

City of Asheville  
**BOARDS AND COMMISSIONS**  
Application Form

**APPLICANTS ARE STRONGLY URGED TO ATTEND SEVERAL MEETINGS OF A BOARD PRIOR TO APPLYING AND/OR APPOINTMENT TO A BOARD**

Name of board or commission(s): City Council

Your name: Charles W (Chuck) Archerd Home Phone #: 828-651-9772

Street address: 604 Holt Lane City: Asheville Zip Code: 28803

Mailing address (if different): \_\_\_\_\_

Employer: Archerd-Bell Investment Group, LLC

Your position: Principal Office Phone #: 828-277-2772

Resident of City Asheville County Buncombe Race white \* Sex Male \* Age 50 \*

Are you a United States Citizen (circle one)?  Yes or No

Residence location (check one): Central \_\_\_\_\_ North \_\_\_\_\_ South  East \_\_\_\_\_ West \_\_\_\_\_

How did you become aware of the opening? \_\_\_\_\_ Webpage \_\_\_\_\_ Current Volunteer \_\_\_\_\_ eNews  
\_\_\_\_\_ Government Channel  Newspaper \_\_\_\_\_ Radio \_\_\_\_\_ Organization \_\_\_\_\_ Agenda \_\_\_\_\_ Other

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 (use additional sheets if necessary). Expertise: \_\_\_\_\_ Legal \_\_\_\_\_ Technical \_\_\_\_\_ Fundraising \_\_\_\_\_ Community Contacts  
 Business Management (Financial)  Business Management (Operational) \_\_\_\_\_ Public Speaking

I have a very strong accounting/finance background that may be very useful for the City during the current economic times.

**Return to:**  
Maggie Burlison, City Clerk  
Post Office Box 7148  
Asheville, N.C. 28802-7148

E-Mail: mburlison@ashevillenc.gov  
Telephone: 259-5601  
Fax #: 259-5499

Signature: 

Date: November 20, 2008

E-Mail: ca@Archerdbell.com

Fax #: 888-521-4798

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

Charles W. (Chuck) Archerd  
604 Holt Lane  
Asheville, NC 28803

Education:

**University of Florida**  
BSBA – Accounting  
June, 1979

**Southern Methodist University**  
MBA – Management/Finance  
August, 1982

Professional Credentials:

**Certified Public Accountant**  
State of Texas – Certificate # 027213  
May, 1982

Work Experience:

**Arthur Andersen & Company**  
Audit Senior  
Dallas, TX  
1979 -1983

**Price Watershouse**  
Audit Manager  
Oklahoma City, OK  
1983 - 1985

**Tampa General Hospital**  
Director of Budgets/Reimbursements  
Tampa, FL  
1985 – 1986

**St. Joseph's Hospital**  
Corporate Controller  
Tampa, FL  
1986 – 1988

**Dunn & Bradstreet – Plan Services Division**  
Assistant Vice President Controller  
1988 – 1993

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**Arbor Title Services, Inc.**  
Owner  
Tampa, FL  
1993 – 1997

**Archerd & Cuthbertson, PLLC**  
Managing Partner  
Asheville, NC  
1997 – 2004

**Archerd-Bell Investment Group, LLC**  
**IronStone-Investments, LLC**  
Principal  
Asheville, NC  
2001 – Present

**Charles W. (Chuck) Archerd**  
**Application for Asheville City Council**

**1. What motivates you to apply for this position?**

I have always had an interest in the quality of our community and the activities of our City government. While I have not always agreed with every decision our City government has made, I have been generally pleased with the direction of Asheville and the quality of life that our family has enjoyed over the past 12 years.

Over the past few years my "station" in life has gradually changed. Three of my four children have left home for college and the intensity of my career now affords me greater ability to serve our community in a more meaningful way.

Given the current economic situation, I believe that the City will face significant challenges during the next couple of years. I have a strong educational background and significant work experience in the accounting and finance area (see resume attached). It is my hope that I could utilize my time and expertise to assist our City while navigating these financial challenges.

**2. Where do you fall on the conservative-liberal spectrum in terms of fiscal and social policy?**

Given my career as a Certified Public Accountant, starting as an auditor with Arthur Andersen, an international accounting firm and ended as managing partner of a local CPA firm, I have come to understand and value the stability that conservative fiscal policies brings to individuals, business and government. If many of the banks and financial firms would have adhered to more conservative fiscal principals, our nation would not be in our current fiscal turmoil.

I believe in the value and worth of each individual. This value and worth is not dependent on social status, economic situation, race or any other factors; it is based upon being a fellow man. Each of us individually and collectively has an obligation to assist in the true needs of our fellow citizens. This belief would place me in central position on the conservative-liberal spectrum in terms social policy.

**3. In your eyes, what should be the top 2 or 3 priorities our City Council should be focused on in the upcoming year and why?**

The top priorities of our City Council should: 1) to provide a stable financial basis to operate City government, 2) continue to provide efficient of core government services and 3) to promote quality "in fill" development.

City Council needs to plan on a proactive basis in anticipation of economic changes that may happen over the next year. This should be done in a manor so as not to place additional financial burdens on taxpayers who are already stressed due to our current economic turmoil. Having contingency plans agreed upon and in place to address potential revenue short falls will provide an efficient coordinated response by the City.

When challenged economically, it is important to make sure that core government services (fire rescue, police and public works to name a few) maintain excellent service levels and operate at the highest levels of efficiency. These core government services should have the highest priority.

While financial contingency planning and core government services are very important for the short term, City Council also needs to keep a medium and long term focus on what will improve our city. I believe that promoting **quality** "in fill" development is critical for the long term. (Note the emphasis on quality) Quality "in fill" development builds the tax base, promotes environmentally sound principals, replaces and refurbishes aging homes and buildings. In addition, quality "in fill" should also promote affordable housing for our citizens.

**4. What do you consider the most crucial problem, need, or cause for the Citizens of Asheville? How would you approach its resolution or champion the cause?**

I can not identify a specific "crucial problem, need or cause". When 86% of the Citizens rate Asheville as an Excellent (43%) or Good (43%) place to live, I do not perceive a crucial problem or need. I have reviewed the National Citizens Survey which points out several areas that should be carefully examined for potential improvement.

I believe that being appointed to the City Council makes that Council member unique. That member was not elected by the Citizens and did not run for office for a specific reason or cause. An appointed member to City Council should be focused on the established strategic goal and objectives that have been developed by elected members of City Council.

**5. 2008-09 and 2009-10 fiscal years will be financially tough for the City. What will be your top funding priorities and what would you like to see reduced to balance the budget?**

The top funding priorities should be the core governmental services. All areas of City government should be examined to determine essential expenditure verses those expenditure that represent "nice to have" type items. I think it is the City Council's responsibility to direct staff to make recommendations for further budget cuts along with their assessment of what effect each individual cut would have the program and the Citizens of Asheville. Based upon these recommendations and with knowledge of what the projected saving is as compared to the anticipated effect on the programs and Citizens of Asheville, then the Council can make an informed decision on what budget reductions are warranted.