BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

- 3 year term

Andrew Celwyn
(non-lodging tourism related)
Term to expire 08-31-20 - Interested & eligible for reappointment
Has served 1 term 100% attendance

- **IMPORTANT: This seat is for an individual actively involved in the tourist business and who has participated in tourism promotion but who does not own or operate a hotel, motel or other taxable tourist accommodation.**

CURRENT MEMBERS	TERM EXPIRES	APPOINTED	TERMS	RESIDENT	HOMEOWNER/RENTER	RACE	SEX	AREA	OCCUPATION
CITY APPOINTMENTS									
Himanshu Karvir (Chair) hkarvir@virtelle.com	08-31-21 Lodging 101+ Rooms	10-13-15	2	City	H	Asian	M	South	Virtelle Hospitality
John Luckett john.luckett@kesslercollection.com	08-31-21 Lodging 101+ Rooms	10-13-15	2	City		W	M	South	Gen Mgr - Grand Bohemian Hotel
Andrew Celwyn andrew@herbiary.com	08-31-20 Non-Lodging Tourism Related	09-12-17	1	City	H	W	M	North	Owner- Herbiary
James Poole jpooleafi@gmail.com	08-31-22 Lodging 100 Rooms or Less	09-24-19	1	City	R	W	M	Central	General Manager The Foundry Hotel
COUNTY APPOINTMENTS									
Brenda Durden bdurden@ashevillehotelgroup.com	08-31-23 Lodging 101+ Rooms	Sep 2020	1			W	F		Chief Operating Officer South Asheville Hotel Associates, LLC
Gary B. Froeba gfroeba@omnihotels.com	08-31-21 Lodging 101+ Rooms	Nov 2015	2	City		W	M	North	Mang. Director, Omni Grove Park Inn
Leah Wong Ashburn leaha@highlandbrewing.com	08-31-22 Non-Lodging Tourism Related	Mar 2016	2 + partial				F		Family Owner/Pres. Highland Brewing Co.
John McKibbon johnm@mckibbon.com	08-31-21 Lodging 100 Rooms or Less	Sep 2013	2 + partial			W	M		Chairman, McKibbon Hospitality
CHAMBER APPOINTMENT									
Kathleen Mosher	07-31-21 Non-Lodging Tourism Related	April 2020	partial term			W	F		Biltmore Company

EX-OFFICIO (NON-VOTING)

Julie Mayfield (Asheville City Cour juliemayfield@avlcouncil.com	When off Council	Dec 2015	W	F	Asheville City Councilmember
Joe Belcher (Buncombe County Co	When off BC Commission	Feb 2013	W	M	Buncombe County Commissioner

President &CEO-

Exec. Secretary - Jonna Sampson 258-6111
jsampson@exploreasheville.com

Chair: Himanshu Karvir

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Name	Male	Female	Black	White	Other	North	East	South	West	Central	City	County
Karvir	X				X			X			X	
Luckett	X			X				X			X	
Celwyn	X			X		X					X	
Poole	X			X						X	X	
Durden		X										X
Froeba	X					X						X
Ashburn		X										X
McKibbon	X											X
Mosher		X										X

APPLICANT	DATE SUBMITTED APPLICATION	RESIDENT	RACE	SEX	HOMEOWNER/RENTER	AREA	OCCUPATION
IMPORTANT: This seat is for an individual actively involved in the tourist business and who has participated in tourism promotion but who does not own or operate a hotel, motel or other taxable tourist accommodation.							
Clair Greear clair@catawbabrewing.com	07-13-20	City	W	F	H	South	Marketing Manager Catawba Brewing Company
Bethany Vance bethanykv@gmail.com	08-12-20	City	W	F`	R	West	Administrative Manager Wicked Weed Brewing's Funkatorium
Andrew Celwyn (current appointee) andrew@herbiary.com	08-16-20	City	W	M	H		Owner Herbiary
Ruth T. Summers ruth@grovearcadepmf.com	08-31-20	City	W	F	H	North	Executive Director Grove Arcade Public Market Foundation

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: Tourism Development Authority

Your name: Clair Greear Home Phone #: 7064009027

Street address: 282 ROCK HILL RD City: Asheville Zip Code: 28803

Mailing address (if different): _____

Employer: Catawba Brewing Company

Your position: Marketing Manager Office Phone #: 706-400-9027

Resident of City Asheville 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: _____. 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.**

Hello there,

Thanks for taking the time to review my application to become a committee member of the Tourism Development Authority.

Asheville thrives on tourism and I would love the chance to help support and improve the industry that makes our little town flourish. I have been working in the world of tourism since I was 14 years old living in a small tourist town in North East Ga called Helen. Of course, Helen is very different from Asheville, but I grew up understanding the importance of developing, adapting, and, supporting tourism to make sure both your visitors and locals are happy.

Since moving to Asheville 5 years ago, I have worked at Catawba Brewing Company as a marketing manager downtown. I have worked closely with the tourists who come to Asheville to drink beer, hike, eat, and enjoy and it is my job to create a delightful experience for visitors to our tasting rooms. I feel like I have a firm grasp on what the visitors of Asheville are looking for and what will make them return. I am also a board member of the Asheville Downtown Association and a member of the South Slope Neighborhood Association.

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
Virginia Clair Greear
Key: df76721e9f9d6f4d2a61f402f0fb5678

Signature: _____

Date: 07/13/2020

E-Mail: clair@catawbabrewing.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: BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

Your name: Bethany Vance Home Phone #: 8284602008

Street address: 562 Sand Hill Rd City: Asheville Zip Code: 28806

Mailing address (if different): _____

Employer: Wicked Weed Brewing's Funkatorium

Your position: Administrative Manager Office Phone #: 8285523203

Resident of City Asheville County Buncombe Race White * Sex M ___ F ✔ * Age 24 *

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: I work at Wicked Weed's Funkatorium which _____. 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:
-Experience working within the tourism industry
-Native of WNC
-Young professional
-Experience in the craft beer industry.
-Experience as a local artist/performer

Craft beer is one of the major drawers of tourism to Asheville. I currently work at one of the most visited/highest grossing breweries in all of Asheville. I interact with tourists from all over the country and the world each and every day. I have a unique insight on their viewpoints, expectations, and desires when they visit Asheville. I was born and raised in western North Carolina and spent a lot of time in Asheville and watching the immense growth and development here has been very exciting to watch. I believe that being a native to this area is quite rare these days and can provide me with a unique viewpoint and perspective.
I am interested in joining this committee because I am passionate about this city and I'm passionate about seeing the responsible continuation of growth and development here.

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
Bethany Kathleen Vance
Key: df7b721abfe86f4d2aa1f402f0fc5678

Signature: _____

Date: 8/12/2020

E-Mail: bethanykv@gmail.com

Fax #: _____

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

Current Member/Seat
Reapplying for 2nd term.

City of Asheville

BOARDS & COMMISSIONS

Application Form

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

Name of board or commission: Buncombe County Tourism Development Authority

Your name: Andrew Celwyn Home Phone #: 215-589-0263

Street address: 425 Bull Creek Road City: Asheville Zip Code: 28805

Mailing address (if different): _____

Employer: Herbiary

Your position: owner Office Phone #: 828-552-3334

Resident of City _____ County Buncombe Race caucasian * Sex M ✔ F ___ * Age 52 *

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.**

Over the past three years I have served on the TDA Board and have attended BCTDA meetings for almost five years. In addition to having attended more board meetings during my tenure than any other board member, I have also actively participated in search committees and other events surrounding the TDA.

One of the reasons I joined the TDA is because it is in desperate need of reform. Currently, we spend a lower percentage of our occupancy dollars in Buncombe County than any other TDA in the state. People can feel that neglect and it has continued to create a rift within our community.

Three years later, things are actually worse. The process the TDA started to engage the community (TMIP) has only seemed to exacerbate tensions between the Board and the community. There is very little trust between our community and the board, with some even calling for its abolition at this point in time. Late in 2019, I was so frustrated at the level of disconnect in the Board that I penned an op-ed piece for the Citizen-Times that outlined how out-of-touch some of our actions were.

If you choose to re-appoint me to the TDA Board, I will continue to advocate for more funding

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: Andrew Timothy Celwyn
Signed via SeamlessDocs.com
Key: df76721a9fe98f4d2aa1f402f0fc5678

Date: August 16, 2020

E-Mail: andrew@herbiary.com

Fax #: _____

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

Over the past three years I have served on the TDA Board and have attended BCTDA meetings for almost five years. In addition to having attended more board meetings during my tenure than any other board member, I have also actively participated in search committees and other events surrounding the TDA. One of the reasons I joined the TDA is because it is in desperate need of reform. Currently, we spend a lower percentage of our occupancy dollars in Buncombe County than any other TDA in the state. People can feel that neglect and it has continued to create a rift within our community. Three years later, things are actually worse. The process the TDA started to engage the community (TMIP) has only seemed to exacerbate tensions between the Board and the community. There is very little trust between our community and the board, with some even calling for its abolition at this point in time. Late in 2019, I was so frustrated at the level of disconnect in the Board that I penned an op-ed piece for the Citizen-Times that outlined how out-of-touch some of our actions were. If you choose to re-appoint me to the TDA Board, I will continue to advocate for more funding to be used locally here to support our community. The BCTDA needs to take a much more active role in advocating for changes from Raleigh and not depend on local political action committees (such as the Asheville Buncombe Hotel Association) that will only work for very limited goals. Recent steps taken by both the City and the County to address some of the historic injustices in our community should also be taken up by the BCTDA. If the TDA wants to be seen as a partner in our community, it needs to be taking action to address the concerns of our community as well. As a local business owner with a retail shop downtown, I have the opportunity to speak with residents, tourists, business owners, employees, and many others who make up the fabric of our City's daily life. As a volunteer with the Trauma Intervention Program of Western North Carolina, I have an opportunity to speak with residents all over Buncombe County as well. It will be my goal to continue to listen to what our community has to say and advocate for reforming the TDA to be a better partner in the future. Thank you for allowing me the opportunity to serve these past three years. It will be an honor if you allow me to continue my service to the community.

City of Asheville

BOARDS & COMMISSIONS

Application Form

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

Name of board or commission: Buncombe County Tourism Development Authority

Your name: Ruth T. Summers Home Phone #: 828-232-0108

Street address: 16 Beaverdam Knoll Road City: Asheville Zip Code: 28804

Mailing address (if different): 1 Page Avenue, Suite 270, Asheville, NC 28801

Employer: Grove Arcade Public Market Foundation

Your position: Executive Director Office Phone #: 828-215-1733

Resident of City Asheville County Buncombe Race White * Sex M___ F ✔ * Age 72 *

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.**

City Council, Mayor and Assistance Mayor:

Since arriving in Asheville in 1996, I have been involved with tourism. First as Executive Director of the Southern Highland Craft Guild at the Folk Art Center and in 2004 became Executive Director of the Grove Arcade Public Market Foundation.

Recently I served on the steering committee of the Tourism Management & Investment Plan which involved community partners, the City, Buncombe County and UNC-A.

My experience with the Tourism Development Authority is extensive, I served on the board from 2003-2006, and from 2013 - 2018, I served on the Tourism Product Development Fund. Our city is at a critical juncture at this time and I feel my experience would be valuable going forward as critical issues need to be resolved.

I have attached a resume.

eSigned via SeamlessDocs.com

Ruth Thompson Summers

Key: d776721a0fe96f4d26a1f402f0fe5678

Signature: _____

Date: August 31, 2020

E-Mail: ruth@grovearcadepmf.com

Fax #: 000-000-0000

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.

Ruth T. Summers
One Page Avenue, Suite 270
Asheville, NC 28801
828/252-7799 ext. 303 work
828/215-1733 cell
E-mail: Ruth@GroveArcade.com

Professional Resume

PROFESSIONAL EXPERIENCE:

Grove Arcade Restoration, LLC, Asheville, NC **September 2004-**
President
&
Grove Arcade Public Market Foundation
Executive Director
Responsible for operation of the Foundation and Grove Arcade Restoration which leases and manages 66,000 of retail space in the historic Grove Arcade, downtown Asheville's largest mixed-use building (270,000 sq. ft). The Foundation partners with the City of Asheville and Duke Progress (electric utility) who have an interest in the building. Manages $1m dollar budget. Re-branded the building and created special events, raised more than $800,000 in Federal, County, State and Foundation funds. Redefined mission statement, works with Board of Trustees on long-term planning and long range goals.

Southern Highland Craft Guild, Inc., Asheville, NC
Executive Director **June 1996-May 2004**
The *Guild* was founded to *bring together the crafts and craftspeople of the Southern Highlands for the benefit of shared resources, education, marketing and conservation.* It has an active juried membership of over 900 craftspeople from a nine-state mountainous region that work in traditional as well as contemporary crafts. Programs include the operation of five retail craft outlets (3) North Carolina, (1) Tennessee, (1) Kentucky, exhibition galleries, interpretive areas, 2400 object permanent collection/archives, craft library, educational program, special events, two annual craft fairs and two quarterly newsletters. The *Guild* operates the 30,000 square foot Blue Ridge Parkway's Folk Art Center under a Cooperative Agreement with the National Park Service/Department of Interior. Operates Parkway Crafts Center under a Concessions Agreement, operates Cumberland Crafts under Cooperative Agreement with Cumberland Gap National Historical Park (KY). Annual operating budget is $4.2m; 90% of operating budget is from earned income (craft sales); responsible for fund raising; full time staff of twenty-one; part-time staff 35, 270 volunteers, annual attendance at Folk Art Center is 280,000. Responsible for overseeing entire operation.

Art Consultant/Dealer and Fine Arts Appraiser **1993-1996**
Published *Ruth T. Summers Glass Quarterly.* Specialized in current and early pieces of contemporary studio glass. One of a small number of individuals who specialized in fine arts appraisals of contemporary glass. Clients included private individuals, corporations and museums.

Kurland/Summers Gallery, Los Angeles, CA
Executive Director and President **1982-1993**
Kurland/Summers Gallery was one of the premier showcases for contemporary glass and represented such well known international leaders as Dan Dailey, Richard Jolley, Harvey K. Littleton, Mark Peiser, Joel Philip Myers, Richard Marquis, Jane Bruce, Ann Wolff, Klaus Moje, Warren Langley, Colin Reid, Diana Hobson and Jiri Harcuba.

Responsible for the total operation of the gallery including, planning, budgeting, accounting, administration, sales, advertising, public relations, curating, exhibition design and installation. Kurland/Summers Gallery was an exhibition gallery mounting 8 to 10 major exhibitions each year. Curated over 100 major exhibitions. The gallery produced exhibition announcements, catalogues and brochures. The gallery prepared slide presentations to architects, designers and private clients for site-specific architectural and other commissioned work.

Instrumental in introducing contemporary glass into the collection of the Los Angeles County Museum of Art and initiating collector donations to the museum in excess of $1m. Actively worked on behalf of museums to find donors and assisted The Corning Museum of Glass, Detroit Institute of Art, High Museum of Art, Toledo Museum of Art, Indianapolis Museum of Art, National Gallery of Art (Melbourne, Australia), American Craft Museum, Racine Art Museum and the Craft and Folk Art Museum (Los Angeles) in acquisitions.

Greenwood Gallery, Washington, DC.
Director **1980-1981**
Assistant Director **1979-1980**
Responsible for total operation of Greenwood Gallery, representing American artists work in clay, metal, wood, fiber and glass. Responsibilities included budgets and fiscal operation, curating, designing and installation of monthly exhibitions, public relations, sales and marketing.

Responsible for coordinating weekend workshops with visiting artists held at local college and university art departments, attracting over 2,500 students; also responsible for sales and customer service.

Hand Workshop Art Center, Inc., Richmond, VA
Executive Director **1970-1979**
Responsible for total operations of a gallery and retail craft shop. Coordinated and supervised in-house adult educational programs in textiles and clay. Solicited private and corporate contributions for free neighborhood youth classes in clay, fibers and wood. Organized a children's participatory Craft Fair attended by over 3,000 public and private school children.

Responsible for fundraising. Initiated, won approval for and administered the first Richmond Craft Fair (1976), which attracted 12,000 people in 2-1/2 days. It is now an annual event and remains the primary fundraiser for Hand Workshop Art Center.

EDUCATION:

Louisburg College, Louisburg, North Carolina.
Richmond Professional Institute, Richmond, Virginia

PROFESSIONAL ACTIVITIES:

Tourism Product Development Fund of the Buncombe County Tourism Authority, Buncombe County appointee, 2013 – present

Downtown Commission, Buncombe County appointee, 2016 - present

Haywood Street Advisory Committee, City of Asheville appointee, 2016 – present

Asheville Downtown Association, Asheville, NC, 2011-present
Board and Issues Committee Member, Chair - Strategic Planning Committee 2015-2016

City of Asheville, Downtown Improvement District, Asheville, NC, 2012 – present, currently inactive, Acting Chair

Asheville Breakfast Rotary Club, 2015 – present. Rotarian since 2006
Chair, Fundraising event 2017 – present

City of Asheville Downtown Master Plan, Asheville, NC, 2008-2009 – Advisory Committee Member

Buncombe County Tourism Development Authority Board, Buncombe County, North Carolina, 2003-2006.

Board of Directors, Asheville Area Chamber of Commerce, Asheville, NC, 2001-2004, Nominating Committee, 2003.

Governing Board, Center for Craft, Creativity, and Design, UNC-Asheville, 1998-2002.

Trustee, American Craft Council, New York, NY. 1996-2003. Vice-Chair 1997-1999. Chair, Nominating Committee 1999-2003.

Advisory Board, American Craft Council/Southeast Region, Tallahassee, FL, 1998-2007.

The Glass Art Society, Board of Directors, Seattle, Washington, 1994-2000. Chair of the Leadership Committee, 1994-1998.

Glass Studio Fundraising Advisory Committee, Penland School of Crafts, Penland, NC, 1993-1995.

Board of Trustees, Creative Glass Center of America, Millville, NJ, 1990-1997; 2nd Vice-President, 1992-1995; President, 1996-1997.

Chairperson, Glassweekend '95, sponsored by Creative Glass Center of America, Millville NJ; Art Alliance for Contemporary Glass, Palm Beach, FL; and James Renwick Alliance, Washington, DC. An international exhibition and sale of art by 22 galleries, symposium: *Private collecting: public collections – building bridges for the future, hot glass and lampworking demonstrations, special guests included twenty museum curators.*

Chairperson, Fellowship Selection Committee, Creative Glass Center of America, Millville, NJ, 1989-1993.