City of Asheville
City Council Vacancy Application Form

Your name: Myra Grant Home Phone #: 828-674-8627

Street Address: 56 Stamford St, #303, Biltmore City: Asheville, NC Zip Code: 28803

Mailing Address (if different): PO Box 157, Skyland, NC 28776

Employer: Independent Contractor, Flat Rock Park Foundation

Position: Planned GIving and Special Projects Advisor Office Phone # 828-697-8100

Resident of City of Asheville (required): ● Yes ☐ No

Registered Voter in the City of Asheville (required): ● Yes ☐ No

Race: Caucasian Sex: Female Age: 72

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

Additional Information Required:

1. Resume
2. ½ page response to the essay questions below: (not attached)

eSigned via SeamlessDocs.com
Myra N Grant
Key: 6965995faaf6d01d33d35162fad62adcf

Applicant Signature
Date: 08/20/2020

All applications and attachments must be
Returned by **Noon, Thursday, August 20**, 2020 to:

Maggie Burleson, City Clerk
PO Box 7148
Asheville, NC 28802
Email: mburleson@ashevillenc.gov
Phone: 828-259-5601

Myra N. Grant

P.O. Box 157
Skyland, NC 28776
(828) 674-8627-cell phone
Myrang48@att.net

PROFILE: **Small business owner for 3 years; 9 years experience in planning and economic development organizations; 10 years of progressive management experience with United Way in marketing, planning and resource development; and 18 additional years experience in development, management, marketing management in the hospital setting.** ***Strong background in non-profit management techniques, volunteer development, marketing and strategic planning. Personal and work style is known for flexibility, dedication to tasks, ethics and strategic vision.***

EXPERIENCE AND ACCOMPLISHMENTS:

2012-2020 **Independent consulting**
Mentoring, non-profit management, fundraising and marketing projects in the WNC region, including the Village of Flat Rock, Caring for Children, Inc., Flat Rock Playhouse

1996-2012 **Pardee Hospital (Pardee UNC Healthcare) Foundation, Inc., Hendersonville, N.C.**
Executive Director, Pardee Hospital Foundation
Vice President, Philanthropy and Community Accountability

Responsible for the development of annual development plan, marketing and public relations, donor cultivation, and events implementation. Position required cultivation and on-going work with up-scale donors and volunteers. Responsibilities also include long-range planning, volunteer recruitment and training, financial management, human resources, grant-writing and staff training. Represented the hospital and Foundation in the WNC community as a part of Hospital management team. Duties also included legislative monitoring and government relations.

Accomplishments:

- ***Fundraising activities raised a total of $28 million in gifts. Endowment of $7.5 million Approximately $20 million in gifts transferred to the hospital.***
- ***Development and oversight of two premier events for the community: "Tournament of Champions", a golf and tennis event and "Women Helping Women" Educational Breast Cancer Luncheon. Both events attract a total of 500 participants and together net $130,000 annually***
- ***Development of all marketing and advertising materials---including annual reports, newsletters, public presentations, events and news releases and oversight of hospital re-branding efforts***
- ***Successfully completed three capital campaigns in the 16-year period for $1 million, $4.8 million and in 2003 completed a 3rd campaign for surgical expansion at $2.3million, $650,000 to renovate nationally recognized breast and cardiac rehab facilities,***
- ***Implementation of donor cultivation, recognition and relationship events and policies***
- ***Financial management of resources and investment of donor gifts***

1986-1996 **United Way of Asheville and Buncombe County**
Donor Services Director; Planning Director

Directed the efforts for a $4.3 million campaign. Managed campaign activities and two professional staff. Recruited, trained, motivated over 175 volunteers included in the development process. Oversaw the development and implementation of year-round marketing and communications efforts and managed the information/computer staff. Also managed the

distribution of supported agency funding, non-profit technical assistance and program evaluation, and grant programs.

1974-1986 **Land of Sky Regional Council, Asheville, N.C.**
Planning and Community Development Director

Responsible for technical assistance, grantsmanship, grants management to towns and counties in a four-county planning area of Western North Carolina. Administered Community Development grant programs for the Town of Marshall, Woodfin, Hendersonville and Hot Springs, N.C. Developed Emergency Management and Transportation plans for the 4-county area. Provided training in supervision and personnel policy development for local governments and law enforcement agencies. Developed and administered law enforcement grants program for local governments in the four-county region.

EDUCATION: **Western Carolina University, Cullowhee, N.C.**
Bachelor of Science Degree
Selected course and conferences: AHP, AFP, Institute of Government, Duke Non-Profit Program; Lillian's List-Getting Ready to Run training, 2019

EMPLOYABLE ASSETS:

- **Ability to deal with general public, elected officials, media and donor/constituents**
- **Clear, concise written and oral communication skills**
- **Financial management experience- 25+ years**
- **Development and fund-raising experience, 25+ years—including personal visits, follow-up, events planning, grant writing, capital/endowment campaign planning and related marketing management plans.**
- **Grant writing, research and management; technical assistance experience in non-profit management aspects**
- **Long-range planning and implementation of strategic goals**
- **Board recruitment and development, expertise in training/ motivating volunteers**
- **Broad knowledge of the community, area leadership, and local and state organizations**

COMMUNITY/ORGANIZATIONAL INVOLVEMENT:
-Trustee, Alpha Xi Delta Foundation; Secretary, 2003-07
-Rotary of Hendersonville, Fundraising Committee; Membership Committee; Membership Chair 2003-04; Paul Harris Fellow Award; 2005-2006, Board Member; Four Seasons Rotary/ WNC Passport Club- 2019 to current
-Carl Sandburg Historic Site volunteer and past Treasurer, Friends of Connemara
-United Way of Henderson County, Board of Directors, Secretary-2005-2006
-Housing Corporation of WCU, Alpha Xi Delta Fraternity, Cullowhee, N.C., Secretary
-Association of Fundraising Professionals- Board of Directors, 2000, PR Chair; Summer Workshop Chair; 2004 National Philanthropy Day Chair; Outstanding Fundraising Executive Award, 2004; Board of Directors, 2007, Mentor Chair, 2014-15, Mentor, 2014-2019, Interim Mentoring Chair, 2019
-Association of Healthcare Philanthropy, 2002 Regional Conference Committee; 2004 Conference Roundtable Presenter
-Western Carolina University, Alumni Board, 2011-2017, 2020-2022
-Town of Fletcher, NC, Planning Board- 2010-2015
-Hendersonville Chamber of Commerce, 2012 Athena International Award; Athena Committee, 2010, 2013-2020
-Pisgah Legal Services, Board of Directors, 2013-January, 2019, Endowment Campaign Steering Committee, 2014-present; Finance Committee- 2016-2000
-Bele Chere Board of Directors-City of Asheville, 1989-1994
-Buncombe County Tipping Point Grants Committee- 2020

ADDITIONAL CONTACTS, FOR INFORMATION ON APPLICANT:

Senator Terry Vanduyn, terry@vanduyn.com; 277-8554

Kimerly Hinkelman, Development Director, Flat Rock Playhouse; former Executive Director, Pardee Hospital Foundation, kimhinkelman@aol.com

Bob Davy, Vice Mayor, Town of Fletcher, 687-0313

Charles Glazener, Advisor to City Schools Superintendent; former Director of PR, Asheville City Schools, charliepatricia@bellsouth.net

Albert Gooch, Council Member, Village of Flat Rock; former Executive Director/CEO, Kanuga Conference Center

Janet Moore, Words & More, former PR Vice President, Mission Health, mp314683@gmail.com

The following questions may be answered directly on this form, or responses uploaded as attachments upon form submission.

1. **With the death of George Floyd the country was thrust into a new civil rights movement. Policing in America was scrutinized even more and even here locally reparations were passed. Please explain if you believe that systemic racism and oppression exist, if yes do you or do you not support reparations and what it all means in the context of equity and Inclusion.**

There is definitely a racial divide and prominent gaps in earning in the Asheville area. Not only with the death of George Floyd, but with the COVID-19 pandemic, the minority segments are more impacted. In Asheville, the disparity has existed for many years in a variety of areas of life and work but the most prevalent areas are:

Housing- substandard housing coupled with the lack of affordable housing is a major deterrent to equality in living and working. Beginning in the early 1900's, areas of Asheville housing were deemed substandard. A variety of approaches were taken to affect improvements in primarily the southside , South French Broad, and Martin Luther King Boulevard areas. Changes in HUD legislation from 1940's-1970's directed Asheville leaders in what approaches could be taken (especially with grant funds) to improve the areas. Public Housing projects were created and people were displaced in some cases. Now, the City of Asheville must work with organizations like Mountain Housing Corporation to design and produce affordable housing that attracts low to moderate income persons. I have worked in previous employment on Community Development Grants in Rosman, Hendersonville, Woodfin, and Marshall where the best approach was to rehab the existing community area vs. displacement, giving owners or renters the opportunity to be involved in the decision-making around how rehabilitation and repair will occur.. The addition of gardens, community centers, small grocery add to make a place of belonging and community.
In Asheville, one of the areas where this approach worked best in the past was Burton Street in W. Asheville and today that community continues to change and create new spaces. My father was a builder and with an employee who lived in Burton Street, built, repaired and rehabilitation houses in that area in 1950's.

The new Lee Walker Heights public housing (as an example of affordable housing) will hopefully include more facilities that create a community sense.

Another area is Education-where the gap in learning won't be overcome for lower income and minority families (as per City Schools staff) without computers provided to these homes not just community centers and broadband expanded in the entirety of the WNC region. This will help to put students on more of a level playing field.

2. **Do you support Black Asheville Demands call for defunding the APD by 50%? If no, please explain why and if yes, what sort of timeline do you envision to reach that goal?**

The answer may not be as simple as "yes" or "no" to defunding law enforcement services by 50% and perhaps the more appropriate term is "divest" and "invest". These are the words and focus of Asheville's Racial Justice Coalition. The NC General Statutes, Chapter 160A-209 (26) provide fore local governments to levy taxes to provide for policing and law enforcement. There are policing models tested throughout the country that show the levels of patrol and investigative services needed per population levels--models that provide for the safety and protection of the citizenry. To prepare for this question, I reviewed the line item budget of the APD proposed for the 2020-2021 year to determine where reductions in cost might occur or be re-aligned. And without additional detail and explanation of this budget, along with an explanation of the minimum services that must be provided for the protection of our citizens, I can suggest at this point the redirection of a level of resources (to be determined) that will focus on:
-Continuation of SRO's in every school, evaluation of their effectiveness with targeted populations, such as minority and at-risk students/families

-Expansion of the SRO concept to place this type of police liaison in community centers within the City, public housing, parks and recreation center, public parks, homeless shelters, domestic violence shelters--- may have the desired effect to build community and lessen tensions. This approach has been tried in the past in at least the Shiloh area.

-Implementation of a dedicated, trained mental health unit within the APD that includes social workers, counselors and sworn officer to improve the treatment (and avoid incarceration) of those individuals with mental health and substance abuse problems which are causing law enforcement's negative reactions. Collaboration with such organizations as the Family Justice Center, Haywood Street Church, United Way and healthcare providers may be enhanced . The Family Justice Center provides a collaboration of these services in one location now near the downtown but may be replicated in other areas of the City to provide additional access to the type of services now provided in the downtown center.

-Increased and annual training of law enforcement in the needed areas to prevent the type of violence and perceived control of victims---with the goal of avoiding the type of "George Floyd" episodes experienced recently.

3. **Explain why you want to serve on City Council.**

I am a native of Asheville and WNC. It's my City. I have worked professionally and volunteered for a variety of non-profit organizations to see the growth and attractiveness occur. As a teenager, I rode a bus from the Enka area to the downtown to read at the library, research topics for school papers, to shop and to enjoy. I knew from that age that I would love cities and have traveled to other larger areas to bring back good ideas.

I have worked with and for a number of local governments in the areas of grant writing, supervision training for law enforcement, housing rehab and park development. I know the requirements of elected officials, as well as the limitations imposed by law. I will put in the time and study needed to " catch up" with the other Council members on the important, priority, and strategic plan areas the City has already identified. I want and hope to see Asheville return to a thriving local economy and financially resilient City following this recent downturn and pandemic.

Having worked in healthcare and knowing the support and involvement Asheville and Buncombe County dedicated to our quality healthcare system. To the degree it is possible for the City of Asheville to advocate and also provide for gaps in the healthcare system now being delivered by HCA, I hope to also see that segment of need made more affordable and transparent.

I bring a long-term, broad based experience in areas that Council may want to enhance or replace due to the loss of Council members VJ Kapoor and others departing Council. I believe I can be helpful in a variety of ways. My resume demonstrates that areas of experience, both volunteer and work-areas that are relatable to a Council position.

I am always interested in learning about new "things" . I work hard but have fun along with the work. I hope, as elected officials, we all bring history of the City that has been both helpful and not so. You might ask, "why haven't you run for office before? " For a number of years I lived in Henderson County and also had a very busy, integral work life. I now have the time and interest.

From the list of interested individuals, Council will have several good choices. While members represent the entire City, I do live in south Asheville currently but have lived in West and North, as well. I hope I can be your choice.

4. **If selected, how do you plan to communicate and work with the other Council members? To help us understand, please give examples of your working collaboratively in the past.**

I try to learn from others and hear their point of view, which can help me form my own point of view on subjects.
I would thoroughly review required materials and come to public meetings prepared to discuss intelligently and/or to lead discussions on topic areas I may be representing for Council and the City of Asheville..

To understand other Council members' views, I would approach members director and discuss any concerns or clarifications needed. Coming into this Council environment mid-term, it will be important for me to know more about the backgrounds of Council members, their interests in moving the City forward. To "catch up" with other members I would seek out a mentor/mentors on Council from whom to learn.
Having worked with and within several local governments in the WNC region, I am perhaps ahead of the curve compared to other applicants for this position because I understand the limitations of "power" each member can exhibit. I understand that members are required to complete School of Government training, optimally, before swearing in.

Previously, as both a volunteer and staff I have been involved in many collaborative efforts. A few examples include non-profit Board membership over a period of 25+ years; development of Asheville& Buncombe County's first comprehensive children's plan- Children First- in a committee setting with Leslie Anderson, Dr Olsen Huff and others; Fletcher Planning Board-tackling the design overlay of the Town's zoning ordinance, working with a consultant and helping other committee members to visualize the concepts being presented; and
many, many other small and large groups.

5. **What do you consider the most pressing problem, need, or cause for the citizens of Asheville today? How would you approach its resolution or champion the cause?**

Affordable Housing- more low-cost rental choices for seniors, as well as growing families. Projects like Weirbridge that offer both HUD level rents to senior and handicapped persons, side-by-side with higher income persons AND GIvens Gerber Park- a similar approach.

There are plans in place within the City and County to address the housing problem. I could perhaps bring in example of programs that have worked in other locals and help find the resources (philanthropy, entrepreneurship, grants, sweat equity, partnerships with Habitat) to continue to address the problems.

In 2012, my volunteer and professional work were recognized by the Hendersonville Chamber's ATHENA Leadership Award. This award is based on 8 values --once of which is Fierce Advocacy. It is explained by ATHENA as compassion and respect for others, that generates a force for good that often cannot be stopped or deterred. My quest is for a just and humane society... I guess you could say (in the words of John Lewis), I have created some "good trouble" over the years.