

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): Asheville City Council

Your name: Bryan Freeborn Home Phone #: 828 251 2176

Street address: 63 Carrier Street City: Asheville Zip Code: 28826

Mailing address (if different): _____

Employer: Top Floor Studios LLC

Your position: Chief Operating Officer Office Phone #: 828 225 8124

Resident of City Asheville County Burcombe Race white * Sex M * Age 32 *

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

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

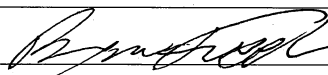
How did you become aware of the opening? Webpage _____ Current Volunteer _____ eNews _____
_____ Government Channel _____ Newspaper _____ Radio _____ Organization _____ Agenda _____ Other _____

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

see attached

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

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

Signature: 
Date: Nov 26th 2008
E-Mail: freeborn@freebornasheville.com
Fax #: 828 225 - 8129

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

Bryan E. Freeborn

63 Carrier Street
Asheville, N.C. 28806

828.251.2176

bryan@freebornasheville.com

Employment History

Chief Operating Officer, Top Floor Studio **2007 – Present** **Asheville, North Carolina**

- Manage overall operations for interactive web design firm of 11 employees and \$500k + in annual revenue.
- Oversee marketing and sales campaigns for the firm as well as work with clients to develop online communication strategies.

Senior Account Strategist, Top Floor Studio **2007** **Asheville, North Carolina**

- Developed relationships with companies and partners to develop and sustain technology and marketing projects aimed at alleviating global and local environmental challenges such as global climate change, biodiversity, renewable energy, sustainable resource use, ecological economics, and land use.
- Provided public relations services such as press releases, interviews, press conferences, and general communications with media outlets.

Political Director, Doug Jones for NC House **2006** **Asheville, North Carolina**

- Provided policy research and direction for the candidate.
- Coordinate planning and logistics for media director, volunteer coordinator, and fundraising director.
- Coordinated media design and buys on print, radio, and online communications.

Self-Employed Carpenter **5/2004 - 2/2006** **Asheville, North Carolina**

- Frame, side, roof, and trim out new and remodel construction.
- Work with home owner's to design and remodel home interiors.

Harris Teeter **8/2002 - 4/2004** **Asheville, North Carolina**

Inventory Control Specialist

- Manage 33% of the store's inventory to match sales with supply on hand targets.
- Process \$10,000 to \$30,000 in inventory daily.
- Responsible for maintaining positive working relationships with over fifty vendors.
- Increased sales for beer and wine by 20% through customer response and product placement.

First USA, A Bank One Company **10/2000 - 10/2001** **Austin, Texas**

Project Specialist/ Financial Service Advisor

- Provide spreadsheets and displays for presenting and disseminating Quality updates to Advisors, Team Managers, Department leaders, and Site Executives.
- Monitor and Audit customer satisfaction and internal quality levels for two departments of the Austin site to maintain within and exceed bank goals.
- Provide a solutions oriented point of contact to a high volume of inbound calls from cardmembers regarding present and future needs of their credit card accounts.

US Geological Survey **9/1999 – 11/1999** **Corvallis, Oregon**

Field Assistant

- Assisted in the study of the status of Spotted frogs in the Oregon Cascade's Three Sister's Wilderness.
- Visited three lake complexes to collect water samples and record observation of all amphibians.
- Provided all standardized data sheets in a final report.

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US Forest Service

6/1999 – 9/1999

Logan, Utah

Research Assistant & Field Technician

- Assisted in a Forest Service high Cascade trout stocking effects study.
- Classified and enumerated littoral habitat types and conducted limnological assessments.
- Provided intensive sampling of benthic invertebrates and zooplankton communities.

University of Zurich

5/1998 – 6/1998

Zurich, Switzerland

Research Assistant

- Developed the initial stages of a multi-pond experiment of the frog *Rana lessonae* and *Rana esculenta*.
- Created microcosm habitats for placement in ponds.
- Collected, measured, and documented the location origin of specimens.

The Evergreen State College

10/1996 - 6/1999

Olympia, Washington

Student Affairs Department, Student Activities Board & Student Representative to Board of Trustees

- Managed a \$1.3 million annual budget that funded 60 student groups, the campus recreation center, campus radio station, student childcare center, and entertainment events.
- Spearheaded the development & implementation of a student bus pass program that reduced student expenses and decrease campus parking congestion.
- Identified and presented critical issues surrounding the student body and recommended appropriate action and policy to the Board of Trustees.
- Contacted alumni, parents, and friends of the college to ask for new and continued financial support for the college.

Bryan E. Freeborn

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Education

Enrolled in the Master's in Public Affairs program at Western Carolina University
Bachelor of Arts Degree in History from the Evergreen State College in Olympia, Washington.

Skills

Adobe Suite products:	MS Office Suite:	Human Resources
Photoshop	Word	Management
Illustrator	Excel	Public Speaking
InDesign	Power Point	Community Networking
Website Content Management Systems	Budget Management	Communication Strategy

Organizational Management Experience

Asheville City Council 2005 to 2007 Asheville, North Carolina

- Determine policy in the fields of planning, traffic, law and order, public works, finance, and recreation.
- Provide leadership and direction for negotiating with governing bodies, developers, community groups, and other interests.
- Adopt the \$106 million budget, levy taxes, collect revenues, and make appropriations.
- Authorize the issuance of bonds by a bond ordinance.
- Establish administrative departments, offices and agencies.
- Appoint members of the City boards, commissions and committees.
- Provide for the number, titles, qualifications, powers, duties, and compensation of all officers and employees of the City.

Asheville Regional Airport Board, Board Chair 2006 to 2008 Asheville, North Carolina

- Responsible for overall financial and policy making of the airport.
- Work with senior staff and the director to expand opportunity associated with fulfilling the airport's mission.
- Oversee and adopt an annual operating budget of \$7 million.
- Provide leadership and direction for negotiating with airlines, contractors, and tenants.

Asheville MPO Transportation Advisory Committee 2005 to 2008 Asheville, North Carolina

- Provide transportation planning direction for the urbanized areas of Buncombe County, Haywood County, and Henderson County, North Carolina.
- Ensure that existing and future expenditures for transportation projects and programs are based on a comprehensive, cooperative, and continuing (3-C) planning process.
- Develop long-range transportation plans and set priorities for transportation improvements that cover all modes of transportation including highways, public transit, and bicycle and pedestrian facilities.

Asheville Transit Commission 2003 - 2005 Asheville, North Carolina

- Advised the Public Transit Office on matters affecting the transit system and its operation.
- Researched all transit options including funding sources to address community needs on transportation and parking.
- Identify new policy direction to meet community transportation and parking needs.
- Over saw negotiations and the implementation of the Partner Pass Program with UNCA.

1. What motivates you to apply for this position?

While initially reluctant to apply, my experience and working knowledge of the matters currently before Council require that I respectfully submit my name for consideration.

Given the seat's relatively short term, its steep learning curve, and the difficult economic choices our city faces over the next year, I sincerely believe that the citizens of Asheville would be best served by someone who is not only thoroughly familiar with the requirements of the job, but who can also "hit the ground running."

To my knowledge, no other candidates who have currently applied have served before in this capacity. Because of both my love for our city and an innate call to public service, I feel obliged to apply for this position.

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

I have come to reject the strict liberal/conservative dichotomy; it becomes a barrier to achieving our goals. After two years of serving on council, the airport board, and the MPO, I feel that it's polarizing and not particularly useful or constructive in local matters. I believe that most of us in Asheville, including those serving on Council, do our best to effectively fuse the best and most practical of these philosophies.

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

My time away from Council over this last year has been very instructive in this regard. Clearly, City Council's #1 priority will be to balance the budget and realistically adjusting our priorities for the current economic climate.

The need to provide greater transparency and accountability to our citizens as to where their tax dollars are being spent and reforming the way we govern is my own personal priority. I elaborate further on this in question #4 below.

We also need to continue working with the county, the state, and the federal governments to further capitalize on the successes we've already made in Asheville's transit system. We have made substantial gains that we cannot afford to back away from: increasing capacity, hours of operations, and range of transit services will take creative thinking and a more conservative approach, but its a priority our citizens will need Council to focus on for the long term.

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?

Given the current economic downturn, now is not the time for new programs or new spending. I won't be championing any new initiatives or policy, but rather, I'll focus on the way we formulate policy, what we are spending taxpayers' dollars on, and how we can enhance transparency and improve accountability. We need to be more forthright as to how we spend taxpayer dollars; we need to find creative and informative ways to present that information to the public. The more voters understand as to how government works and where money is spent, the more informed input government will have.

If we're smart, we can turn this economic downturn into an opportunity to improve the way we do business and fix what's broken about Asheville City Government. And that doesn't need to cost the taxpayers a thing.

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

Although we will have no discretionary monies this year, my top funding priority will remain our capital budget. It is not in anyone's interest, long or short term, to continue its neglect. We need to work with staff and our community to better identify areas of inefficiency, reduce costs, and maintain (and where possible improve) our quality of service.