Female	Black	White	Other	North	East	South	West	Central	City	County	Home owner
Jones	X			X		X					X		H
Ellis	X			X				X			X		H
Atkins	X			X				X			X		H
VACANT													
Lee		X	X						X		X		R
Duff	X			X			X				X		
Pacifici	X			X		X					X		R
Brown	X											X	
Burns (Expired	X											X	

Asheville Area Civic Center Commission - Resource List

APPLICANT FName	APPLICANT LName	Email	DATE SUBMITTED APPLICATION	RESIDENT	HOMEOWNER	RACE	SEX	AREA	OCCUPATION	INTEREST IN OTHER BOARDS
Sandy	**Aldridge**	sandykallamaldridge33@gmail.com	02-18-20	City	R	W	F	South	Student at A-B Tech	On CPAC / interested in MMTC
Josh	**Batenhorst**	joshua.batenhorst17@gmail.com	09-03-20	City	H	W	M	South	CEO Bright Star Touring Theatre	
Timothy (Tim) W.	**Collins**	twc0224@yahoo.com	11-01-20	City	H	W	M	North	Retired	HRCA
Mitchell	**Eaton**	eaton94108@gmail.com	01-26-21	City	H	W	M	Central	N/R	N/R = No response Downtown Comm
Crissa N.	**Requate Sinko**	crissa@masaonjarmedia.com	01-28-21	City	H	W	W	North	Marketing Specialist/President Mason Jar Media	

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: Civic Center Commission

Your name: Sandy Aldridge Home Phone #: 919-264-6113

Street address: _____ City: Asheville Zip Code: 28801

Mailing address (if different): _____

Employer: Student at AB-Tech

Your position: _____ Office Phone #: _____

Resident of City Yes County Buncombe Race W * Sex M ___ F ✓ * Age 53 *

Are you a Homeowner or a 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: 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.**

Currently a member of CPAC. Experienced in community leadership and decision-making. On a daily basis I speak with members of our community about their interest. Bringing the best entertainment, etc. to Asheville is very important to support the diversity of our town. Also, I possess some Native American ancestry so I'm a total supporter of the Civic Center being taken over by the Eastern Band of the Cherokee Nation. Harrah's Cherokee Casino is very popular so the Cherokee must know what they're doing.

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: Sandy Aldridge

Date: 2-18-20

E-Mail: sandykallamaldridge33@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: Civic Center Commission

Your name: Josh Batenhorst Home Phone #: 828.450.2120

Street address: 255 Edgewood Rd. South City: Asheville Zip Code: 28803

Mailing address (if different): _____

Employer: Bright Star Touring Theatre

Your position: CEO Office Phone #: 336.558.7360

Resident of City Asheville County Buncombe Race White * Sex M ✔ F ___ * Age 41 *

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: I also serve as a board member of the Asheville Arts Council. 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 bring 18 years experience as a resident of the community. I am a longstanding supporter of the arts and an arts professional in our city. I have a background in education as a teacher and administrator, and as business person as head of a small business that is in the performing arts. I hold an MBA from Wake Forest University.

I am interested in seeing the Civic Center serve our community as a central part of the future plans of the city. I want it to serve our region as an event center, but also to be a place that is accessible to local residents and community based organizations.

Signed via SeamlessDocs.com
Joshua Ty Batenhorst
Key: df76721a0fb06f4d2aa1f4f02ff1c5679

Signature: _____

Date: 9/3/2020

E-Mail: joshua.batenhorst17@gmail.co

Fax #: 8284502120

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.

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: Civic Cente Commission

Your name: Timothy W. Collins (Tim) Home Phone #: 8284247272

Street address: 3 Bayonne Trail City: Asheville Zip Code: 28804

Mailing address (if different): _____

Employer: Retired

Your position: _____ Office Phone #: 3478855707

Resident of City Asheville County Buncombe Race White * Sex M ✔ F ___ * Age 61 *

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: 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.**

I am a retired executive and leader, with more than 30 years of combined service at two leading companies, Procter & Gamble and IBM. I have traveled to 40 countries, lived in the UK for three years as an expatriate, and 13 years in New York City. I have had success as a professional in business and educational and religious non-profits. I have been externally certified as a Human Resources professional by the Society for Human Resource Management (SHRM) and HR Certification Institute (HRCI). In my career and life, I have demonstrated a commitment to and affinity for servant leadership, collaboration, effective communication, high-performing organizations, and technology to improve work and life. I have always demonstrated high integrity. I am a problem solver; results-oriented, strategic, transparent, self-aware, vulnerable, and an effective written and verbal communicator. I am enthusiastic, forward-thinking, progressive, and optimistic. I am a long-time supporter of the arts and civic engagement. For 25 years, I lived in Greater Cincinnati, a city with a long history of support for the arts, and great institutions like the Cincinnati Symphony Orchestra, Cincinnati Art Museum, Playhouse in the Park, Music Hall, May Festival, and many more.

eSigned via SeamlessDocs.com

Timothy W Collins

Key: df76721abfe99f4d2aa1f402f0fc5d78

Signature: _____

Date: 11/1/2020

E-Mail: twc0224@yahoo.com

Fax #: 8284247272

Return to:

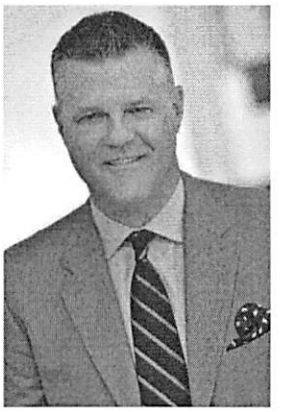
Sarah Terwilliger, Deputy City Clerk
Post Office Box 7148
Asheville, N.C. 28802-7148

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.

Timothy W. Collins "Tim"

http://about.me/collinstw
LinkedIn Profile



I am a retired executive and leader, with more than 30 years of service at two premier companies, Procter & Gamble and IBM. I have traveled to 40 countries, and lived in the UK for three years as an expatriate. I have been certified as a Global Professional in Human Resources (GPHR), and a Senior Certified Professional (SHRM-SCP).

After retiring from IBM, I had an "encore career" working at my alma mater, Transylvania University in Lexington, KY, a private, nationally ranked liberal arts college founded in 1780. As a Regional Advancement Officer, I was responsible for major gifts fundraising, allowing me to live in New York City while traveling to meet alumni and friends of the college.

My final position before retiring in 2019 was Director, Human Resources at Kanuga Camps and Conferences in Hendersonville, an Episcopal Center serving 25,000 guests a year.

In eleven years at IBM, I had a wide variety of HR roles. Positions included: 1) leading HR Talent for IBM's global HR organization of 10,000+ HR professionals; 2) global responsibility for the integration of acquired employees into IBM; 3) leadership for HR aspects of acquisitions and mergers; and 4) global leadership for the delivery of outsourced HR services to clients. I transitioned to IBM via the $400M Procter & Gamble HR outsourcing deal after working for 20 years at P&G. In this transaction, IBM acquired P&G's three HR delivery centers, of which I was the leader of the EMEA service center in Newcastle, UK. My last P&G position was Director, HR Employee Services for Europe, Middle East & Africa. My two decades at P&G also included roles in customer service and logistics, manufacturing, marketing, recruiting, R&D HR, International HR, relocation and expatriate services, and acquisition integration.

While living in NYC, I was a member of the St. Bart's Episcopal Church Vestry, and served as Co-Chair of the Park Avenue Building Centennial Committee, Rector Search Committee, and as Chairman of the Development Committee that raised $3M/year. I chaired the Expatriate Management Committee of the National Foreign Trade Council, and the Board of Directors of the Association for International Practical Training, now known as Cultural Vistas.

I am a 2019 graduate of Leadership Asheville Seniors, a community engagement program offered by the UNC Asheville Osher Lifelong Learning Institute. I am a member of the RiverLink Board of Directors, Leadership Asheville Forum, Asheville Symphony Guild, and the Board of Trustees of the Phi Kappa Tau Foundation, in Oxford, OH.

Originally from Canton, Ohio, I have also lived in Kentucky, New York, and North Carolina. Along with my spouse and UK Civil Partner, Tom Wolff and #BanditTheHavanese, I live in North Asheville. In our Thoms Estate neighborhood, I chair the Safety & Security and Welcome Committees, and serve as editor of the monthly newsletter.

TIMOTHY W. COLLINS

3 BAYONNE TRAIL ASHEVILLE NC 28804 TWC0224@YAHOO.COM TWITTER: @COLLINSTW 347.885.5707
RETIREE FROM @KANUGA @TRANSY @IBM @PROCTERGAMBLE HUSBAND ENTJ SERVANT LEADER LGBT
GLOBAL CITIZEN DIVERSITY EARLY ADOPTER CURIOUS ASHEVILLE LIBERAL ARTS EPISCOPALIAN

SUMMARY

Successful professional in business and in educational and religious non-profits. Externally certified, broad business, functional and global experience. Inspirational, charismatic leader of teams, people, and projects.Commitment to and affinity for people, servant leadership, collaboration, effective communication, high-performing teams, and technology to improve work processes. High integrity, problem solver, results-oriented, team builder, strategic, transparent, self-aware, vulnerable, invited public speaker, effective written and verbal communicator, enthusiastic, forward-thinking, progressive, optimistic.

EXPERIENCE

NOV 2018 – DEC 2019
JUNE 2019 – DEC 2019

Kanuga Conferences, Inc., Hendersonville, North Carolina USA
Human Resources Consultant
On-call support for executive leaders and HR projects as requested.

NOV 2018 – JUNE 2019

Director of Human Resources
Full-scope HR leadership – benefits, payroll, policy, culture, employee relations, recruitment, leadership and employee development, more – for $10M annual budget non-profit affiliated with The Episcopal Church. Nestled on 1,400 mountain acres centered on 30-acre Kanuga Lake, Kanuga is a non-profit that offers a year-round, full-service conference and retreat center, as well as three youth programs providing summer camps and outdoor education.

FEB 2015 – JULY 2018

Transylvania University, Lexington, Kentucky USA (while living and working in New York, NY)
Director and Regional Advancement Officer
Develop close, productive relationships with a select group of alumni and friends of the University to encourage and solicit major, planned and annual gifts. Advocate for and inspire in others public support for Transylvania, its purpose, and the liberal arts foundation that is essential to developing global citizens and a better world. Founder of Transy LGBT* Alumni Network and Transy Inclusion Alumni Network.

JAN 2004 – DEC 2014
JUNE 2013 – DEC 2014

IBM Corporation, Armonk, New York USA
Director, HR Talent, Development & Resources, Armonk, New York USA
Leader of the Talent function for IBM's global HR organization (10K+ employees). Succession planning, talent pipeline development, and diversity. Leader of WW HR Development and Resources, focused on HR career model, progression, learning and development, global HR campus recruiting, intern and full-time hiring program, and leadership development. Founder and leader of *#SocialHRSuccess*, an award-winning global HR project to accelerate HR adoption of social and change IBM culture to be more open, effective and collaborative.

AUG 2010 – JUN 2013

Director, HR Business Development, New York, New York USA
Leader of IBM HR Business Development team in Canada, Latin America, and the USA, providing HR leadership for deal negotiation, transition and integration support for all IBM deals in the region, including outsourcing, mergers, acquisitions, and divestitures. Led worldwide HR Acquisition Integration team, providing global end-to-end HR integration and transition leadership for all IBM acquisitions.

SEP 2007 – JUL 2010

Global HR Consultant, HR Business Development (M&A), New York, New York USA
Leadership and consulting for HR on IBM global mergers, acquisitions and divestitures. My role included HR due diligence, negotiation of terms and conditions, executive retention, assessment of all HR aspects related to the transaction, including compensation, benefits, equity, change in control, employment contracts and legal aspects of the transaction.

NOV 2006 – AUG 2007	**Delivery Project Executive** New York, New York USA Support IBM client-focused solutions sales teams pursuing HR outsourcing contracts with three different prospective clients
MAY 2006 – NOV 2006	**Delivery Project Executive – HR Outsourcing for Dana Corp.,** Toledo, Ohio USA Leader of IBM team delivering a broad range of HR services to Dana. Services delivered include HRIS, Payroll, Benefits / Pensions, Data Management, Recruiting, Learning Management, Mobility, HR portal, HR data capture. Led successful effort to complete migration of US HR work to IBM service delivery center. Delivered 100% "green" SLA results.
JAN 2004 – APR 2006	**Delivery Project Executive – HR Outsourcing for P&G,** Newcastle-upon-Tyne, UK Leader of 340-person team delivering HR Services to Procter & Gamble in Europe, Middle East & Africa. Included responsibility for 240-person EMEA Service Centre in Newcastle and for 100 local HR staff on the ground in 21 countries. Led transition to IBM, met financial targets while achieving very strong service delivery results aligned with contractual requirements.
SEP 1984 – DEC 2003	**The Procter & Gamble Company,** Cincinnati, Ohio USA
SEP 2003 – DEC 2003	***Director – HR Employee Services – Europe, Middle East & Africa (EMEA)*** Newcastle, UK Same as above, except as an employee of Procter & Gamble.
FEB 2002 – AUG 2003	***Associate Director – HR Employee Services Delivery/e-HR,*** GBS Employee Services Leader of the 20-person group responsible for global process ownership and e-HR platforms, including country and expatriate payroll, salary planning, stock option administration, HR content on the web and relocation. HR intranet site included content for 70+ countries, 500+ locations, in 16 languages, with 1MM+ 'hits' per month. Global salary planning web platform managed 60M+ employee salary plans in 80+ countries. Global stock option web platform automated stock option exercise process for 100M+ equity holders.
MAY 2001 – JAN 2002	***Associate Director – Clairol HR Integration,*** GBS Employee Services After P&G acquisition of Clairol business from Bristol-Myers Squibb, I was the global leader of a breakthrough effort to provide HR services to 4,000+ Clairol employees in 30+ countries on the day of close. This included pay, benefits, data, HR web-access for P&G's largest ever acquisition. My work with Bristol-Myers Squibb was recognized with an invitation to speak on "Best Practices in Mergers and Acquisitions" at NFTC International HR symposium.
JUL 1997 – MAY 2001	***Associate Director – HR Relocation & Expatriate Services,*** GBS Employee Services Global design and process lead for 3,000-employee expatriate program and international and domestic relocation (6,500 moves/yr). Owner of benefits, compensation, tax compliance, immigration, selection, policy development & interpretation, communication, technology. Developed new expatriate website, new workflow manager self-service tool, new delivery model, and led global supplier inquiry delivering improved service and $20M+ cost reduction.
FEB 1996 – JUN 1997	***Senior Manager – HR Global Expatriate Programs,*** International HR Designed and implemented new global expatriate policy and compensation package; managed suppliers for tax equalization, tax return preparation and policy; deployed ongoing U.S. benefits for and International Health Care Benefits Plan for more than 4,500 expatriates and dependents; led an effort to simplify internal accounting and cross charge processes.
Jul 1994 – Feb 1996 *Jul 1991 – Jul 1994*	***Senior Manager - U.S. Recruiting-Research & Development,*** Human Resources ***Section Head – Research & Development Recruiting,*** R&D Human Resources Responsible for all aspects of R&D recruitment for all USA technical center sites; identified US-educated candidates for international subsidiaries. Co-led P&G recruitment technology strategy, including development and deployment of P&G's first corporate recruiting web site.
SEP 1990 – JUL 1991	***Manager - Technician Recruiting,*** Research & Development Human Resources Developed a new organization with significant improvements in quality of service to R&D organizations for the recruitment of Research & Product Development Technicians for five Cincinnati area technical centers.

MAR 1987 – SEP 1990	***Employment & Recruiting Manager***, Corporate Buildings Personnel Designed and led the recruitment process for research and administrative positions at four technical centers and corporate HQ. Responsible for recruiting publications and internal/external communication. Co-developed corporate HRIS applicant tracking system.
SEP 1986 – MAR 1987	***Tide Brand, Promotion Manager***, Packaged Soap & Detergents Advertising Responsible for U.S. Tide brand promotion development, execution and budget. Interacted with Brand Manager (later P&G CEO Bob McDonald) Sales, Advertising Manager (later P&G CEO A. G. Lafley), Manufacturing, Finance, Art and other disciplines.
SEP 1984 – AUG 1986	***Special Assignment***, Cincinnati Plant Liaison Office, Manufacturing Supply Chain Developmental position in Manufacturing Supply Chain with responsibility for customer service projects, interdisciplinary business teams and personnel supervision/training. Managed supply chain, customer service and distribution for multiple districts and divisions.
EDUCATION	**University of North Carolina Asheville**, Asheville, NC, Osher Lifelong Learning Institute (OLLI) Leadership Asheville Seniors graduate, November 2019 **Transylvania University,** Lexington, KY. Bachelor of Arts in Business Administration Management, concentrations in Economics and History, May 1981. GPA: 3.41 **Activities & Honors**: Choir, Student Activities Board, Omicron Delta Kappa Leadership Honorary, Phi Kappa Tau (president), Phi Alpha Theta (history honorary), Transylvania Leadership Award (outstanding graduating senior), Columns all-campus newsletter editor Global Professional in Human Resources (GPHR), Human Resources Certification Institute Senior Certified Professional in Human Resources, Society for Human Resource Management
SELECTED WRITING AND MEDIA	*#LifeAfterIBM – One Year Later* on LinkedIn (Editor's Choice, 137,000+ views, 800 comments and 5,800 likes) *What are the Benefits of, and Results from Diversity & Inclusion Efforts?* LinkedIn blog *Diversity and Inclusion: Is Deloitte's Move a Revolution or Evolution?* LinkedIn blog *Be Real, Have Fun, Advice from 30 Years in HR* LinkedIn blog *Is There An Encore Career in Your Future?* LinkedIn blog *"Navigating Retirement as a Same-Sex Couple"* Thomson Reuters Retirement Roadmap Series *"Pursuing An Encore Career in Retirement"* Thomson Reuters Retirement Roadmap Series
PAST ACTIVITIES	St. Bartholomew's Church, New York, NY – Vestry, Chair Development Committee ($3M/year), Co-Chair Rector Search Committee, Co-Chair Park Avenue Centennial Founder, Transylvania University LGBT* Alumni Network Chair, Board of Directors, Association for International Practical Training (Cultural Vistas), 94-98, invited to return to the Board in 2017, declined due to other commitments IBM Out (LGBT) Executive – one of ~40 worldwide, Chair, Leadership Development for LGBT Talent, created global webcast curriculum for 300 IBM LGBT Top Talent employees Chair, National Foreign Trade Council Expatriate Management Committee, New York, NY US Department of Labor Opportunity 2000 Award (P&G outstanding equal opportunity hiring) Member, Engineering Workforce Commission (a unit of AAES), Washington, DC Chair, Commission on Professionals in Science and Technology, Washington DC Executive Advisory Board, Deloitte International Assignment Services Co-Chair, National Science Foundation Workshop on *"Critical Issues in Science and Engineering Technician Education,"* Washington D.C. Chair, Greater Cincinnati Urban League Skills Training Center Advisory Board (1988-90)
CURRENT ACTIVITIES	Riverlink, Asheville, NC - Member, Board of Directors, Development Committee Phi Kappa Tau Foundation, Oxford, OH - Member, Board of Trustees Leadership Asheville Forum - Member Asheville Symphony Guild - Member Thoms Estate, Asheville, NC - Newsletter Editor; chairman, Safety & Security Committee

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: Civic Center or Downtown

Your name: Mitchell Eaton Home Phone #: 415-215-2335

Street address: 12 S Lexington Unit 200 City: Asheville, NC Zip Code: 28801

Mailing address (if different): _____

Employer: _____

Your position: _____ Office Phone #: _____

Resident of City _____ County _____ Race White * Sex (non-trans) man

Are you a Homeowner or a Renter? * Homeowner Age: 53

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 moved to Asheville in the summer of 2020 to be closer to my family in Winston-Salem. My career was primarily working for the Convention Visitors Bureaus in Seattle, Chicago and Philadelphia, selling their convention facilities to corporate and national association meeting planner clients. In 2013 I transitioned to the arts administration field managing both a for profit music venue in San Francisco as well as a non profit musical theatre company in Chicago so I have strong interest and experience in arts programing as well. I will email a cover letter and resume as well. Thank you for the consideration.

eSigned via SeamlessDocs.com
Mitchell Eaton
Key: df7d721a5fe88f4d2aa1f402f0fcb678

Signature: _____

Date: 1/26/2021

E-Mail: eaton94108@gmail.com

Fax #: _____

Return to:

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

Email: boards@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.

MITCHELL EATON Asheville, NC 28801 (415) 215-2335
MitchellWEaton@gmail.com www.linkedin.com/in/mitchell-eaton

Seasoned professional with demonstrated experience at both middle and senior management levels within the arts, entertainment, hospitality and tourism industries and both the corporate and not for profit sectors. Highly adaptable skillset in the areas of business development, sales marketing, fundraising, operations and financial management, customer service and patron relations as well as strategic planning.

Business Development, Sales and Marketing: Ability to deploy successful digital and traditional campaigns targeting strategic audiences to gain brand awareness. Demonstrated record of constructing lead funnels and achieving sales goals in both B2B and B2C situations.

Fundraising: Track individual donor activity, research funding sources, make compelling written and oral applications for foundation grants.

Operations & Financial Management: Knack for identifying opportunities to reduce costs and increase profitability. Judiciously prepare and administer budgets. Effectively manage staff by optimizing organizational structure, refining job descriptions, maintaining autonomy, building consensus, providing support and being attentive to morale.

Customer Service & Patron Relations: Skilled in enhancing or streamlining patron facing activities. Establish high service standards from leading by example and training staff to maximize all customer touchpoints.

Strategic Planning: Spearhead initiatives for long-term sustainable growth. Identify technological, process or procedural efficiencies and enhancements to augment scalability. Pivot from working at a macro level to remaining focused on micro level details and bringing solutions to fruition.

EMPLOYMENT HISTORY

Theo Ubique Cabaret Theatre Evanston, IL
Managing Director July 2019-August 2020

Overview: Strengthened the administrative and operational departments and managed team of ten at this award winning musical theatre company. Reported to Board of Directors and coordinated their monthly meeting agenda as well as new member recruitment and development activities.

- **Capacity Building:** Through more efficient scheduling, reduced time between shows, created possibility of two week extensions for each production resulting in 32 additional performance dates each year and an average increased earning potential of $71,000

- **Development:** Utilized donation widget on website to more easily accept small dollar donations and raised approximately $50,000 from a renewed interest in foundation funding sources.

- **Financial Management:** Improved fiscal stability of this organization from gaining a keen understanding of expenses, increasing margins on food and beverage offerings by 10%, raising ticket prices, limiting comps and discounts as well as reducing costs by more than $25,000.

Feinstein's at the Nikko San Francisco, CA
Director of Entertainment and Audience Development June 2013-September 2018

Overview: Established a structure and business plan for the new cabaret then lead team of six direct reports and three key vendor agencies to develop diverse programming, sell tickets, optimize the guest experience and coordinate all production and artistic requirements. Tracked and reported monthly KPIs to stakeholders.

- **Program Management**: Set branding and artistic standards to guide programming strategy. Oversaw artistic planning including coordinating with talent buyer and approving offers and riders. Term sheet process captured all negotiated expenses to ensure appropriate ticket prices and maximum profitability.

•**Sales & Marketing:** Deployed traditional and digital marketing campaigns to achieve budgeted ticket sales goals of approximately $1M for 170 annual performances. Efficient tracking of results allowed for a reduction in marketing budget of more than $230,000 over five years. Created membership club with benefits designed to foster patron loyalty and increase repeat visits. Successful yield management strategy opened alternative (discount) sales channel while maintaining budgeted margins and profitability.

•**Patron Relations:** Achieved monthly 96% patron satisfaction ratings after improving ticket sales, seating and house management processes. Communicated these changes via email customer education campaigns.

Discover PHL, Philadelphia Convention Visitors Bureau Chicago, IL
Business Development Manager and Director of National Accounts August 2005-June 2013

Overview: After leaving a legacy of definite group business, transitioned in 2011 from Midwest regional Director of National Accounts to become the inaugural Business Development Manager for the organization. Defined the role, determined benchmarks and how the new business development team would work across all feeder markets and parameters to identify and capture leads to help achieve organization sales goals.

•**Relationship Management:** Methodical approach to managing citywide corporate and association market in Midwest territory. Utilized personalized approach to build relationships, overcome objections and close deals over long term sales cycles.

•**Business Development:** Increased sales pipeline an estimated 50% through strategic account analysis and avid prospecting.

Choose Chicago, Chicago Convention Tourism Bureau Chicago, IL
Director of Sales October 2003-August 2005

Overview: Managed book of national association accounts with the goal of increasing retention and rotation frequency for McCormick Place convention center.

•**Strategic Planning:** Spearheaded enterprise-wide change to industry based deployment model to simplify client communications, increase market penetration and more easily facilitate event co-locations.

•**Data Driven Sales & Marketing:** Engaged North American Industrial Classification System data for sales presentations and to assist in the growth of convention attendees and exhibitors.

Visit Seattle, Seattle Convention Visitors Bureau Seattle, WA
Convention Sales Manager July 2001-October 2003

Overview: Leveraged previous hospitality sales experience to create and maintain relationships with key clients to win conference business for the destination. Collaborated with hotels, convention center, special event venues and service providers to formulate competitive proposals and execute creative site inspections.

•**Program Development:** Initiated creation of VIP Pass program for meeting planners and press for their independent enjoyment of the city to boost sales and public relations opportunities requiring little recurring resources.

•**Goal Achievement:** Developed leads and closed deals from national medical market to routinely surpass sales goals. Advocated for more stringent booking parameters at convention center to benefit more hotel partners. Instrumental in recommending changes to internal practices to more easily facilitate attainment of team sales goal.

EDUCATION

East Carolina University **Bachelor of Science, Commercial Recreation**

TECHNICAL COMPETENCIES

Microsoft Office	Ticketweb	Ticketfly	Tix	Audience View Pro	Survey Monkey
Word Press	Open Table				

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: Civic Center Board

Your name: Crissa N Requate Sinkovic Home Phone #: 8283376002

Street address: 5 Spring Cove Terrace City: Asheville Zip Code: 28804

Mailing address (if different): _____

Employer: Mason Jar Media

Your position: Marketing Specialist / President Office Phone #: 828-337-6002

Resident of City Asheville County Buncome Race W * Gender Identity: (non-trans) woman *

Are you a Homeowner or a Renter? * Homeowner Age: 41

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.**

Civic Center Application:

January 28, 2021

Dear Boards & Commissions Hiring Team -

I was excited to learn about the open Civic Center board position since I am currently seeking new ways to impact my community positively. Through my years of experience in publicity and marketing, I have crafted and executed creative marketing and advertising campaigns, fine-tuned the ability to determine key tasks while navigating high-pressure scenarios, and developed the skill of identifying compelling story angles for press releases and media pitches. These skills, along with my ability to provide a compassionate viewpoint that takes equity and accountability into consideration, would make me an ideal candidate for this role.

For nearly two decades, I have led publicity and marketing campaigns for nationally renowned music and arts festivals, including Bonnaroo, KAABOO, Shaky Knees, and Hangout. In 2011, I started Mason Jar Media and became an Asheville small business owner. Beyond national music and festival clients, Mason Jar Media has also had the pleasure of working with local

Crissa Requate Sinkovic

Signature: _____

Date: 1/28/21

E-Mail: crissa@masonjarmedia.com

Fax #: _____

Return to:

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

Email: boards@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.

CRISSA REQUATE SINKOVIC

5 Spring Cove Terrace | Asheville, NC | 28804 | crissa@masonjarmedia.com | 828-337-6002

January 28, 2021

Dear Boards & Commissions Hiring Team -

I was excited to learn about the open Civic Center board position since I am currently seeking new ways to impact my community positively. Through my years of experience in publicity and marketing, I have crafted and executed creative marketing and advertising campaigns, fine-tuned the ability to determine key tasks while navigating high-pressure scenarios, and developed the skill of identifying compelling story angles for press releases and media pitches. These skills, along with my ability to provide a compassionate viewpoint that takes equity and accountability into consideration, would make me an ideal candidate for this role.

For nearly two decades, I have led publicity and marketing campaigns for nationally renowned music and arts festivals, including Bonnaroo, KAABOO, Shaky Knees, and Hangout. In 2011, I started Mason Jar Media and became a small Asheville business owner. Beyond national music and festival clients, Mason Jar Media has also enjoyed working with local brands that proudly includes Explore Asheville and the Harrah's Cherokee Center Asheville as previous clients.

My skill set lends itself to storytelling and executing strategic marketing initiatives, but I am also passionate about the Asheville community. Western North Carolina is my home; I care deeply about my community and the opportunities offered to ALL residents. As a board member, I would like to contribute to the profitability of the Center while also exploring ways to benefit our diverse community.

In consideration of my application, I am also attaching two meaningful media features that I helped garner showcasing Asheville's robust music scene. The first is a Rolling Stone article that I secured from Explore Asheville's "Asheville as a Music Destination" campaign. The second is a Forbes article that I landed for the Thomas Wolfe proposed renovations announcement. I'd like for these efforts to demonstrate my commitment to supporting Asheville's music community.

Thank you for your consideration,
Crissa Requate Sinkovic

Crissa N. Requate Sinkovic

Civic Center Application: January 28, 2021 Dear Boards & Commissions Hiring Team - I was excited to learn about the open Civic Center board position since I am currently seeking new ways to impact my community positively. Through my years of experience in publicity and marketing, I have crafted and executed creative marketing and advertising campaigns, fine-tuned the ability to determine key tasks while navigating high-pressure scenarios, and developed the skill of identifying compelling story angles for press releases and media pitches. These skills, along with my ability to provide a compassionate viewpoint that takes equity and accountability into consideration, would make me an ideal candidate for this role. For nearly two decades, I have led publicity and marketing campaigns for nationally renowned music and arts festivals, including Bonnaroo, KAABOO, Shaky Knees, and Hangout. In 2011, I started Mason Jar Media and became an Asheville small business owner. Beyond national music and festival clients, Mason Jar Media has also had the pleasure of working with local brands and proudly includes Explore Asheville and the Harrah's Cherokee Center Asheville as previous clients. My skill set lends itself to storytelling and executing strategic marketing initiatives, but I am also passionate about the Asheville community. This is my home and I care deeply about my community and the opportunities that it offers to ALL residents. As a board member, I would like for my contribution to support the profitability of the Center while also exploring ways to benefit our diverse community. Education: Berklee College of Music, Boston, MA - Bachelor of Fine Arts - Major: Music Business Management Experience: 07.2011 – present | Mason Jar Media, Asheville, NC President · Crafted compelling marketing campaigns employing traditional publicity outreach, digital media strategy, radio promotion, and advertising spends for festivals, musicians, and brands · Identified "the hook" and composed press releases for national distribution · Executed social media and traditional advertising campaigns · Maintained and developed relationships with media and industry professionals · Employed experiential marketing tactics such as creating pop-up events and spearheading brand and brewery partnerships · Managed a team of 10 on-site at events and festivals · Clients included Explore Asheville (Convention and Visitors Bureau for Asheville, NC), KAABOO branded festivals, Bonnaroo, Shaky Knees, Forecastle, Hangout, Luke Bryan's Crash My Playa, Slightly Stoopid, G. Love and Special Sauce, and more 11.2017 – 3.2020 | Connect Beyond Festival, Asheville, NC Producing Partner · Assisted in the overarching vision, development, and programming · Built and directed a full-scale marketing plan including radio ads, social media advertising, billboards, and pop-up events on a bootstrap budget · Developed social media calendar and messaging for Facebook, Twitter, and Instagram · Utilized relationships with high profile media personalities to participate in the festival, including Bob Boilen (NPR) and Joseph Hudak (Rolling Stone) 06.2008 – 07.2011 | Music Allies, Asheville, NC Director of Publicity · Established the traditional publicity department for Music Allies, a nationally recognized radio promotions company · Crafted and executed PR campaigns for nationally touring musicians, unknown/breaking artists, large scale festivals, and events · Secured features, profiles, reviews, and spotlights in national and regional long lead and short lead print and digital publications · Obtained TV appearances for solo artists and bands 10.2003 – 05.2008 | Putumayo World Music, New York, NY Publicity Manager [08.2005 – 05.2008] · Responsible for all international press outreach for Putumayo World Music releases and tours · Acted as the direct liaison between Putumayo artists, label, and media · Created marketing plans for album releases and tours · Planned successful album release parties, including scheduling performances by artists and incorporating alcohol brand sponsorships · Supervised two assistants Sales Account Manager [10.2003 – 08.2005] · Expanded and managed territory awareness of Putumayo World Music · Increased profit and surpassed target sales goals · Researched alternative markets for sales potential · Maintained strong relationships with retailers through communication and dependability