

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: JAY MAZINO Home Phone #: 298-7998

Street address: 61 DILLINGHAM RD City: ASHEVILLE Zip Code: 28805

Mailing address (if different): _____

Employer: PINNACLE LANDSCAPES

Your position: GENERAL MANAGER Office Phone #: 779-4128

Resident of City YES County BUNCOMBE Race W * Sex M * 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

PLEASE SEE THE ATTACHED SHEETS FOR THE 5 ESSAY ANSWERS.

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: [Signature]
Date: 11-29-08
E-Mail: JMAZINO@PINNACLELANDSCAPES.NET
Fax #: 298-7998

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

Gerald L. “Jay” Marino Jr.

**61 Dillingham Rd.
Asheville, NC 28805**

**Cell: 828-779-4128
jmarino@Pinnaclelandscapes.net**

Objective

To be appointed to the Asheville City Council

Skills/Strengths

- Strong understanding of the planning process from both sides of the table as a practicing Landscape Architect, designing and moving projects through the approval process, to being a Buncombe County Planning Board Member (2002-8) analyzing projects to determine compliance.
- Strong understanding of Steep Slope regulations.
- Business owner or General Manager for the past ten years.
- Strong understanding of business principles.
- Created over 20 new jobs.
- Exercised budgetary expertise balancing income and payroll consistently.
- Consensus builder; enjoy bringing people together.
- Registered Landscape Architect, NC #964.
- Registered Landscape Contractor, NC #1674.

Education

B.L.A., Landscape Architecture, Louisiana State University, 1984.
Green Industry Council conference 2001, 2003, 2006.
ASLA National Convention 1998, 2005, 2008, focus on “Green Infrastructure—Linking Landscapes and Communities”.

Employment

- **1984-1993**, Various Landscape Architecture positions growing from intern/entry level to project manager in the West Palm Beach, Florida area.
- **Landscape Architect & Crew Leader**, Kirk Alexander and Associates; Asheville, NC, January 1993-August 2000.
- **Landscape Architect/Director of Landscape Operations**, Landmark Landscapes; Arden, NC; August 2000-March 2007.
- **Landscape Architect/Owner**, Pinnacle Landscapes; Asheville, NC, March 2007-present.

Other

- Buncombe County Planning Board Member, 2002-2008.
- Asheville Downtown Association Volunteer 2004-present.
- Volunteer coordinator for Downtown After Five 2005.
- Volunteer for Asheville Community Theatre “Divalious”, 2007-8.
- Volunteer for Buncombe Co. Schools—(wife teaches at Enka HS; children enrolled in BCS.).
- Enrolled in Spanish classes at the community college.

References available upon request.



November 26, 2008

Maggie Burleson, MMC
City Clerk
Asheville, North Carolina

Dear Maggie,

Below are my written responses to the essay questions requested by City Council:

1. My motivation in applying for this position is my love for the City of Asheville, and my strong desire to have some input on how the Downtown area grows and develops. Over the last several years we have seen an increase in interest from out of state developers in our city; and having served as our City's representative on the Buncombe County Planning Board for the last six years, I feel our City Council needs someone with expertise in dealing with developers' many issues. Someone who understands the application, permitting, and construction process and who will apply that to Asheville's vision for growth balanced with protection of what makes us such a desirable location. I have been a practicing Landscape Architect for twenty four years and I am well versed in all areas of planning including sustainable design initiatives, smart growth, green development, etc. This experience is vital to have on Council with the development and growth issues that we will continue to face in the coming years.
2. I fall squarely in the middle when it comes to the conservative-liberal spectrum. On fiscal issues I tend to be right of center and on social issues I tend to be left of center, believing that a thriving city must have a balance of caution with spending and taxing, yet cannot survive if it does not take care of its less fortunate citizens. I wish I lived in a world where it didn't matter which side of the spectrum I fall on, because my basic philosophy

beneficial to the city, county, and most of all for the citizens.

4. My passion for the City of Asheville most expresses itself in careful development, since that is where I have the most experience. I would champion my cause by attempting to be the City's liaison with the design community and the development world. I would bring as many willing partners together to look at development issues, analyze the downtown master plan, look for ways to streamline the Unified Development Ordinance and make it more user friendly. City Council should encourage wise development whenever possible and the entire process should be more streamlined. We should continue to encourage the greening of our city in the way of tax incentives and the like. Asheville should be the nation's Green capital! I have a tremendous passion to see green roofs, both literally and figuratively, sprout up all over town. Existing buildings are being renovated all over town and the City should devise incentives to encourage owners and developers to turn their flat roofs into an oasis of green. This is an old concept currently being used all over the world, making it not very difficult to find preexisting incentives that other cities are using to achieve this goal.
5. First and foremost, my funding priority would be to take care of our own citizens; as all essential city services must be funded. Once essential services are funded, all other line items will have to be prioritized and those that can be funded will remain in the budget and those that cannot be funded will have to be left out. I believe in balanced budget governing, and raising taxes as only the very last resort. I am not a "read my lips" kind of person, but I do think it is the city's responsibility to live within its means and further more; the city should be like every private citizen in tough times and make hard decisions with their budget. If the money is not there, then it should not be spent. I own a home and run a business in the city and our taxes are becoming relatively high; many of our new citizens move here to escape high taxes and we don't want to fall into the trap of many popular locations by raising ourselves out of the reach of very incomes who have brought us the growth we now enjoy. The city's goal should always be to keep taxes as low as possible while providing the essential services that are necessary to protect the public. I think there is tremendous opportunity for the city to streamline and reduce its budget by

after all, they are in office as the citizens' voice. The only exception to this rule would be on matters of moral conscience, where I would have to go with my moral center. There never was an R or D after my name on vote after vote while serving on the planning board; as the driving force was what is best for the county—including all of the tireless hours spent working on the steep slope ordinance, updating the land use plan, and implementing the zoning ordinance. I once heard a local politician say that the buck stops with him and in the end he had to vote on what he thought best. I disagree. I like to use the example of when I was attending the public meeting on county wide zoning held at AB Tech. Speaker after speaker got up and begged the Commissioners to put the idea out for the people to vote. I sat and watched and listened for hours to the pleading and still the Commissioners didn't listen to the citizens of their county. If I had been on that board, I would have fought to put the issue out to vote. The will of the people must be heard.

3. The top issue that City Council will have to focus on is the budget shortfall. Council simply must look long and hard at the budget and find ways to make up the shortfall. We are in an economic downturn and therefore, raising taxes must be the last resort. Hard decisions are going to have to be made and Council is going to have to bite the bullet and make the necessary decisions to cut some services. These are difficult times and difficult times call for strong leadership. Our City budget must be streamlined and made more efficient, redundancies must be eliminated, and wasteful spending must be stopped. We are going to have to pull together as a community and prioritize our spending in order to make the necessary cuts and try our best to continue to help those who are truly in need. The second priority Council should focus on is getting the downtown master plan done. Council should make all of the necessary decisions to create a comprehensive development plan so that our Downtown Vision will be clearly communicated; consequently, developers need to have a clear understanding of what type and scale of project Asheville wants for itself. The third priority should be to work out the water agreement with the county. City and County need to come together in a spirit of cooperation and mutual respect and work out an agreement that is both

joining with the county and eliminating duplicated services. From a funding priority standpoint, this type of fundamental budgeting consolidation would be on the top of my list.

Sincerely,

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Jay Marino.

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