

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 VACANCY

Your name: Suzanne Molloy Home Phone #: (828) 298-0642

Street address: 18 OZARK SPRING LN. City: Asheville Zip Code: 28905

Mailing address (if different): _____

Employer: Keller Williams Professionals

Your position: Real Estate Broker, Professional Engineer Office Phone #: (828) 216-3290

Resident of City Asheville County Buncombe Race Cauc * Sex F * Age 44 *

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 resume and essay
questions for details on background
and interest in position.

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: Suzanne Molloy

Date: 11-25-08

E-Mail: Suzanne.Molloy@charter.net

Fax #: (828) 298-0642

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

SUZANNE M. MOLLOY

18 Ozark Spring Lane • Asheville • North Carolina • 28805

(828) 216-3290

SUMMARY

- 20 years multi-disciplinary professional experience in local/state government, public works, parks, greenways, transportation, community programs, construction management, real estate and development.
- Excellent fiscal management experience of eleven million dollar public work's budget, construction contracts, parks completion project, special projects, and company management.
- Strategic planning and facility recommendations for State and local government.
- Fundraising/Grant experience (Azalea Road, Urban Trail, WT Weaver Greenway, Operation Raleigh, Leukemia and Lymphoma Society, Red Cross, and Helen's Bridge).
- Personnel management and development (City of Asheville and Molloy and Company).
- Administrative Experience (inventory, safety programs, manual development, management briefs, budget management, fees and charges, administrative staffing, hiring, and discipline).
- Liaison or representative to Asheville City Council, Metropolitan Planning Organization, Urban Trail, Technical Coordinating Committee, EPA, State Rules Review Committee, Legislature, Health Services Commission, Utilities Coordinating Committee, NC Cooperative Extension Agents, and various local governments.
- Technical Expertise in environmental engineering, rule development, regulatory processes, land management, and facility management. Registered as Professional Engineer, Real Estate Broker, Building Contractor, and Masters of Soil Science.
- Training and experience in multi/cross-cultural counseling, conflict management, consensus building, leadership and capacity building.

Employment History

Broker, Keller Williams Professionals, Asheville, North Carolina

2003 - Present

Provide real estate consulting, marketing, and standard services to clients in Buncombe and Henderson Counties.

Owner, Molloy and Company, Asheville, North Carolina

2003 - 2006

Provide construction services and oversight for clients. Develop and construct speculative residential building projects. Silver Parade of Homes Winner.

Consultant, Part-time Self-Employed, Asheville, North Carolina

2000 – 2003

Provide construction management and engineering services for clients, including bid proposals, litigation review, and project presentations.

Assistant Director of Public Works, City of Asheville, North Carolina

1996 – 2000

Manage eleven million-dollar budget for Streets, Storm Water, Solid Waste, Traffic Operations, and Fleet Management Divisions. Manage bridge construction and maintenance program, capital construction contracts, emergency/special construction projects, research and development, and facility sighting. Serve as liaison to Asheville City Council. Serve on the Technical Coordinating Committee for the UDO and Metropolitan Planning Organization for the North Carolina Board of Transportation. Co-Chair City GIS Committee. Manage Asheville Urban Trail Program and initiate new funding/grant projects. Author *Pedestrian Thoroughfare Plan*; oversee specific trade crews for specialized construction projects. Oversee inventory, supply, and safety programs. Supervise administrative staff and special interns.

Resident Engineer, Ground Water Technology, Research Triangle Park, NC 1995

Serve as resident engineer for all projects in soil, ground water, surface water, and air remediation projects for governmental and industrial clients.

Research/Teaching Assistant, Soil Science Department, NCSU 1992 - 1995

Manage industrial land-usage study for private company. Teach, provide lectures and academic evaluation for undergraduates in general topics of soil science, land-usage, best management practices (BMPs), and land management in North Carolina.

Environmental Engineer, Div. of Solid Waste Management, DEHR, Raleigh 1989 - 1992

Provide technical assistance to NC industries, governments, consultants, opposition groups, and general public in facility siting, permitting, technologies, and planning in solid waste field. Offer engineering expertise and review all aspects of projects from siting, design, construction, permitting, and operation of facilities. Conduct public meetings and hearings for rule development and outreach. Work as legislative liaison on program and rule develop. Carry-out statewide training sessions for industries and governments.

Park Quality Control Engineer, Valley Construction Company
Lake Jordon and Falls Lake, North Carolina 1988 - 1989

Coordinate and manage all quality control activities for general contractor completing several multi-million dollar State Park projects for the U.S. Army Corps of Engineer. Coordinate construction layout and supervise subcontractors during construction. Responsible for inspection of all mechanical, structural, and electrical components of vertical and horizontal construction, including roadways, trails, buildings, piers, wastewater treatment lagoons, pumping stations, and beach construction. Manage worker safety meetings and OSHA compliance. Perform material and cost estimates as well as monthly project reconciliation. Responsible for managing project reimbursements and disbursements.

Fundraiser/Engineering Assistant, Operation Raleigh, Papua New Guinea 1986
Kunini Village, Western Province

Selected as U.S. representative for international program after extreme physical endurance and team building tests. Surveying, carpentry, assistant to engineer from initial to final stages of building project in remote jungle area. Design and build irrigation channels. Raise funds for project through public speaking and promotion in the United States. After completion of expedition, continue to volunteer for program while in college as selection counselor and in fundraising role for U.S. organization for future projects.

Practicum in International Training and Conflict Resolution, Legacy International 1984
Bedford, Virginia

Work for intense cross-cultural program for Palestinians, Muslims, Christians, Arabs, and Jews (from Israel, Egypt, Lebanon, Jordon and other Middle Eastern Countries) to teach about commonalities of cultures while living together in a protected environment. Serve as staff counselor, teach clowning and prepare students for performances. Work with participants to promote cultural understanding, peace and conflict-resolution skills, leadership and cross-cultural sensitivities.

Head Resident Advisor, Alexander International Program, NCSU 1984-1986

Serve as head resident advisor of Alexander International Program and Dormitory. Provide education and social programming for multi-cultural students. Oversee staff training, conflict management, building maintenance, and policy enforcement to assure student safety. Serve as resource person for 120 international and American students.

Honors/Skills/Affiliations

- President, Riverwood Homeowner's Association
- Alumni NCSU Fellows Leadership Program
- Member: Home Builders Association (National and Local), National Board of Realtors, Asheville Board of Realtors, Quality Forward, and the Arc of Buncombe County
- Proud Member Designing Moms
- Proud Member of 2007 WNC Team in Training (Nike Women's Marathon) for Leukemia and Lymphoma Society

- Past Member:
 - Historic Preservation Society of Asheville-Buncombe
 - Asheville Sister Cities
 - American Field Service
 - National Society of Professional Engineers
 - Society of Women Engineers
 - Association of General Contractors
 - Carolina Recycling Association
 - American Society of Agricultural Engineers
 - River Link
 - Red Cross Youth Leadership Council
 - International Student Exchange Program
 - Water Environment Federation
 - Carolina Association of Share Holders
 - Board Member, Asheville Preschool
 - Member, EPA Composting Focus Group
 - NC Soil Science Society

- Training, Center for Creative Leadership, Greensboro, NC
- Multi-Cultural Counseling Training, NCSU, Dr. Don Locke Program
- New Ideas for Intelligent Transportation Systems, Transportation Research Board, National Research Board, Grant Proposal Reviewer
- Authored *Asheville Pedestrian Thoroughfare Plan*
- Prior Selection Teams: NCSU Parks Scholarship Committee for WNC
- Acquired \$422,000 grant to complete Asheville Urban Trail
- Acquired \$350,000 grant to complete WT Weaver Greenway
- Volunteer "Partners" Big Sisters Program
- Intramural Volleyball Coach, City of Raleigh
- Recipient Alexander International Scholarship
- Exchange Student: Istanbul, Turkey and Chambéry, France
- Excellence in Public Service Award, Outstanding Supervisor, City of Asheville
- RS Griffin Award for Historic Preservation Project
- Excellent Computer, Public Speaking, and Communication Skills
- Host Family: City Manager of Saumur (Asheville Sister Cities Exchange) and Peruvian AB-Tech Exchange Student
- Room Parent, Ira B. Jones Elementary School

- Personal Interests: Long distance running, endurance events, the arts, traveling, languages (French, Turkish, and Spanish), Asheville's downtown and mountains, architectural design, landscaping, gardening, dancing, political discourse, exchange programs, and *enjoying life in Asheville with my wonderful, Terry Albrecht, husband and three children(Zoie, Jack ,and Clayton).*

Education/Credentials

M.S. Soil Science, NCSU - 1995
B.S. Civil Engineering, NCSU - 1988
Exchange: Université de Savoie, France - 1987
Graduate: Asheville High School - 1982

Professional Engineering License # NC 18973
Real Estate Broker License # NC 200550
Building Contractor License #NC 66144

1. What motivates you to apply for this position?

As a graduate of Asheville High and having lived in West, North, South, East and Central Asheville, I have seen our City go through many different stages of development, downturn, and resurgence to become the City that we are today. My motivation for applying for this position is:

- *my love* for ALL of our City;
- *a core belief* that local government can effectively and efficiently provide services, programs, planning, and projects that benefit all of our citizens while promoting economic vitality, livability, and promoting the beauty of our downtown, mountains, and the many diverse communities and people that create the fabric of our City; and
- *a deep-rooted desire* to serve the many different sectors which contribute to the livelihood of Asheville.

We are a city full of great assets that can be positioned in the most positive manner to continue to make our city a destination, to assure improvement in the health and well-being of our citizens, assure that we meet the challenges of the 21st century which are complex, and protect our ability to provide needed services. Asheville, like other communities, has a myriad of multifaceted issues. Opposing political ideologies cannot be what drive our approach to managing our assets as this can often lead to gridlock and settling upon outcomes that are short-term or non-sustainable. We must have courage to search for productive answers. If we have a program or service that is not working well; we must make improvements. If we do not have the ability to do something right; we should not do it until we have taken the time to assure success, maintenance, and funding stability.

At this time, working in local government is extremely difficult due to the demands of an aging infrastructure, changes in governmental expectations, and funding shortfalls. We need to strive to solidly utilize technology, public input, planning (operational and long-term), personnel, rules, and processes for capacity building to best run our city. *My approach to governmental processes is well-rounded which I believe would be conducive to serving as a balanced member of Asheville City Council.*

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

In terms of fiscal policy, I am a *fiscal conservative*. I believe fiscal responsibility is a pre-cursor to sustainability or success of any service, project or program. Within the spectrum of local government, elected officials must hold the tax-payers dollar dear and treat it with respect. Often, we must approve programs, projects, approaches that can appear as a risk to the tax-payer; however, if we approach these decisions with a logical evaluation of:

- short-term vs. long-term costs;
- capital expenditure vs. operation expenditures; and
- long-term benefit to a community;

we can successfully make decisions. If programs do not meet these criteria, then we need to empower staff to evaluate optional methods and means for creating results. This approach will also help in long-term capital planning. We need to focus on long-term results and not be swayed by "projects of the moment" which can often reduce the ability of our government to deliver the recommendations in the multitude of city plans adopted that make recommendations on how to create a well functioning and vibrant city.

In addition, we must constantly position ourselves to optimize revenue streams beyond local tax-dollars, such as:

- maximum eligibility for Intergovernmental funding due to having our internal processes in order;
- maximum utilization of Public/Private partnerships through affiliation building;
- increasing revenue streams of assets (enterprise funds, fees and charges, etc.); and
- innovative cost expenditures which address the needs of multiple projects, plans, departments, programs, and organizations. Many a time, cities miss opportunities to maximize the affect of a dollar used by not coordinating with other organizations or by rushing to complete a project at the cheapest cost possible ... only to find that a small expenditure of additional funds, patience, and consensus building could have resulted in addressing another highly expensive need at the same time.

In terms of social policy, I believe government is responsible for providing an excellent education for all our children, working to promote the best health for our citizens, protecting our environment, creating economic opportunities, and treating all individuals as equals regardless of their own social, religious, or cultural beliefs. Through organizational and fiscal stewardship on our "non-partisan" form of council, I believe that we can prevent stagnation often caused by labeling issues and individuals as "conservative" or "liberal." I believe that policies, regulations, and programs can be developed which promote business while protecting our environment and making Asheville a model mountain community. My goal is always to listen to issues and needed outcomes, regardless of where they may fall on the political spectrum. Governing is about common ground and working together for outcomes.

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?

In the upcoming year, I believe that it is imperative that the City Council focus upon provided the necessary support to:

1. Maintain levels of service in the Public Safety and Environmental & Transportation Departments.

The City of Asheville needs to assure that we work to continue to provide services while seeking for improvements and cost containment measures. This is a core need for all citizens.

2. Complete existing projects that are underway and have disrupted business and events in our downtown area.

Our center city is an indicator of how we are doing at large. The economic and moral boost that would come from having this space utilized again is important. We need to assure that we use all resources and influence to assure completion of center city projects underway.

3. Focus upon reaffirming and building partnerships/relationships for long-term approaches to economic development, water, transportation, energy, and infrastructure needs that affect our region and long-term viability of Asheville and surrounding neighbors.

When we find ourselves questioning all of our programs due to a change in the national, state, and local economy, we must reaffirm efforts in long-term approaches with the many partners we have in our region. Working together, we are always better. If we don't embrace long-term planning for our infrastructure, development, water, transportation, and energy needs then we are missing an opportunity to be a city prepared for the future of our citizens. The issues that face local government are only going to become more complex. We need to embrace the inevitable.

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?

Little Asheville....Extraordinary Asheville...how you struggle! In my opinion, the most crucial need facing Asheville is *the economy and our divided approach to economic development and sustainability*. There are many things which we can all agree upon. Asheville boasts one of the friendliest, most diverse, culturally rich downtowns in the southeast. Asheville has some of the most amazing natural beauty in our mountains, forests, and rivers. People are drawn to our mountain culture due to the arts, festivals, healthcare industry, tourism, outdoor recreation, small town feel, lifestyle, and educational institutions. There are many organizations working diligently to promote the progressive development of Asheville while embracing what makes us Asheville. We need to find our commonalities in supporting these programs, partnerships, and voices.

We must focus upon how we manage resources in our purview and provide leadership in approaching economic development and sustainability at the same time. We need to solidly embrace *smart growth* principles which encourage denser development inside the city. For us to reach these goals, we need to assure that we have regulations and standards for a mountain environment that are more cost effective and protect our environment better than the design standards in place today. We need to reach out and effectively communicate to Ashevilleans our goals and how informed decisions are made. Often we make decisions in this community out of fear and distrust verses information and solid understanding of the principles of many organizations which actually are more alike than different. Technologies and solutions are changing rapidly. As a person who has worked in the environmental field as well as the building field...I just don't see the harsh differences when we educate ourselves on options. We can come up with innovative answers which promote what makes us a great mountain community.

My approach to this issue would be through building affiliations with the public, organizations, and understanding the fear associated with change. Change in Asheville will occur. The question is whether we believe regulations and standards can be used to promote exemplary development, protect our natural beauty and promote economic growth in target industries. We need to look forward and not backward. We often develop layers of regulations *reactively* verses based upon a community vision. If we continue to "fight against ourselves" then what are we really for? We have the tools in front of us. So many wonderful plans and reports have been put together on Asheville (Economic Development Coalition, City, County, Chamberthe list is too long to enumerate). Asheville we can do it and we deserve the best.

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?

The City of Asheville is in the same predicament as other municipalities. In financially tighter times, we need to ask for recommendations from those that run our programs. As a one year council member, there is not a token "project" or "funding priority" in the upcoming year that I would place as a top priority; however, I would recommend that we take this opportunity to look at **capacity building** and **cost containment mechanisms** that go beyond just the next few years.

A city often falls short of their short goals by the reality of their annual budget and lack of capital funds. This causes projects and programs to be pitted against one another. One wins out in the budget and within five or ten years another study is re-commissioned to evaluate something we already understood. We need to ask staff to bring options to council on how to capacity build and create a stronger capital budget to address the many plans adopted: greenway, stormwater, pedestrian, bicycle, city development, parks, water, Riverway, economic development, neighborhood, corridor, paving, etc. How do we prevent this cycle from continuing? There must be the ability for us to develop the skills, infrastructure, and resources of our organization and community to effect a change. We need to evaluate how to address these needs in tandem when working in a corridor or through partnering opportunities.

Relative to budget reduction, I would recommend that the Building Safety Division be evaluated due to the drop in permitting activities. Also, in the CIP (excluding Water Resources), perhaps Fleet should not be second to Debt Service in expenditures. Asheville may experience another flood, water shortfalls may continue, and gas prices may rise again which validates the need for alternative transportation (and connectivity needs) options. While our fleet is an integral sector of our government, we should evaluate how to extend vehicle/equipment life or reduce usage through re-allocation. The focus upon fleet (unless there is a reduction in man hours, gas, or emissions) will never help the City meet any of its long-range goals nor impact the infrastructure and programs that we are responsible for.

Council can provide leadership and calm assurances that the budget will be balanced. When employees are needed the most is when they give their best. This is a time when we need to realize the value of our employees. Times like these are great for creativity and changes in programs. Let's put the challenge to them.