

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: Lisa-Gaye Hall

Home Phone #: 828-273-5335

Street address: 44 Harnett Street

City: Asheville

Zip Code: 28806

Mailing address (if different):

Employer: Self-Employed

Your position: Marketing Consultant

Office Phone #: 828-273-5335

Resident of City: Asheville County: Buncombe Race: White Sex: Female Age: 47

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 would like to serve on City Council to help ensure a better future for our community's children. The decisions made by City Council have a profound impact on the future of our region. As an advocate for children and families, I would work hard to represent the interests of our community's youngest citizens.

Signature: Lisa-Gaye Hall (submitted online)

Date: November 26, 2008

E-Mail: [lghall.email@gmail.com](mailto:lghall.email@gmail.com)

**Return to:** Maggie Burleson, City Clerk

Post Office Box 7148

Asheville, N.C. 28802-7148

E-Mail: [mburleson@ashevillenc.gov](mailto:mburleson@ashevillenc.gov)

Telephone: 259-5601

Fax #: 259-5499

# Lisa-Gaye Hall

44 Harnett Street, Asheville, North Carolina 28806  
Phone: 828-273-5335 Email: lghall.email@gmail.com

## PROFILE

- Dynamic, intrinsically motivated leader with a strong commitment to vision.
- Demonstrated executive level ability in leadership and non-profit management.
- Proven competence in working effectively in a diverse community, and building relationships with organizations and individuals.
- Effective communicator, with demonstrated writing, teaching and public speaking skills.

## RELEVANT EXPERIENCE AND ACCOMPLISHMENTS

### 6/2008— 11/2008 **Marketing Consultant**

Self employed as marketing to consultant to non-profits and small business.

### 2005-2008 **Executive Director**, Asheville City Schools Foundation

Serving as executive officer for non-profit foundation serving the Asheville City Schools.

Additional content at [www.acsf.org](http://www.acsf.org).

- Leading a 22-member volunteer board of directors in raising \$250k+ annually.
- Managing several large grants providing enriching programs to the k-12 classrooms in Asheville City Schools.
- Developed and managed the first CAYLA (City of Asheville Youth Leadership Program) in partnership with city government
- Overseeing more than \$70,000 in scholarship awards annually

### 2002-2005 **Executive Director**, Junior Achievement of Western North Carolina

Served as executive officer for non-profit organization providing financial literacy programs to the region's kindergarten-12<sup>th</sup> grade students. Additional content at [www.jacarolinas.org](http://www.jacarolinas.org).

- Led a 20-member volunteer board of directors in raising \$150k+ annually.
- Increased corporate giving and special events revenue by 20 percent over three years, introducing three new successful fundraising events.
- Initiated strategic planning retreat for directors, successfully leading the organization to accomplishing stated goals for the first two years of the plan.

### 1997-2002 **Women's Resource Center Coordinator**, Central Piedmont Community College

Created and managed multi-use resource center for women at large urban community college in Charlotte, North Carolina.

- Developed and facilitated workshops and support groups for college students and staff.
- Oversaw state-funded child care financial assistance program for women re-entering the workforce.
- Advised editors for student newspaper and creative arts magazine from 1997-1999.

**RELEVANT EXPERIENCE AND ACCOMPLISHMENTS (cont'd)**

1991-1997        **Dean of Students and Teacher**, Antilles School, U.S. Virgin Islands  
Taught Caribbean & African-American literature & history in middle & upper grades to a wonderfully diverse group of young people, and served as dean of students.

- Developed and managed "Blues in Schools," a grant-funded program to bring U.S. blues artists to the school to collaborate with calypso singers and Caribbean drummers.
- Created annual Black History month celebration, which included presentations of original plays, songs & historical dramas by high school students.

1989-1991        **Reporter**, Daily Hampshire Gazette, Northampton, Massachusetts  
Wrote daily news stories covering issues of education, city and county government, and special interest features.

- Met daily deadlines for error-free copy.
- Responsible for accurate coverage of several "beats," including education, government, and crime.
- Worked closely with team of editors, photographers and copy editors.

**EDUCATION & TRAINING**

2006    Certificate, Non-Profit Management, Duke University Continuing Education  
2002    **Master of Arts** in Liberal Studies, University of North Carolina at Charlotte.  
2001    Graduate, Mid-Manager Training, Southern Association for College Student Affairs.  
1989    **Bachelor of Arts**, Hampshire College, Amherst, Massachusetts.

**COMMUNITY INVOLVEMENT**

2008        **Excellence in Public Service Award** for Outstanding Contribution to Improving Diversity for Youth Leadership Team, City of Asheville  
2002 -2008    **Member & Past President**, Board of Directors, Western Carolinians for Criminal Justice, Asheville, NC.  
2004 - 2008    **Member**, Mountain Area Workforce Development Youth Council.  
2000        **Woman of the Year Award**, Community Leader division, University of North Carolina at Charlotte.

1. What motivates you to apply for this position?

I am interested in serving on City Council to help ensure a better future for our community's children. I am willing to work hard to educate myself about the issues facing our city and region. It is possible that there are other potential Council members with more political savvy, more connections, and more relevant experience, but I am sure there isn't anyone who will work harder to represent this constituency. As a parent of two, a former teacher, and an educational non-profit professional, I am very aware of the needs of children and families. I respectfully ask City Council members to allow me the opportunity to represent Asheville's children and families for one year on City Council.

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

I believe it is imperative that we give a hand, but not a hand-out, to those who are unable to help themselves. I support initiatives that assist those families and individuals living in poverty gain access to education and housing. However, I am aware that we must be fiscally responsible and set aside a prudent reserve for the future. I would align myself most closely with the priorities of progressives such as Barack Obama.

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?

I am encouraged by the four priorities outlined in the City Council's Strategic Operating Plan. I am most supportive of the goals outlined in the "Affordable" and "Safe" categories, especially the ten-year plan to end homelessness and the educational initiatives like CAYLA and the ABTech Yes Camp. I support the "Green" and "Sustainability" initiatives, though many of them may have to be delayed due to budgetary constraints.

If I am chosen to serve on City Council for the next year, I will endeavor to move the city forward on these important issues. I am not interested in bickering or wasting time. There is good and important work to be done for our community and its citizens, and I pledge to put my efforts into supporting that work.

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?

Economic sustainability is key for our future. We must support the economic engine of our community, and the sustainability of business, if we expect to continue on our current path of success. I am very concerned about job creation, workforce housing, homelessness, and the cost of living in our city. I believe the City Council's stated priorities in their Strategic Operating Plan address many of these issues, and I pledge to work with other council members towards solutions for these problems.

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?

Obviously, the services provided to citizens by the city must be re-evaluated. This may mean a hiring freeze or even layoffs in city staff, and it will clearly mean tightening our belt in terms of vehicle and public land maintenance, park acquisition, and road upkeep. However, I would not support cutting housing and/or social services budgets for those most in danger of becoming homeless. Clearly, I would support any initiatives the city currently has in place to end homelessness and to provide workforce housing.

I know that the next year will be a tough one financially, but I would like to work to help City Council to find innovative ways to harness the faith and the non-profit community to continue serving our families and children who live in poverty.