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## Profile

Whenever possible, applications should be submitted prior to the scheduled meeting of the affected advisory board so that they can consider all applications prior to making a recommendation to Council.

## Public Records Statement

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**I acknowledge that all information submitted in this application becomes a public record and will be searchable online. The Town is not able to remove information from the public record once it has been posted.**

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I Agree

tpgrasty@msn.com

Email Address

Thomas

First Name

P

Middle Initial

Grasty

Last Name

216 Vance Street

Street Address

Suite or Apt

Chapel Hill

City

NC

State

27516

Postal Code

Mobile: (213) 804-5378

Primary Phone

Home:

Alternate Phone

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Residency within the Town limits is required for membership on most Council advisory bodies. Memberships of some committees and task forces may be composed of up to forty percent of non-Town residents.

**What district do you live in? \***

Chapel Hill Town limits (Purple)

[Please consult the town maps HERE if you are unsure.](#)

**If you are a Chapel Hill Resident, How long have you lived here?**

1-3 years

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The Council encourages you to visit a meeting of the group that you are interested in serving on. Please choose no more than two groups from the list below to which you would like to apply.

**Which Boards would you like to apply for?**

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Board of Adjustment: Eligible

**Select a Seat Category for Board of Adjustment \***

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Chapel Hill Town Resident

**Which Board is your First Choice? \***

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Board of Adjustment

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**How did you find out about this opportunity? (select all that apply by holding down the shift key)**

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Advisory Board or Council member

**If you chose "Other" from the advertising opportunity listed above, please specify specify:**

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**Interests & Experiences**

**What perspective(s) do you bring to the board(s), commission(s), committee(s) or task force(s) to which you are applying?**

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After 20 years in LA as a writer and studio executive, I returned to Chapel Hill in the fall of 2017 with a wife, a small, angry dog and a passion to reconnect with my NC roots. A native North Carolinian, I graduated from UNC in 1990 with a BA in journalism. Since returning to Chapel Hill a little over a year ago, I have attended a dozen town commission/board meetings to determine where I can best make a difference. I think that difference can be made on the Board of Adjustment. I have always had an appreciation for the unique charm of Chapel Hill and its neighboring community. As a newly-minted Chapel Hill homeowner (my wife and I bought a house in the McCauley/Cameron historic district last March), my appreciation for the beauty and character of our town has only grown. I see my role on the Board as a passionate protector of -- and advocate for -- what makes Chapel Hill eternally special. To that end, I see my addition to the Board as someone who will work tirelessly to maintain that special charm, while simultaneously embracing the inevitable change that -- with the cautious hand of the Board -- will continue to elevate Chapel Hill as "one of the best towns in the US." (Guardian, 2017).

**Please provide a brief summary of any other relevant qualifications (skills, abilities, interests and/or experience) you bring.**

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As a member of Preservation North Carolina and a regular attendee of the monthly Chapel Hill Historical District Commission meetings, I have developed an appreciation of the historic structures that contribute to the distinctive character of our town as well as garnered a greater appreciation for Chapel Hill's unique character at large. As an ongoing participant in the Preservation Commission GLC Training Program and recently-appointed member of the Orange County Literacy board, I am committed to helping to protect the people, places, and spirit of Chapel Hill. I also think I will bring a fresh, unique perspective to the Board and much look forward to being of service. I appreciate your consideration.

[Grasty Resume Chapel Hill Board of Adjustment.pdf](#)

You may upload a supporting document (e.g., CV or resume). **Please be advised that any information submitted becomes a public record and may be searchable online.**

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## Demographics

In order to consider this application and provide some balance to the various boards, this personal information is required:

### Ethnicity

Caucasian/Non-Hispanic

### Gender

Male

**If other, please describe:**

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**Please select your age from the following list. \***

35-54

Writer/Journalist/Digital Media  
Consultant

Occupation

**Are you a Town of Chapel Hill employee?**

Yes  No

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## Ethics Statement

## ETHICS GUIDELINES FOR TOWN ADVISORY BOARDS AND COMMISSIONS

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Members of advisory boards and commissions shall not discuss, advocate, or vote on any matter in which they have a conflict of interest or an interest which reasonably might appear to be in conflict with the concept of fairness in dealing with public business. A conflict of interest or a potential conflict occurs if a member has a separate, private, or monetary interest, either direct or indirect, in any issue or transaction under consideration. In addition, members of the Historic District Commission and Board of Adjustment, when these boards are hearing cases, serve as quasi-judicial bodies. Pursuant to State Statute 106A-388(e)(2), members of these boards “shall not participate in or vote on any quasi-judicial matter in a manner that would violate affected persons’ constitutional rights to an impartial decision maker. Impermissible violations of due process include, but are not limited to, a member having a fixed opinion prior to hearing the matter that is not susceptible to change, undisclosed ex parte communications, a close familial, business, or other associational relationship with an affected person, or a financial interest in the outcome of the matter.”

Any member who violates these Ethics Guidelines may be subject to removal from the board or commission. If the advisory board or commission member believes he/she has a conflict of interest then that member should ask the advisory board or commission to be recused from voting. The advisory board or commission should then vote on the question on whether or not to excuse the member making the request. In cases where the individual member or the advisory board or commission establishes a conflict of interest, then the advisory board or commission member shall remove themselves from the voting area. Any advisory board or commission member may seek the counsel of the Town Attorney on questions regarding the interpretation of these ethics guidelines or other conflict of interest matters. The interpretation may include a recommendation on whether or not the advisory board or commission member should excuse himself/herself from voting. The advisory board or commission member may request the Town Attorney respond in writing.

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I Agree \*

*Applications will be kept on file from July 1st to June 30th of the same fiscal year. Please reapply each fiscal year if you are still interested in serving on an Advisory Board, Commission, Committee or Task Force and have not yet been appointed.*

# TOM GRASTY

216 Vance Street • Chapel Hill, NC 27516

[tpgrasty@msn.com](mailto:tpgrasty@msn.com) • 213-804-5378 • [in](#) [f](#) [t](#) [H](#) [a](#) • [thegrastygroup.com](http://thegrastygroup.com)

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## DIGITAL STRATEGY / CONTENT CREATION / PARTNER AFFILIATION

Expertise in Online Video Platforms & Digital Content Creation and Strategy

Recently named an "Innovator to Watch" by the USC Stevens Center for Innovation, I have a diverse, 20-year background across the entertainment, advertising, public relations, and internet industries.

As co-founder of an award-winning internet startup (Stroome), a former film & TV development executive (DreamWorks, VH1, HBO), independent producer (Blaze Television), and advertising/marketing executive (Adworks), I comfortably reside at the junction where media and technology collide.

A frequent guest lecturer, panelist, and public speaker on the topic of online video platforms, I'm a regular contributor to PBS MediaShift Idea Lab and the Huffington Post on the topics of innovation, entrepreneurship, and collaborative media.

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## CORE COMPETENCIES

- **Content Production & Strategy** (development, distribution, acquisition)
- **Traditional & New Media Convergence** (cross-platform integration, multi-screen deployment)
- **Cross-functional Management** (creative, account management, digital delivery, operations)
- **Customer Strategy** (acquisition, retention, conversion)
- **Emerging Technology** (evaluation, selection of tools/teams for developing websites, web-apps)
- **Product Development & Management** (distributed web applications)
- **Business Development** (partnership identification, affiliation)

## KEY RECOGNITION

- **Co-Chair**, IMPG (Interactive Media Peer Group) Events Group, Television Academy, Jan – Sept 2014
- **Curriculum Designer**, "iPad Journos" class, Virginia Commonwealth University, Jan - April 2013
- **Contributor**, Huffington Post & PBS MediaShift Idea Lab, June 1010 - present
- **Winner**, Knight 2010 News Challenge, John S. and James L. Knight Foundation, June 2010
- **Winner**, "Audience Award: Best New Startup," Online News Association 2009, Sept 2009
- **New News Entrepreneur**, Paley Center for Media, IC 2010, Nov 2010
- **"Getting out the Silo: Editing Video as a Community,"** National Conference Media Reform, April 2011
- **"Search for the Next Big Thing: The New News Entrepreneurs,"** Paley Center for Media, Nov 2010
- **"Open Video Innovation in Journalism,"** Open Video Conference, Oct 2010
- **"Open Journalism & the Open Web,"** Subject Matter Specialist, Peer 2 Peer University, Sept 2010
- **"Simplifying the Production of News Video,"** MIT Center for Future Civic Media, June 2010

## EXPERIENCE

### THE GRASTY GROUP – Los Angeles, CA | Miami, FL | Chapel Hill, NC

2012 - Present

*Help startups craft business strategies that grow audience, increase awareness and maximize revenue.*

#### Principal

- **Develop key strategic partnerships and go-to-market strategies** for an array of startups – from partnership solicitation, feature-set communication, product integration and ongoing monetization
- **Business plan development** – mission and vision development, financial modeling, market analysis/opportunity recognition
- **Audience development** – work cross functionally with external partners and internal stakeholders to develop and execute audience optimization plans (acquisition, retention, conversion)
- *Clients include: Slide Poll: Mobile video polling application; Snap Cuts!: Innovative social video messaging startup; Web Movie Maker: Web app that automates professional content in a few clicks; LoopLR: Real-time video sharing app for Smartphones.*

### SOCIAL STUDIOS – Los Angeles, CA

2011 - 2012

*Innovative startup that builds TV experiences from social media feeds.*

#### Chief Content Officer

- **Created market appetite for *YourShow***, proprietary software platform that transforms original web content into engaging TV experiences viewable on all devices by leveraging users' Facebook feed

### STROOME.COM – Los Angeles, CA

2009 - 2011

*Online editing platform that allows aspiring content creators to edit, remix, and share content in real time.*

#### Co-Founder | Online Video Editing Platform

- **Oversaw entire product lifecycle** of the web's first, and most collaborative, cloud-based video editing solution – from concept creation, through three product iterations, to successful site launch.
- **Grew membership to over 10,000 users in 135 countries** – used by Egyptian protesters to get eyewitness video accounts out of the country when Facebook and Twitter were shut down.
- *Winner, 2010 Knight News Media Challenge (\$220,000 grant); Winner, 2009 Online News Association "Audience Award" Best Start Up; Named "Top 5 Social Network Worth a Browse" by The Guardian UK*

### BLAZE TELEVISION – Los Angeles, CA

2008 - 2009

*Producer of music, entertainment and factual programming (DirecTV, BBC, ITV Channel 4 (UK), Nickelodeon)*

#### Head, Digital Strategy & Original Content

- **Created and implemented the company's overall digital strategy** across traditional and new media platforms (cable, direct-to-video, VOD, IPTV)
- **Developed and managed top tier partnerships** with digital content partners, broadcasters, distributors, mobile syndicators (Crackle, Joost, Vudu, GoTV, Iota, the Orchard, Pluggedin.com).
- **Spearheaded all mobile syndication deals** for Blaze's 1,200+ hour music library (CD | USA; CD | UK).
- *Original programming included: SXSW Live; Rock & A Hard Place; Country Concert (DirecTV, 2008); Hall & Oates Live: The Troubadour (Rave HD, 2009).*

### INDEPENDENT PRODUCER – Los Angeles, CA

2005 - 2007

*Producer of long-form and documentary projects for film and TV (Fireworks, Fox, Robert Greenwald Prods, PBS)*

#### Independent Producer, Digital Media/Creative Productions

- **Developed over 100 hours of programming**, including non-scripted series, long-form and documentaries for network, cable and digital platforms.
- *Projects included: In the Studio (6-part PBS series pilot), NARAS Recording Academy Honors (2005).*

**MARK HAEFELI PRODUCTIONS – Los Angeles, CA**

2003 - 2005

*Producer of Emmy Award-winning music, entertainment, new media and documentaries***Head, West Coast Operations**

- Led digital strategy and planning for traditional (PPV, cable, broadcast) and new media solutions (VOD) – including tactics for website, social media and mobile properties.
- *Projects included: Aerosmith: You Gotta Move, (A&E, Spring 2004); Adopt-A-Minefield: 4th Annual Gala featuring Paul McCartney & Neil Young, (AAM, Fall 2004).*

**VH1 – Los Angeles, CA**

1999 - 2002

*Music TV network focusing on original series, concerts, live events, movies, reality and new music videos***Manager, Development**

- Integral part of LA-based executive team that launched the **Original Motion Pictures for Television division**, the network's first foray into long-form programming.
- Oversaw acquisition, creative development and marketing of all long-form projects for network.
- Worked cross-functionality with sales, legal, operations, marketing teams (VH1, MTV, Spike, TV Land, BET) to surface and support cross-promotional initiatives for broadcast and digital assets.
- *Projects included films based on the lives of Stevie Ray Vaughan, Meatloaf, Def Leppard, MC Hammer, The Beatles and Studio 54 founder, Steve Rubell.*

**DREAMWORKS SKG – Los Angeles, CA**

1995 - 1999

*Studio dedicated to creating film, TV, animation and Internet properties***Senior Story Analyst**

- Evaluated creative properties to determine their viability for film, television, digital distribution – screenplays, manuscripts, treatments, director's reels, short films and animation projects.
- *Projects included: Meet the Parents, Gladiator, Minority Report, One Fine Day*

**ADWORKS / THE HANNAFORD COMPANY – Washington, DC**

1991 - 1995

*Five years working in various capacities in the advertising, public relations and telecommunication industries***Account Executive**

- Participated in all aspects of public relations, public affairs and advertising client programs across print/electronic media – concept, copywriting, layout, production, media planning & buying.

**EDUCATION****IESE Business School-Paley Center Advanced Management Program**

2011

Advanced Management Program in Media and Entertainment (Media AMP). The first education program of its kind preparing "next generation" media executives to lead their companies globally.

**University of Southern California, Los Angeles, CA**

2008 – 2009

MA in Communication Management / Annenberg Program on Online Communities. Phi Kappa Phi.

**University of North Carolina, Chapel Hill, NC**

1986 – 1990

BA in Journalism / School of Journalism and Mass Communication. Dean's List.

**Phillips Exeter Academy, Exeter, NH**

1983 – 1986

Recipient, Steven J. Hyde Scholarship for excellence in merit and scholarship. Honors.

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## Profile

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I Agree

adejuwon\_ojebuoboh@kenan-flagler.unc.edu

Email Address

Adejuwon

First Name

O

Middle Initial

Ojebuoboh

Last Name

411 Skipper Bowles Drive

Street Address

Suite or Apt

Chapel Hill

City

NC

State

27514

Postal Code

Home: (910) 554-5697

Primary Phone

Home:

Alternate Phone

---

Residency within the Town limits is required for membership on most Council advisory bodies. Memberships of some committees and task forces may be composed of up to forty percent of non-Town residents.

**What district do you live in? \***

Chapel Hill Town limits (Purple)

[Please consult the town maps HERE if you are unsure.](#)

**If you are a Chapel Hill Resident, How long have you lived here?**

0-12 months

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The Council encourages you to visit a meeting of the group that you are interested in serving on. Please choose no more than two groups from the list below to which you would like to apply.

**Which Boards would you like to apply for?**

Board of Adjustment: Eligible

Transportation and Connectivity Advisory Board: Eligible

Question applies to Board of Adjustment

**Select a Seat Category for Board of Adjustment \***

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Chapel Hill Town Resident

Question applies to Transportation and Connectivity Advisory Board

**Select a Seat Category for the Transportation and Connectivity Advisory Board \***

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Chapel Hill Resident

**Which Board is your First Choice? \***

---

Board of Adjustment

---

**How did you find out about this opportunity? (select all that apply by holding down the shift key)**

---

Advisory Board or Council member

**If you chose "Other" from the advertising opportunity listed above, please specify specify:**

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**Interests & Experiences**

**What perspective(s) do you bring to the board(s), commission(s), committee(s) or task force(s) to which you are applying?**

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I am passionate about serving the community I reside in. I have resided in Nigeria, Canada, and North Carolina and have seen the structure of local government on various scales. I've witnessed the self-serving cynicism of some city management, but I've also interacted with dutiful local policymakers who always put the community's needs before their own. I wish to emulate the latter, on an advisory board for the Town of Chapel Hill. As a black male, I provide a diverse perspective on the issues facing the town of Chapel Hill and can contribute to the fundamental growth of this beautiful town.

**Please provide a brief summary of any other relevant qualifications (skills, abilities, interests and/or experience) you bring.**

I have served in local government as a member of the Onslow County Juvenile Crime Prevention Council where I collaborated with community stakeholders to improve youth diversion programs for delinquents and child offenders. I have also served as Chairman of the Jacksonville City Youth Council where I oversaw operations of the city-wide council. We provided professional and leadership development to teenagers and served as the official youth voice of the city. Also, for three years, I advocated youth representation in state government in meetings with NC Senate Majority Leader Harry Brown, State Representative Phil Shepard, NC Secretary of Administration Michelle Sanders, and NC Lieutenant Governor Dan Forest. I developed close connections with staffers in the NC General Assembly and in Governor Cooper's Administration. In addition, I served as a Governor's Page, able to interact with instrumental staff in Cooper's administration and further strengthen bonds I've formed throughout North Carolina state government. As Executive Director of the Institute for Effective Change, I met with Congressmen across the state including Mark Meadows, David Rouzer, the Late Walter B. Jones, and G.K. Butterfield. Additionally, I was recognized by Governor Cooper as an outstanding volunteer and steward of community in 2018. I am equipped and excited to serve the Town of Chapel Hill!

[HS\\_College\\_Res.docx](#)

You may upload a supporting document (e.g., CV or resume). **Please be advised that any information submitted becomes a public record and may be searchable online.**

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## Demographics

In order to consider this application and provide some balance to the various boards, this personal information is required:

### Ethnicity

African American

### Gender

Male

**If other, please describe:**

**Please select your age from the following list. \***

18-24

Policy Entrepreneur & Student

Occupation

**Are you a Town of Chapel Hill employee?**

Yes  No

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# Adejuwon

**Oje  
buo  
boh**

327 Royal Bluff Road  
flagler.unc.edu  
Jacksonville, NC 28540  
5697

Email: Adejuwon\_Ojebuoboh@kenan-

Mobile: 910 -554-

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## Education

### **Kenan-Flagler Business School at the University of North Carolina at Chapel Hill**

Bachelor of Business Administration, Expected  
Conferment May 2023  
Assured Admission Program  
Robertson Scholarship Leadership Program

### **Duke University, Durham, North Carolina**

Robertson Scholarship Leadership Program, Expected  
Conferment May 2023

## Professional Experience

### **Institute for Effective Change, Jacksonville, North Carolina**

Founder, Chairman & Executive Director  
March 2018-Present

- Develop an online database of Policy Development, Advocacy, and Research resources for adolescents
- Draft Bylaws and Operations Plan to form executive board & commission leadership
- Successfully file articles of nonprofit incorporation in the state of North Carolina
- Attain 501(c)(3) tax exempt status through IRS Form 1023
- Coordinate Seven Member, nation-wide Executive Leadership to set up 3 initial startup commissions
- Fundraise approximately \$1,000 to cover startup costs and purchase website, email, and cards

## Internship Experience

### **North Carolina Administrative Office of the Courts, Jacksonville, North Carolina**

Judicial Intern  
June 2019

- Assist Chief District Court Judge Paul Hardison in clerical operations of the courtroom
- Carry messages between Trial Court Coordinator and Private Defense Counsel
- Spectate Divorce, Juvenile, and Violent Criminal Cases

- Engage with District Attorneys, Court Appointed Counsels, and members of the community

**Fourth Prosecutorial District Attorney's Office**, Jacksonville, North Carolina

Legal Intern

June 2018-August 2018

- Personal Intern to Assistant District Attorney Walter Rodriguez
- Organize case files for seamless access to the District Attorneys
- Assist in clerical duties of serious criminal cases including habitual felons, second-degree murder, and manslaughter
- Attend Court Hearings alongside Government Attorneys to provide administrative support

## Leadership and Volunteer Experience

**Jacksonville City Youth Council**, Jacksonville, North Carolina

Chairman

September

2015-June 2019

- Represent local youth directly to city leadership
- Conduct monthly meetings in city council chambers
- Lead youth forums and debates for civility and effective solutions
- Volunteer throughout the community to increase overall welfare

**Juvenile Crime Prevention Council of Onslow County**, Jacksonville, North Carolina

Under 18 Representative Board Member

August

2017-June 2019

- Oversee juvenile diversion programs across the county
- Appropriate funds towards countywide initiatives
- Collaborate with county officials to form policy intended to reduce juvenile crime

**Onslow County Youth Court Diversion Program**, Jacksonville, North Carolina

Lead Youth Prosecutor

August 2015-June

2019

- Prosecuted first-time youth defendants in controlled settings
- Trained new youth prosecutors to understand the courtroom
- Led prosecution to over one hundred convictions

**Peer Tutoring Center - North Carolina Virtual Public Schools**, Raleigh, North Carolina

Computer Science Tutor

May 2018-June

2019

- Evaluated and selected by educators to assist students struggling with computer science concepts
- Teach principles of python and programming to students

**Onslow County Community Outreach** Jacksonville, North Carolina

Youth Volunteer

August 2015-June

2019

- Volunteer at local shelters and assist with inventory and distribution
- Aid underprivileged neighborhood with necessities such as soap, socks, and shoes

### **Awards and Skills**

- CFA Institute Investments Foundation Certificate Recipient 2019
- 2018 North Carolina Governor Roy Cooper Volunteerism Certificate of Appreciation
- Piano Player for 14 years; Alto Saxophonist for 8 years