

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: John R. Yarnall Home Phone #: 299-4900

Street address: 10 Hillview Circle City: Asheville Zip Code: 28805

Mailing address (if different): _____

Employer: Woodson Carpentry Services

Your position: President Office Phone #: 279-2667

Resident of City County _____ Race _____ * Sex male * Age 37 *

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

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

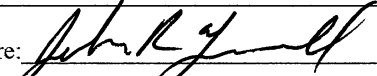
How did you become aware of the opening? _____ Webpage _____ Current Volunteer _____ eNews _____
Government Channel Newspaper _____ Radio _____ Organization _____ Agenda _____ Other _____

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: 11-26-2008

E-Mail: jryarnall@charter.net

Fax #: 252-6943

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

J.R. Yarnall

**10 Hillview Circle Asheville, NC 28805
(828) 279-2667 – jryarnall@charter.net**

Professional Experience

President/Founder

Woodsong Carpentry Services, Inc.

July 2005 – Present

Manages daily operations of a medium-sized finish carpentry and stair company; develops, enacts and evaluates all long-term strategic plans; participates in all sales activity and prepares all sales proposals; manages all purchasing and vendor relations; oversees all employees to ensure performance and quality control; performs financial analysis and evaluation.

Founding Partner

Target Marketing, Inc.

May 2008 – Present

Sell custom millwork to building contractors in Western North Carolina and Upstate South Carolina; prepare quotes and sales proposals; schedule production and delivery of materials.

Shop Foreman

Southern Classic Stairs, Inc.

March 2000 – July 2005

Responsible for all production of a multi-million dollar stair manufacturing company; managed up to 20 employees; scheduled deliveries and installation of stairs; implemented quality control program; participated in purchasing and inventory management; assisted with strategic planning; involved in all aspects of human resources management.

President

Heritage Construction Consultants, Inc.

May 1996 – March 1999

Responsible for daily operations of my family's residential remodeling company; managed work crews; hired and managed sub-contractors; responsible for all purchasing; participated in estimating; made and followed schedules; maintained good customer relations on a daily basis; ensured all projects met quality standards.

Education

1996 B.S. Anthropology, The College of Charleston, Charleston, South Carolina

1996 B.A. Religious Studies, The College of Charleston, Charleston, South Carolina

Community Engagement

Asheville Masonic Temple, Inc. – Secretary – 2008

Mount Hermon Masonic Lodge – Officer – 2007-Present

Mount Hermon Masonic Lodge – Alms committee member – 2007-Present

Mount Hermon Masonic Lodge – Member – 2006-Present

URTV – Ex-officio board member – 2005-2006

League of Women Voters of Asheville-Buncombe County– Board member – 2004-2006

League of Women Voters of Asheville-Buncombe County– Voter enfranchisement chair – 2004

Building Bridges – Participant – 2003

Buncombe County Young Democrats – Member – 2003-2005

League of Women Voters of Asheville-Buncombe County– Campaign conduct project, Co-Chair – 2002

Citizen's Campaign Finance Reform Committee – Member – 2002

Pure Food Partners – Board member – 2000-2002

JR Yarnall

10 Hillview Circle Asheville, NC 28805
(828)279-2667 – jryarnall@charter.net

1. What motivates you to apply for this position?

I come from a family with a long tradition of public service and civic engagement. I was taught by my parents that informed voting and community involvement are the privilege and responsibility of all Americans. Public service is part of who I am and I have thought about running for City Council for a number of years. The first time I seriously considered Council, Mayor Sitnick discussed it with me and encouraged me to run. However, I lacked the time to be able to do the job well. Since then, I have started two successful businesses which have given me the time and resources to fill a seat on City Council.

Asheville has been very good to me and my wife, providing us with the type of community and professional opportunities we have always sought. It is my hope that I can provide the same for every citizen in the City. In the upcoming year, Asheville will face difficult economic times and will need to meet new challenges. I would be honored to serve the City of Asheville and work to solve the problems we face and seize the opportunities to come. I can think of no greater work than that of serving this community and I hope you will give the opportunity to do so.

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

I am fiscally conservative and socially liberal. I feel that Council will have to work hard to create balanced, realistic budgets that promote the City's priorities without raising taxes or incurring debt. If the economy continues to decline, we can anticipate an increased demand for City services and a decrease in City revenue. I believe that with creative solutions and difficult decisions, Council can continue to meet the needs of our community, provide economic stimulus and help Asheville's citizens weather the storm of recession.

Council has done well addressing our social issues. It is important to continue to improve our educational system, encourage affordable housing, and keep our downtown safe and attractive for our residents. We are blessed with a diverse and vibrant community and Council should continue to support the social policies that have been so successful. For example, Council should work to ensure the continuation of popular local festivals which bring both cultural and economic returns to the City.

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?

Economic development, affordable housing and education top the list of my priorities for the City. Each plays an important role in the overall development of Asheville and our City won't thrive without them. Fortunately, all three are closely linked and can be approached in a comprehensive way. By working with groups such as Advantage West and local businesses, we can identify industries vital to our economy. Once identified, we can partner with UNC Asheville and A-B Tech to provide the education needed to support those industries. As general economic conditions improve, we can expect more middle class housing to be built, creating more jobs. Increased housing supply and increased payrolls should create a long-term solution to the affordable housing problem. In the interim, Council should continue to subsidize and encourage affordable housing in any way they can. The national housing crisis is just now reaching Asheville and threatens the City with major unemployment if construction declines too steeply.

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?

Asheville has long sought to attract lucrative, green, high-tech jobs with limited success. I believe we are in a unique historical moment when this goal can be realized. There is a solid movement for the development of alternative energy. Asheville is fortunate to have a large number of successful companies that can capitalize on this opportunity, as the Vanir Solar Construction Co. project has shown.

If Asheville wants to seize this opportunity, quick action is needed on several fronts. Economically, Council must work closely with local businesses and development agencies to identify what services they can provide and what stimulus may be needed. Educationally, the City must work closely with our institutes of higher education to ensure a well-trained workforce. However, it is the political opportunity that makes this a unique moment for Asheville. Asheville is one of a small number of cities positioned to lead an energy transformation in America and it is fortunate to be a North Carolina city at just the right time. Both President-elect Obama and Senator-elect Hagen have a great deal of work to do to shore up their newfound support in our state. One way they will do this is by funding high profile grant programs in our state. This is the time to secure federal grant money for alternative energy, and Council should approach our congressional delegation without delay.

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?

I believe that basic City services should always receive top priority in the budget, followed by economic development, education and affordable housing. These are the core services without which our City will decline. In order to preserve these sectors, I would delay any further traffic calming measures and take the time to evaluate the success of those already installed. Additionally, I would delay capital improvements in the park system, and slow some projects in the Capital Improvement Program (for example, keep fleet vehicles for one year longer than initially planned). Finally, I would go through the budget line by line looking for reasonable cuts that preserve the staff on whom we all rely.