DOWNTOWN COMMISSION
3 year term

- 10 members, including
    - One appointed by Asheville Downtown Association, either staff or board member of ADA
    - Two appointed by Buncombe County Commissioners

Downtown Commision - (3 year term)

Vacancy -VACANT
Pamela Winkler
Term to expire 12-31-21

Andrew Fletcher -Eligible and interested in reappointment
Term to expire 12-31-20
Served one term

Kimberly Hunter -Eligible and interested in reappointment
Term to expire 12-31-20
Served one term

Steven Lee Johnson -Eligible and interested in reappointment
Term to expire 12-31-20
Served one term

CURRENT MEMBERS	TERM EXPIRES	APPOINTED	TERMS	RACE	HOMEOWNER/RENTER	SEX	AREA	OCCUPATION
Sage Turner (Council member rep) sageturner@avlcouncil.com	When off Council	12-08-20		W		F	West	Council member
Robin R. Raines robin@rowhouse	12-31-21	01-14-20	unexp.	W	H	F	Central	Vice President Rowhouse Architects
Franzi Charen ashevillegrown@gmail.com	12-31-21	01-08-19 01-26-16	2 1	W	H	F	North	Co-Owner & Director Hip Replacements Clothing & Ashv Grown Business
Dane Barrager dane.barrager@gmail.com	12-31-21	01-08-19 01-22-13	2 1	W		M	Central	Owner-Sqiggle Enterprises LLC
Pamela Winkler (resign 12/2020) winkler.pamela00@gmail.com	12-31-21	01-08-19 01-26-16	2 1	W	H	F	Central	Pastel Artist
Meghan Rogers (repl. Sage Turner eff. 12/2020) Downtown Association Seat Meghan@ashevilledowntown.org	When Downtown Assn replaces			W	H	F	West	Executive DIrector Asheville Downtown Assoc.
Andrew J. Fletcher andrewjfletcher@gmail.com	12-31-20	1/9/2018	1	W/ latino	R	M	South	Self Employed- Pianist LaZoom Tours- Guide
Kimberly Hunter kimmy@reiwnc.com	12-31-20	1/9/2018	1	B	H	F	North	Entrepreneurship Prog. Manager Mountain BizWorks
Steven Lee Johnson sljohnson@siteworkstudios.com	12-31-20	1/9/2018	1	W	H	M	Central	Owner/Partner Sitework Stdios, PLLC

CURRENT MEMBERS	TERM EXPIRES	APPOINTED	TERMS	RACE	HOMEOWNER/RENTER	SEX	AREA	OCCUPATION
COUNTY APPOINTEES								
Ruth T. Summers ruth@grovearcade.com	03-17-23		2	W		F	North	Pres - Grove Arcade Restoration LLC
Bryan Moffitt bryan.moffitt@arca-design.com	03-17-2023		1					ARCA Design

Chair: Andrew Fletcher
Council Liaison: Sage Turner (member)
Staff Liaison: Dana Frankel

ASHEVILLE DOWNTOWN COMMISSION

Name	Male	Female	Black	White	Other	North	East	South	West	Central	City	County	
Turner (Council)		X		X					X		X		
Raines		X		X						X	X		
Charen		X		X		X					X		
Barrager	X			X						X	X		
VACANT													Was Winkler
VACANT													Was Turner
Rogers		X							X		X		
Fletcher	X			X	X			X			X		
Hunter		X	X			X					X		
Johnson	X			X						X	X		
Summers (County)		X		X		X						X	
Moffitt (County)													

Asheville Downtown Commission - Resource List

APPLICANT FName	APPLICANT LName	Email	DATE SUBMITTED APPLICATION	HOMEOWNER /RENTER	RACE	SEX	AREA	OCCUPATION	INTEREST IN OTHER BOARDS	
Joy	**Wilson**	joy.wilson@buncombecounty.org	01-06-20	R	B	F	South	Environmental Health Specialist I County Health & Human Services		
Tal	**Frankfurt**	Tal.frankfurt@gmail.com	12-15-20	H	Middle	M	South	Founder/CEO Cloud for Good		
Douglas	**Buchalter**	d_buchalter@yahoo.com	12-27-20	H	W	M	North	Principal & Co-Founder JB Real Estate Partners		
Guillermo	**Rodriguez**	guillor@icloud.com	12-27-20	H	L	M	Central	Landscape Architect Emeritus Retired		L=Latinx
Clair	**Greear**	clair@catawbabrewing.com	12-28-20	H	W	F	South East	Marketing Manager Catawba Brewing Co.		
Ricardo	**Seijp**	seijo.ricardo@gmail.com	12-28-20	R	H	M	Central	Associate/Architect Grimm + Parker Architects	Planning & Zoning	H=Hispanic

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

Your name: Joy Wilson Home Phone #: 8282756740

Street address: 57 Sky Exchange Drive, Apt 104 City: Asheville Zip Code: 28803

Mailing address (if different): _____

Employer: Buncombe County Health and Human Services

Your position: Environmental Health Specialist I Office Phone #: 8282505083

Resident of City Asheville County Buncombe Race Black * Sex M___ F ✔ * Age 34 *

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: 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.**

Areas of expertise: I do not have any specific areas of expertise in this board. I do have formal training in Environmental Health. This would include training in Air Pollution, Noise Pollution, Waste disposal and healthy homes.
Reasons for interest: I am a native of Asheville, North Carolina. I would like to be involved in the further developing of downtown Asheville and contribute from the perspective of a native.
Education: Bachelor in Environmental Health from Western Carolina University
Education: Associate of Science from AB Technical Community College

See attached

eSigned via SeamlessDocs.com
Joy Wilson
Key: df76721a9fe99f4d2aa1f4021 0fc5678

Signature: _____

Date: January 6, 2020

E-Mail: joy.wilson@buncombecounty.or

Fax #: 8282506161

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.

JOY WILSON

57 Sky Exchange Drive Apt 104 | Asheville, N.C. 28803
(828)-275-6740 | joycwilson32@gmail.com

EDUCATION

Western Carolina University — Cullowhee, N.C.
Bachelor of Science, Environmental Health — December 2015

AB Technical Community College — Asheville, N.C.
Associate of Science Degree — May 2014

WORK EXPERIENCE

Buncombe County Health Department — Asheville, N.C.
Environmental Health Specialist, REHS — September 2018-Present Day

Authorization in Food & Facilities, Childcare & Institutions, Tattoos and Pools
FDA Standardized
Temporary Food Establishment Coordinator

Mecklenburg County Health Department — Charlotte, N.C.
Environmental Health Specialist, REHS — July 2016-September 2018

Authorization in Food & Facilities, Childcare & Institutions and Pools
FDA Standardized
Foodborne Surveillance for PGA and Quail Hollow Golf Tournament
Mecklenburg County Public Health Ambassador
Participation on CDP Control Board and Community Engagement Subgroup

Eblen Short Stop Stores — Asheville, N.C.
Supervisor, PriceBook Administrator, & Buyer — May 2009-February 2016

Management of 8 locations and 65 employees
Compliance with U.S. Department of Labor and OSHA standards
Training in Storetrak, Executrak, and Ruby/Sapphire Software Systems
Designing Plan-o-grams and Store Sets
Implementing Contracts and Rebate Programs

Center for Disease Control and Prevention — Atlanta, G.A.
Research Fellow — June 2015-August 2015

Literature review and summary of food allergy regulations
Literature review and summary of CHNA
EHS-NET site grant funding review board

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

Your name: Tal Frankfurt Home Phone #: 901-302-7120

Street address: 30 Cedarcliff Rd City: Asheville Zip Code: 28803

Mailing address (if different): _____

Employer: Cloud for Good

Your position: Founder and CEo Office Phone #: _____

Resident of City Asheville County Buncombe Race Middle * Sex M ✔ F ___ * Age 38 *

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.**

My name is Tal Frankfurt, and I made Asheville my home six years ago. I am originally from Israel and came to Asheville with my family through Memphis, TN.

I am the Founder and CEO of Cloud for Good, an 85 person technology firm that works with nonprofit and higher education organizations to create transformational value. Our focus is to help the most impactful organizations in the country focus on creating positive change in the world.

I would like to combine my love for Asheville and my passion for help organizations improve their efficiency and maximize impact and implement it through my involvement with the committee.

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
Key: df7672a45e98f432aa1f402f0f6f6978

Signature: _____

Date: 12/15/2020

E-Mail: Tal.frankfurt@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: Downtown Commission

Your name: Douglas Buchalter Home Phone #: 828-239-8890

Street address: 141 Skyview Cir City: Asheville Zip Code: 28804

Mailing address (if different): _____

Employer: JB Real Estate Partners

Your position: Principal + Co-Founder Office Phone #: 310-968-3265

Resident of City Asheville County Buncombe Race Caucasion* Sex M ✔ F ___* Age 46 *

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.**

For the past 15 years I have been involved in the acquisition, development, redevelopment, management and disposition of industrial, self-storage, retail, multifamily and student housing properties across the US. Total investments in real estate have exceeded $2B and have spanned the states of CA, WA, OR, AZ, [illegible]l, and OH. The search for attractive [illegible]h research and travel to 44 of the 50 [illegible] insight regarding urban and suburban [illegible]n and development perspectiv[illegible] largest cities in the US to some of th[illegible] een).
As I begin [illegible]e knowledge I have gained to help gui[illegible] my own backyard, Asheville. Our family [illegible]easons we decided to move to Asheville [illegible] lacking in our hometown of Los Angele[illegible]en felt that outside of our tight knit ci[illegible]gers. When I first visited Asheville d[illegible]rall beauty, charming downtown, [illegible]as a strong community – something [illegible]here

See Attached

Douglas Alan Buchalter
Key: df7f721a5f6951fd2f24a1f402f2f3c578

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: _____

Date: 12/27/2020

E-Mail: d_buchalter@yahoo.com

Fax #: _____

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

Douglas Buchalter
141 Skyview Circle
Asheville, NC 28804

December 26, 2020

Ms. Sarah Terwillinger
Deputy City Clerk
PO Box 7147
Asheville, NC 28802-7148

Dear Ms. Terwillinger:

Please find attached my resume and application to join the Downtown Commission. For the past 15 years I have been involved in the acquisition, development, redevelopment, management and disposition of industrial, self-storage, retail, multifamily and student housing properties across the US. Total investments in real estate have exceeded $2B and have spanned the states of CA, WA, OR, AZ, CO, TX, FL, AL, TN, WV, WI, and OH. The search for attractive investment opportunities has led me to conduct in depth research and travel to 44 of the 50 states. During this process I have gained a great deal of insight regarding urban and suburban growth and what works and does not work from a design and development perspective of this country's great downtowns (from some of the largest cities in the US to some of the smallest quaint college towns and everything in between).

As I begin to wind down my career in real estate, I wish to share the knowledge I have gained to help guide the policies that govern development and growth in my own backyard, Asheville. Our family moved to Asheville 3.5 years ago. One of the primary reasons we decided to move to Asheville was the search for community – something we found lacking in our hometown of Los Angeles. Despite living in a County of nearly 10M people, it often felt that outside of our tight knit circle of friends and family, we were living amongst strangers. When I first visited Asheville during one of my work trips, I was enchanted with its overall beauty, charming downtown, creative culture, outstanding food, and what I sensed was a strong community – something my entire family has grown to love as a result of living here.

As Asheville grows in both population and geographical size, its leadership will be forced to make critical decisions with regard to future development and how to accommodate the structural needs of a larger population and the inherent positive (e.g. culture and diversity) and negative (e.g. traffic and affordability) externalities that growth brings with it. In a dynamic and attractive city like Asheville, growth is inevitable. The key is to develop plans for smart and sustainable growth that not only accommodate the future and diverse needs of a growing population but preserve community, authenticity, socioeconomic and racial diversity, affordability, and the environment. This is a complicated and challenging matter. One which requires experience, sound strategy, great leadership and the buy-in of the community as a whole.

My experiences having traveled to, researched, and invested in many burgeoning cities in similar positions to Asheville such as Boulder (CO), Eugene (OR), Madison (WI), and Knoxville (TN) have led me to understand the successes, failures, and pitfalls of both smart growth and ill-conceived development. I bring a unique perspective having invested in so many cities across the US over the past two decades. In addition, while I conducted my undergraduate studies and received a BA in History at the University of Virginia, I also received an MBA from University of California at Los Angeles (UCLA). My MBA studies were focused on the nexus of entrepreneurship and the environment. I took dozens of classes focused on environmental sustainability both at UCLA as well as the pre-eminent school of environmental sustainability, the Donald Bren school at UCSB. My studies not only led to environmental consulting projects for the City of Santa Barbara Fire Department and DuPont, but also led to my co-founding the GreenCoast Foundation, a non-profit research and education organization dedicated to the acceleration and development of clean, renewable energy in CA. While the organization was later merged with a larger non-profit organization (Environment CA), my stewardship of the organization forced me to focus on cities and smart sustainable development.

Now, it is time for me to give back to the community that I have grown to love so much. Given my unique business and education background, I feel that this can best be accomplished through participating on the Downtown Commission. I look forward to your positive response.

Best Regards,

Douglas Buchalter

Douglas Buchalter

Cell: 310-968-03265

Douglas A. Buchalter
141 Skyview Cir ○ Asheville, NC 28804 ○ 310-968-3265
d_buchalter@yahoo.com

EXPERIENCE

JB Real Estate Partners — Asheville, NC
Principal and Co-Founder — Oct 2017 – Current
Regional Multi-family investment firm with over $250M AUM

- Acquired and currently manage over $250M in value-add multi-family properties throughout the US including major metros such as Los Angeles, Seattle, Denver, and Austin.
- Member of the Investment Committee.
- Head of asset management ensuring that each portfolio asset executes on its business plan, stays on budget, and meets or exceeds its financial objectives.
- Lead construction management on all property renovations.
- Responsible for raising debt and equity.
- Formulate acquisition strategies and source deals off market.
- Lead contract negotiations and due diligence efforts for each portfolio asset.
- Co-manage corporate initiatives including portfolio wide insurance procurement, accounting and reporting, investment relations, software procurement and HR.

M&A Real Estate Partners — Los Angeles, CA
Senior Director, Acquisitions — Feb. 2008 – Sept 2017
Leading regional multi-family investment firm with over $1B AUM

- Led all multifamily and student housing acquisitions. Bought and Sold over $1B in multifamily assets over a 10 year period.
- Member of the Investment Committee.
- Responsible for formulating a national acquisition strategy including the creation and development of one of the nation's 20th largest student housing platforms in the country.
- Devised an off-market sourcing platform specifically designed for the niche student housing space.
- Led asset management for several portfolio assets including several large renovation and construction projects.
- Cofounded an in-house student housing management platform.
- Devised new corporate fundraising strategy, drafted private placement memorandum, and built fund marketing platform.
- Created relationships and raised investment funds from various equity sources including private equity groups, real estate funds, insurance/life companies, investment managers, and high net worth individuals. Successfully raised and created joint ventures with the Carlyle Group and Phoenix Capital Partners.

The Magellan Group — Los Angeles, CA
Director — Nov. 2005 – Jan. 2008
Leading Southern California real estate investment and development firm with in-house acquisition, development, finance, leasing, and property management expertise

- Worked side by side with Principals in analyzing, underwriting, performing due diligence and closing new industrial and self-storage acquisitions.
- Developed firm's environmental building standards including launching Magellan's first prospective LEED certified industrial project – a 500,000 SF industrial business park in Central Valley, CA.
- Successfully structured and raised Magellan's first discretionary closed end equity fund ($50M).
- Devised new corporate fundraising strategy, drafted private placement memorandum, and developed fund marketing platform, including a corporate web site and investor presentations.
- Initiated contact with, pitched and developed relationships with over 80 potential equity sources including investment banks, real estate funds, fund of funds, endowments, private foundations, insurance/life companies, pension funds, wealth managers, and high net worth individuals.
- Closely assisted CFO in the refinancing of roughly 1 million SF of industrial properties worth over $100 million.
- Created and maintained complex financial models, project proformas, detailed analysis of potential acquisitions, NOI, and cash flow projections from individual properties and portfolios.

Green Coast Foundation Los Angeles, CA
Co-Founder and Director March 2005 – March 2008
Non profit dedicated to supporting and accelerating the market for clean, renewable energy in California

- Co-founded dynamic nonprofit organization and successfully raised initial $250K in seed capital.
- Recruited a prestigious Board of Directors and forged key relationships with academic and corporate partners including British Petroleum (BP) and the UCLA Institute of the Environment.
- Managed a cross-functional team of interns including research associates, marketing professionals, and grant writers.
- Published two environmental reports which were well received by both NGOs and top policy makers in CA.
- Increased internet outreach to over 30,000 visitors per month.

Marker Seven, Inc. San Francisco, CA
Co-Founder and Partner Jan. 2001 – August 2005
Premier interactive agency offering customized web design and software application development for Fortune 500 companies such as Wells Fargo, Providian Financial and American Express

- Co-founded digital agency and grew company revenues to over $3M in three years.
- Developed client list that includes Wells Fargo, Providian Bank, American Express, Blue Shield and McKinsey.
- Secured financing through Wells Fargo allowing for the expansion of operations.
- Managed cross functional team of eighteen designers, engineers, consultants and sales managers.
- Oversaw day to day financial operations of the company including budgeting, planning/forecasting and accounting.
- Recruited top caliber CTO, VP Business development, VP Marketing from major competitors
- Successfully sold company in August 2005 at a significant profit.

eCustomers, Inc. San Francisco, CA
Regional Sales Director, West Coast Sept. 2000 – Jan. 2001
eCRM application service provider of turn-key personalization solutions to leading retailers and financial service companies.

- Founded eCustomers regional office in San Francisco. Developed a regional revenue plan, hired and managed a team of five sales associates on West Coast. Surpassed company sales quotas by over 25% each and every month.
- Conducted market research, administered merchant needs assessments, delivered outside sales presentations, and negotiated contracts with eCustomers largest customers.
- Worked closely with business development team driving strategic partnerships and developing new sales channels which led to over $2 million in additional revenues.

LinkShare Corp. San Francisco, CA
Senior Manager, Client Development Oct. 1999 – Sept. 2000
Largest affiliate marketing solutions provider servicing both Fortune 500 and leading e-commerce companies.

- Involved in every aspect of the sales process from first contact through contractual negotiations.
- Awarded Company Top Salesman (Quarter: Summer 2000) and Top Salesman for West Coast Region (Quarters: Winter, Spring, Summer 2000) - First sales associate to close over $1M in contracts in one quarter.
- Promoted to Senior Manager within first 6 months of employment and managed a team of six sales associates.
- Closed several of the company's largest $250K+ contracts, including Target, BMG Music, and Martha Stewart.
- Closely assisted international business development team in developing new revenue and investment opportunities within the S. American, Japanese and European markets
- Targeted and developed key international strategic partnerships with companies such as Terra-Lycos, Mitsui, Sony, and GE Capital. Led to revenues in excess of $5M and major capital investment in company.

Japan Ministry of Education Osaka, Japan
High School Teacher and Consultant July 1996 – August 1999

- Created a curriculum and managed the English Departments of two public Japanese high schools.
- Consulted both the Osaka Board of Education and CLAIR (Council of International Relations) to improve English Education at a prefectural and national level in Japan.

EDUCATION

UCLA Anderson School of Management Los Angeles, CA
M.B.A. Entrepreneurial Finance and Environmental Management March 2005

- *Certification*: Corporate Environmental Management – Completed 30 units at UCSB Bren School
- *Honors*: Parksy Fellow, Anderson Fellowship (2003 & 2004), Dean's List

- *Leadership*: Entrepreneur Association (Owner/Manager Young Entrepreneurs Speaker Series), Ethics Committee
- *Consulting/Research*: Santa Barbara County Fire Dept (Consolidation Study), DuPont (Environmental Strategy)

University of Virginia Charlottesville, VA
BA with Honors, History June 1996

- *Awards*: Echols Scholar, Phi Beta Kappa,
- *Activities*: Editor for Cavalier Daily, TESL certification, Manager of Big Brother Program, Sigma Phi Epsilon

ADDITIONAL

- *Computer Skills*: Proficient in all MS Office applications, including advanced excel/modeling skills, Argus
- *Foreign Languages*: Proficiency in both Spanish and Japanese. Passed Level III Japanese Proficiency Exam.
- *Charitable Interests:* Former Director of Green Coast Foundation
- *Interests:* Yoga, Photography, Travel, Hiking.

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

Your name: Guillermo Rodriguez Home Phone #: 828-301-5137

Street address: 406 Windswept Dr. City: Asheville Zip Code: 28801

Mailing address (if different): _____

Employer: Retired

Your position: Landscape Architect Emeritus Office Phone #: _____

Resident of City yes County Buncombe Race Lantinx * Sex M ✔ F ___ * Age 64 *

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: 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.**

Please refer to my resume for detailed experience with the planning, design, and management of urban spaces especially my work with the City of Durham and my extensive work with associations, boards, and commissions. I am currently serving on the Planning and Zoning Commission (P & Z). I was appointed in 2015. My term will expire in 2021. I also serve on the Planning Department's Public Space Management Committee.

In regards to my work with P & Z, I always look forward to reviewing the technical and design reviews from the Downtown Commission (DC). At P & Z, we look at the broader implications of development throughout the City. However, we have very little latitude in making decisions based on design. That is not the case with the DC. Their Design Review Committee specifically challenges the work of architects, landscape architects, and engineers to defend their proposals and set a higher standard for projects destined for Asheville's dense urban core. When these projects finally come to us at P & Z for review, they have passed the scrutiny of the Design Review Committee and the DC. I look forward to continuing my public service as a member of the Downtown Commission.

See attached

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
Key: df7d721a5e59f642aa1f40280fc5578

Signature: _____

Date: December 27, 2020

E-Mail: guillor@icloud.com

Fax #: _____

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

RESUME

GUILLERMO C. RODRIGUEZ
Landscape Architect Emeritus
406 Windswept Dr.
Asheville, NC 28801-4214
828-301-5137
guillor@icloud.com

EDUCATION

GRADUATE STUDIES, Forest Resource Management, September 1993 - May 1995
Duke University, Nicholas School of the Environment
Durham, North Carolina

BACHELOR OF LANDSCAPE ARCHITECTURE, December 1982
Louisiana State University
Baton Rouge, Louisiana
Major: Landscape Architecture

PROFESSIONAL

Production Assistant; Asheville Tea Company; Asheville, North Carolina
Seasonal part-time work preparing orders for shipping, packing tea bags into retail boxes, and making local deliveries to businesses.
November 2020 – December 2020

Principal; Leisure by Design; Asheville, North Carolina
Landscape architect in private practice. Urban forestry and landscape management consultant. Public art consultant. Urban design. Park and playground design.
January 2007 – retired 2018

Landscape Services Manager/ADA Coordinator, General Services Department, City of Durham; Durham, North Carolina
Managed, through subordinate supervisors, the Landscape Services Division with a 23 person staff and a $2.6M budget. Responsible for a continuum of services that encompassed the maintenance of all civic places, public spaces, urban plazas, parks, playgrounds, greenways, and trails. Managed Urban Forestry Division. Administered landscape maintenance contracts with private contractors. Project Manager for the Facility Condition Assessment project: a structural, mechanical, and environmental review of over 1,349,000 square feet of City-owned buildings, support structures, parks, and real estate assets in preparation for a major capital improvement bond referendum that was approved by voters in 1996. Responsible for American with Disabilities Act (ADA) compliance for City of Durham.
May 2003 – December 2006; full-time.

Director, Moore Iacofano Goltsman (MIG) - North Carolina; Raleigh, North Carolina
Director of North Carolina branch office of a multi-disciplinary consulting firm specializing in urban design, recreation planning, landscape architecture, communications and management. Responsible for overall operations for MIG's only East-coast office. Primary emphasis was business development and marketing.
October 2001 – August 2002; full-time.

Landscape Architect, Parks and Recreation Department, City of Durham; Durham, North Carolina
Manager for $20M capital improvement projects fund. Coordinated staff and consultants in master planning, design, and construction of recreation facilities, parks, playgrounds,

greenways,and trails. Completed 26 park and playground renovations and 12 miles of trails and greenways. Successfully obtained over $1.5M in grant funding from Parks and Recreation Trust Fund (PARTF) and NC Department of Transportation's Bicycle and Pedestrian Program. Provided technical assistance to City/County Planning Department on environmental planning issues. Primary Departmental liaison to City Council, community associations, and special-interest advocacy groups. Ex-officio member of Durham Open Space and Trails Commission, Adequate Public Facilities Task Force, and Durham Central Park Committee.
1994 – 2001; full-time

Urban Forestry Intern, City of Durham, North Carolina, Department of Parks and Recreation; Durham, North Carolina
Landscape Architect responsible for design, documentation, and implementation supervision of tree planting projects. Assisted Urban Forester with project administration and grant proposal preparation for Main Street Tree Planting.
1993 -1994; part-time.

Principal, Larson/Rodriguez, Ltd.; Planning and Landscape Architecture; New Orleans, Louisiana
Managing Principal responsible for administration of overall operations, marketing, client relations, and community liaison. Specialists in recreation planning and campus design.
1985 - 1993; full-time.

Assistant Director, Superdome YMCA; New Orleans, Louisiana
Facility administration including membership processing, invoicing and accounting, as well as operations and maintenance. Also coordinated volunteer duties and schedules. Provided exercise consultation and instruction.
December 1989 - December 1990; full-time

LICENSES, CERTIFICATIONS, AND SPECIALIZED TRAINING
Registered Landscape Architect; 1984 – retired 2018
Certified Parks and Recreation Professional; NRPA; 2005
Executive Leadership Institute; City of Durham; 2004
Certified Playground Safety Inspector, National Playground Safety Institute; 2000
Playground Accessibility Symposium, National Center on Accessibility; 1997
Universal Design, National Center on Accessibility; 1996

CIVIC AND COMMUNITY ACTIVITIES:
City of Asheville Urban Forestry Commission; Asheville, NC
Commissioner; December 2019 – January 2020
City of Asheville Planning & Zoning Commission; Asheville, North Carolina
Commissioner: 2015 – current
Windswept Views Condominiums Homeowners' Association, Asheville, North Carolina
Vice President: 2015 - 2020
Asheville Design Center: Asheville, North Carolina
Board of Directors: 2014 – 2015
Chair: 2015
Volunteer: Haywood/Page Advisory Team; 2016 -2017
Public Art and Culture Commission; Asheville, North Carolina
Commissioner; 2012 - 2017
Chair: 2014 - 2015
Equality NC; Raleigh, North Carolina
Board of Directors; 2012 - 2016
Vice Chair: 2013 – 2014
Chair: 2014 - 2016
Bele Chere Festival; Asheville, North Carolina

Board of Directors: 2010 - 2012
Chair: 2013
Asheville Holiday Parade; Asheville Downtown Association; Asheville, North Carolina
Volunteer: 2009 - 2017
Fairview Forest Homeowners' Association; Fairview, North Carolina
Secretary: 2007 - 2010
Durham Open Space and Trails Commission; Durham, North Carolina;
Ex-Officio Member: 1994 - 2001
County-appointed Commissioner: 2001 - 2002
Chair: 2002 - 2003
NC Land and Water Conservation Fund (LWCF) Review Committee; Raleigh, North Carolina
2001 - 2007
Triangle Rails-to-Trails (TRTC); Durham, North Carolina
Board of Directors, 2003 - 2004
Durham County Fitness Leadership Council; Durham, North Carolina; 2001 - 2006
Watts Hospital-Hillandale Neighborhood Association; Durham, North Carolina
Director: 1998 - 2002
Vice-President: 2002 - 2003
President: 2003 - 2005
Mayor of New Orleans Hispanic/Latin American Advisory Board; New Orleans, Louisiana
Board of Directors: 1988 - 1992
Ryan White Title I Consortium; New Orleans, Louisiana
Board of Directors:1991 – 1993
New Orleans Hispanic Heritage Foundation; New Orleans, Louisiana
Board of Directors: 1990 -1993
United Services for AIDS Foundation; New Orleans, Louisiana
Board of Directors: 1990 - 1993
Southeastern Conference for Lesbians and Gay Men; Baton Rouge, Louisiana
Co-Chair: 1980
LSU Students for Gay Awareness; Baton Rouge, Louisiana
President: 1979 - 1980

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

Your name: Clair Greear Home Phone #: 7064009027

Street address: 282 Rock Hill Road City: Asheville Zip Code: 28803

Mailing address (if different): _____

Employer: Catawba Brewing Company

Your position: Marketing Manager Office Phone #: 7064009027

Resident of City Yes County Buncombe Race Caucasian* Sex M___F_✔_* Age 27 *

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.**

After 5 years of working in the heart of downtown, 3 years as a member of the South Slope Neighborhood Association, and 1 year on the board of the Asheville Downtown Association I am eager to assist in the future development of our beautiful downtown. Our little city, tucked between the Blue Ridge Mountains, is growing every single day and I understand the challenge of expanding with such little space to grow. I truly believe that it is my purpose to help with the continued development and sustainability of downtown. Asheville has two identities - a tourist town and a wonderful place to live. Finding the balance between those two identities is crucial for the continued development of our little city. I hear locals say, "we just don't go downtown anymore" and I want to change that. I want our locals to feel as much joy when they visit downtown as I did when I first drove into downtown Asheville over 6 years ago. I also understand the importance of tourism as an employee at a downtown business. Working at Catawba has taught me what tourists appreciate about our little city and what we need to do to make sure they return like improving our walkability, creating maps throughout the center of downtown, building more public restrooms and so much more. When I visit other cities, I always find myself taking photos of their sidewalks, murals, bathrooms, downtown programs, etc... wondering how we could implement similar projects in Asheville. I would love nothing more than to help our city grow and expand in the right direction. Thank you for your consideration

Return

Sarah
Post C
Ashev

E-Mai
Telepl
Fax #: 259-5499

See Attached

eSigned via SeamlessDocs.com
Virginia C Greear
Key: df787214976981d72aa1f4d220c3678f

Signature: _____

Date: 12/28/20

E-Mail: clair@catawbabrewing.com

Fax #: 8285523934

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

Clair Greear
(706) 400-9027
clairgreear93@gmail.com

EDUCATION

University of North Georgia, Dahlonega, Georgia, August 2015
Bachelor of Arts, International Affairs, Western European Concentration

MEMBERSHIPS

Asheville Downtown Association, January 2020-Present

- Board of Directors, Events Committee Chair, and Equity & Inclusion Committee Member

South Slope Neighborhood Association, November 2020

- Vice President

RELATED EXPERIENCE

Catawba Brewing Company, Asheville, North Carolina
Marketing Manager & Community Engagement Coordinator – January 2016 – Present

- Develop and implement community engagement programs within the Asheville area, working with nonprofits/businesses for fundraisers and collaborative opportunities
- Construct and implement marketing campaigns and goals for Catawba retail tasting rooms, meant to increase product sales and enhance overall customer experience
- Supervise Catawba's loyalty program of over 1,000 members and maintain strong relationships with loyal customers
- Attend neighborhood meetings as a Catawba Brewing representative
- Plan and coordinate all public events ranging from beer & food pairings, beer dinners, beer releases, holiday and anniversary parties
- Manage all Catawba Brewing's social media accounts including Facebook, Instagram and Twitter
- Generate creative marketing content through photography and graphics using Canva, Adobe Illustrator and Lightroom
- Maintain and update Catawba Brewing's WordPress website along with their loyalty program site
- Compose monthly email blasts using Mailchimp and maintaining newsletter contacts

Chambers Ireland, Dublin, Ireland
Communications Intern, May-September 2014
Chambers Ireland is Ireland's largest business organization within the network of Chambers of Commerce throughout the country

- Assisted in communication, marketing and event support for Chambers Ireland's annual awards
- Maintained Chambers' media databases and contacts
- Represented Chambers Ireland as an intern at policy submissions and presentations at the Irish Parliament
- Assisted in drafting budget submissions and payroll

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

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 Key: df76721a9b98fdd2aa1f402d0b5578

Date: 28 DEC 2020

E-Mail: seijo.ricardo@gmail.com

Fax #: 4105331154

* 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.

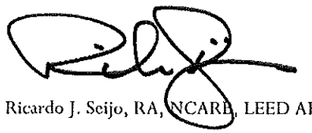
Prior to Asheville, I lived in historic Downtown Annapolis, Maryland which gave me first-hand insight into the obstacles of adapting modern life and energy strategies to a historic city. I witnessed the positive and negative effects of building renovations, and commercial and retail development and signage 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