

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: Catherine S. Martin Home Phone #: (828) 687-4052

Street address: 3 Briarcliff Drive City: Asheville Zip Code: 28803

Mailing address (if different): _____

Employer: Coldwater Creek

Your position: Sales Associate Office Phone #: (828) 277-3190

Resident of City Yes County Yes Race W * Sex F * Age 47 *

Are you a United States Citizen (circle one)? (Yes) or ~~XXXX~~

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

How did you become aware of the opening? _____ Webpage _____ Current Volunteer _____ eNews
_____ Government Channel _____ Newspaper _____ Radio _____ Organization _____ Agenda X 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: X Legal X Technical _____ Fundraising X Community Contacts
_____ Business Management (Financial) _____ Business Management (Operational) X Public Speaking

I am a former elected member of the Hillsborough Town Board.
Please see my CV 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: Catherine S. Martin
Date: November 26, 2008
E-Mail: briarpatch42@hotmail.com
Fax #: n/a

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

Catherine S. Martin

3 Briarcliff Drive
Asheville, NC 28803
(828)273-8713
briarpatch42@hotmail.com

EDUCATION:

University of North Carolina at Chapel Hill; AB in Psychology, 1983.
Art Institute of Pittsburgh, Pittsburgh Pennsylvania; Specialized Technology degree in Graphic Design and Illustration in 1988.

EMPLOYMENT:

April, 2008-present:

Coldwater Creek, Biltmore Village, NC as a sales associate. Duties include: retail sales, fashion consulting.

September, 2003-present:

The Martin Law Firm, P.A., as a paralegal. Duties include: client contact, preparation of trial materials and document filing. Trained in electronic case filing methods for the United States District Court for the Western District of North Carolina.

January, 1995-August, 2002:

Duke Student Publishing Co., Inc., Durham, NC, as Production Manager. Duties included: Production and design newspaper ads for clients; training students in graphic design and computer programs for layout and production for *The Duke Chronicle* and other special projects.

October, 1992-October, 1993:

Artline, Hillsborough, NC, as a Graphic Designer and Coordinator. Duties included:
Production and Design of line art circulars for retail clients.
Training clients in the use of digital art with desktop publishing programs.
Directing artists to ensure quality design and client satisfaction.
Coordinating with separators and printers to establish and meet deadlines.
Design and Development of promotional materials. Representative clients: Kerr Drugs, Inc., Roses, Inc.

March, 1990-present:

Free lance graphic design services specializing in top notch design for brochures, annual reports, newsletters, logos, computer graphics, and legal exhibits. Representative clients: Burel and Associates, Childcare Networks, the Hillsborough, NC Chamber of Commerce, TouchAmerica, Inc., Carolina Day School and the N.C. State Bar.

September, 1988-November, 1992:

North Carolina Department of Environment, Health and Natural Resources, Division of

Public Affairs, as an Artist/Illustrator. Duties included:

Design and Illustration of publications, promotional and instructional materials such as brochures, newsletters, reports, programs and slide presentations for major departmental and divisional campaigns. Consulting and Advising technicians, writers and program heads of departments concerning the planning, development and design of their projects.

COMPUTER SKILLS:

PC Programs: QuarkExpress, Ventura Publishing, Harvard Graphics, CorelDraw!, WordPerfect, MS Word, Open Office, Windows, PhotoShop, Hijaack.

Macintosh Programs: QuarkExpress, PageMaker, Aldus Persuasion, Freehand, Illustrator, PhotoShop, Multi-Ad Creator, InDesign.

PUBLIC SERVICE:

Notary Public: my commission expires June 16, 2010.

Commissioner, Hillsborough, North Carolina Town Board of Commissioners:

Appointed by Hillsborough North Carolina Town Board of Commissioners to fill a vacant seat. Term: July, 1994 through December, 1995. Elected, November 1995 for a four year term, and served full term.

Chair, Hillsborough Tourism Board, 1999.

Member, Triangle Traffic Advisory Panel.

Member, Orange County Animal Control Review Board:

Appointed by the Orange County Board of Commissioners to a panel whose mission was to examine the Orange County Animal Shelter and the Orange County Animal Control Procedures. Term: 1993.

SPECIAL AWARDS:

1996: Southern University Newspapers' Newspaper of the Year, including Best of Show for Rate Card and First Place for Marketing Package and Special Sections. (Team Awards)

July, 1991: Received 2nd place award from the Raleigh Public Relations Competition, a 1st place award from the statewide Take Pride in America competition and a semi-finalist spot in the national Take Pride in America competition for the development and design of an educational program called The Erosion Patrol, a teaching aid for 3rd and 4th graders sponsored by the Division of Land Resources.

January, 1990: Received a PICA award for design work on the Governor's Inaugural Program.

EXHIBITIONS:

"Two Artists in Contrast." Orange County Historical Museum, April, 1994. Watercolors.

"Cadence." Orange County Historical Museum, November, 1994. Oil on Canvas.

MEMBERSHIPS:

University of North Carolina General Alumni Association (Life Member)

Member of the musical combo "Thrift Bakery" with one released album, "Freshness Test" on Hopewell Records, 1987 and one video "The Well," available on YouTube. Currently on hiatus.

1. What motivates you to apply for this position?

The next several years will be challenging from a fiscal perspective. Yet, this is a time of great promise, as well. I considered that these citizens would be well served by someone with experience in city government and a level head. And so, after a period away from municipal government I decided to become involved once again.

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

These terms are rated and defined by others, particularly the media, who have their own motives. I consider myself a progressive. Conservative radio talk show hosts would not hesitate to call me a liberal. Specifically I am more conservative on fiscal policies than on social policies, recognizing that the city, like a family, has to operate on a balanced budget.

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?

1) Position the city to ride out a major economic crisis on a world-wide scale.

An immediate work session on the looming recession should be held to plan for the next two hard years.

2) Resolve the ridiculous and long simmering water dispute with Buncombe county.

The endless litigation has been a failure. I suggest that the city and county submit the whole fiasco to Judge Robert Lewis (retired) for binding arbitration.

3) Asheville is growing up - vertically. It's a good thing but what will we look like? Haphazardly or soundly; now is the time to decide.

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?

During the great depression, Asheville and Key West were two of the most hardest hit cities. It's critical that the town prepare now to avoid even a fraction of the severity of the crisis that befell Asheville in the 1930s. Asheville is already a leader in the solution that will be proposed by President Obama in January: The Green Revolution. We need to propel ourselves into the new era of biofuels and alternative energy. I would give a tax credit to any business which is part of the Green Revolution. All city properties and vehicles should be part of the new paradigm. We are already on the way.

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?

Budget priorities will be these line items which provide for societal order: Police, Fire, Sanitation/Water/Sewer. As an artist, I really hate to say this but the next year may well be a year where we see funding for the arts diminished. Unfortunately the fiscal climate will make it very difficult to make any progress on the civic center complex, which is a dire need. A hiring freeze is likely.