
Profile

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Public Records Statement

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.

☒ I Agree

thomas.wortman@gmail.com

Email Address

Thomas

First Name

I

Middle Initial

Wortman

Last Name

502 Tinkerbell Road

Street Address

Suite or Apt

Chapel Hill

City

NC

State

27517

Postal Code

Mobile: (651) 746-9991

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

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

Select a Seat Category for Board of Adjustment *

☒ Chapel Hill Town Resident

Which Board is your First Choice? *

None Selected

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

☒ Email

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

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?

I have had an interest in urban planning for quite some time, and I served on the Planning Commission in Harborcreek Township, Pennsylvania, for four years.

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

My doctorate from Penn State allows me to view issues from a critical perspective, examining all aspects of issues before making a decision or recommendation. I was a key staff member for community outreach when I worked at Penn State.

[TIW_Resume.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.**

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:

Please select your age from the following list. *

☒ 35-54

Education Consultant

Occupation

Are you a Town of Chapel Hill employee?

☐ Yes ☒ No

Ethics Statement

ETHICS GUIDELINES FOR TOWN ADVISORY BOARDS AND COMMISSIONS

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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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EDUCATION

Ph.D. Higher Education, *The Pennsylvania State University*, 2002

Dissertation Topic: *Psychosocial impact from study abroad: Openness to diversity.*

M.A. Student Affairs in Higher Education, *Indiana University of Pennsylvania (IUP)*, 1989

B.A. Speech Communication; Minor in Sociology, *Edinboro University of Pennsylvania*, 1987

WORK EXPERIENCE

Metropolitan State University. 2011-present

Educational Contractor

Lead team to write and submit a major NSF-funded grant proposal to talent expansion in Science, Technology, Engineering, and Mathematics fields.

The Art Institutes International Minnesota, 2011

Adjunct Faculty

Taught first-year seminar and interpersonal communication courses

Minnesota State Colleges and Universities, 2006-2011

Program Director for Faculty Development

Assistant Director, Center for Teaching and Learning

Director of Grants Programs

- Coordinated all teaching- and learning-related grant activity for statewide faculty professional development offerings. Managed \$100,000-\$430,000 in faculty development grants and \$12 million in state legislative funds
- Developed and managed online grants proposal reporting system for use by 11,000 faculty members
- Responsible for all phases of grant management (developing, reviewing, mentoring, funding, monitoring, and managing) including reporting on final grant outcomes at college/university, Minnesota state system, and state legislative levels
- Maintained database of teaching-and-learning-related funding opportunities for faculty
- Coordinated and managed college two-year faculty credentialing program
- Maintained faculty development website

Capella University, 2010-present

Visiting Scholar, Dissertation Committee Member

- Evaluate the dissertation proposals/prospectuses and manuscripts of doctoral students
- Ensure that the work meets rigorous academic standards for quality and to ensure that guidelines are met for ethics, honesty, academic writing, and presentation

Penn State Erie, The Behrend College

Senior Project Associate for Research, 2005-2006

Special Projects Assistant to the Chancellor, 2001-2005

AND

Penn State University Park

Doctoral Assistant, 1997-2001

Grants and Sponsored Programs:

- Coordinated all grant-sponsored program activities for the college, administered \$4.3M in grants and sponsored programs, served as principal investigator for major grant-funded projects
- Grant-seeking, grant-writing, budget, assessment, and project management responsibility

Research Protections: Coordinated all aspects of approvals for use of human subjects in research. Educated faculty members, staff members, and students about research protections.

Committee Work:

- | | |
|--|---|
| • Chancellor's Advisory Committee | • Student Discipline |
| • Institutional Research | • Academic Integrity |
| • Grade Mediation and Adjudication | • Academic Computing |
| • Ecological Sustainability Task Force (Chair) | • National Survey of Student Engagement |
| • Enrollment Management (Co-Chair) | |

Outreach:

- Technology Council of Northwest Pennsylvania (Executive Committee Member)
- Erie Keystone Innovation Zone (Advisory Council Chair)
- Arboretum at Penn State Behrend (Founder and Executive Director)
- Harborcreek Township Planning Commission (Commissioner)

Curriculum and Academic Support:

- ROTC Program (College Administrator)
- Center for Teaching and Educational Technology (Manager)
- First-Year Seminar (Coordinator)

Doctoral Assistant, Study Abroad Programs:

- Penn State Coordinator for 21 study-abroad programs shared with 13 institutional partners
- Created and coordinated Peer Advising program for prospective study abroad students
- Program Evaluation for study-abroad programs and Internet-based student evaluations
- Site Visits in Venezuela and Australia for Penn State and the University of Minnesota

Sydney2000 Program Coordinator:

- Planned, recruited/selected, administered budget, and provided on-site coordination centered on the 2000 Olympic Games in Sydney, Australia. 70 students enrolled
- Co-taught course in business communication and leadership

Student Discipline Officer: *Office of Judicial Affairs, Penn State, 1997-2001*

Indiana University of Pennsylvania, Office of Housing and Residence Life
Duquesne University, Office of Residence Life, 1987-1997

- On-site director in housing units with up to 5,000 undergraduate students. Supervised staff, graduate assistants, and student workers
- Budget administration
- Directed international housing
- Faculty Liaison, with Eberly College of Business
- Coordinated programs for first-year students
- Counseling, crisis intervention
- Judicial Board Chair, judicial hearing officer of record

TEACHING EXPERIENCE

- | | |
|---|---|
| • <i>The Art Institutes International Minnesota</i> | • <i>Penn State University Park</i> |
| • <i>Southwest Minnesota State University</i> | • <i>Indiana University of Pennsylvania</i> |
| • <i>Penn State Behrend</i> | • <i>Duquesne University</i> |

Planned, taught, and assessed:

- **Interpersonal Communication** for students at The Art Institutes International Minnesota
- **Interpersonal Skills in Organizations** (online) for business students at Southwest Minnesota State University
- **First-Year Seminar** for students at Penn State Behrend interested in becoming teachers, and for first-quarter students at The Art Institutes Minnesota
- **International Business Communication and Leadership** for upper-division undergraduates from Penn State and other universities
- **Mega-event Management** for upper-division undergraduates from Penn State and other universities
- **Interpersonal Relationships**, a Counselor Education course at Indiana University of Pennsylvania
- **Student Development** for undergraduate students at Duquesne University

SELECTED PUBLICATIONS

Mansfield, P. M., Pinto, M. B., Parente, D. H., & Wortman, T. I. (Spring 2004). College students and academic performance: A case of taking control. NASPA Journal 41 (3).

Wortman, T. I. (2002). International students: toward a hierarchy of needs. PCPA Journal.

Wortman, T. I. (2002). Psychosocial effects of studying abroad: Openness to diversity. (Doctoral dissertation, The Pennsylvania State University, 2002). Dissertation Abstracts International, 63/07, 2479.

Wortman, T. I. (2001). Web-based assessment. In J. H. Schuh, M. L. Upcraft & Associates. Assessment practice in student affairs: An applications manual. San Francisco: Jossey-Bass.

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☒ I Agree

christopher.barry.rose@gmail.com

Email Address

Christopher

First Name

B

Middle Initial

Rose

Last Name

603 Longleaf Drive

Street Address

Suite or Apt

Chapel Hill

City

NC

State

27517

Postal Code

Home: (919) 559-8650

Primary Phone

Home: (919) 248-1811

Alternate Phone

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What district do you live in? *

☒ Chapel Hill Town limits (Purple)

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

☒ 4-9 years

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Which Boards would you like to apply for?

Board of Adjustment: Eligible

Select a Seat Category for Board of Adjustment *

☒ Chapel Hill Town 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)

☒ Email

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

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?

I work in information technology, healthcare and education.

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

IT Skills

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.**

Demographics

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Ethnicity

☒ Caucasian/Non-Hispanic

Gender

☒ Male

If other, please describe:

Please select your age from the following list. *

☒ 35-54

Information Technology _____
Occupation

Are you a Town of Chapel Hill employee?

☐ Yes ☒ No

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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

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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

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: Submitted

Transportation and Connectivity Advisory Board: Submitted

Question applies to Board of Adjustment

Select a Seat Category for Board of Adjustment *

☒ Chapel Hill Town Resident

Question applies to Transportation and Connectivity Advisory Board

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

☒ 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:

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?

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.

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-

Education

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

Bachelor of Business Administration,
Conferment May 2023

Expected

Assured Admission Program

Robertson Scholarship Leadership Program

Duke University, Durham, North Carolina

Robertson Scholarship Leadership Program,
Conferment May 2023

Expected

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

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☒ I Agree

imatmor@protonmail.com

Email Address

Ian

First Name

M

Middle Initial

Morse

Last Name

601 S. Merritt Mill Rd

Street Address

Suite or Apt

Chapel Hill

City

NC

State

27516

Postal Code

Mobile: (919) 967-1545

Primary Phone

Home:

Alternate Phone

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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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Which Boards would you like to apply for?

Board of Adjustment: Eligible

Orange County Climate Council: Eligible

Select a Seat Category for Board of Adjustment *

☒ Chapel Hill Town 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:

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?

I try to be non-ideological. A perspective I strive for is to look for common interests that benefit and unite people. I believe a town must represent all its citizens, and that effective government is a moving target. Although I am from the South, I have lived in several parts of the country and in different types of municipalities. This opportunity instilled the belief that there is more than one way to structure a town and that different communities can respond to their citizenry in many ways. I am also fortunate to have traveled abroad and to have developed an appreciation for other cultures.

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

My advanced education gave me an understanding of the many ways climate change and sustainability issues can be understood and addressed. Working at an affordable housing non-profit has helped me understand that when a town wants to take on an issue, locally-based expertise is essential. If I am able to help the town address climate change, it will be by trying to maximize the palette of resources available. Should I get the opportunity to participate on the Board of Adjustment, I would seek the advice of local experts, and I would work to leverage my own education and experience.

[Ian Morse Resume 5.24.2019.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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Ethnicity

☒ Caucasian/Non-Hispanic

Gender

☒ Male

If other, please describe:

Please select your age from the following list. *

☒ 35-54

Property Manager
Occupation

Are you a Town of Chapel Hill employee?

☐ Yes ☒ No

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IAN M. MORSE
601 S. Merritt Mill Rd, Chapel Hill NC 27516
Cell: (919) 914-3009 • Email: iamatmor@protonmail.com

A solution oriented, performance driven professional with thorough knowledge of the laws, ordinances and best-practices needed to increase homeowner value and community engagement. Successfully manages multiple projects that require someone with a broad skillset and diversified experience. Exceeds employment expectations with a proven successful track record of monitoring, promoting, supporting organization initiatives and metrics reporting. A self-directed learner that responds rapidly and effectively to fast changing priorities with superior interpersonal and communication skills.

AREAS OF KEY STRENGTHS & EXPERTISE:

- **Environmental Issues & Project Management**
 - **Strategic Sustainability Principles (Long & Short Term)**
 - **Research, Collecting Data & Problem Solving**
 - **Training Programs & High Impact Presentations**
 - **Strong Analytical Skills**
 - **Refining Processes and Results**
 - **Personnel & Performance Management**
 - **Outstanding Communications & Teamwork**
-

ACADEMICS & TRAINING:

- **Harvard University Extension School, Cambridge, MA** **2005-2009**
M.A. Degree in Sustainability & Environmental Management
- **Portland State University, Portland, OR** **1999-2009**
B.A. Degree Science Philosophy
- **Duke University, Durham, NC (2015-2016)** **2015-2016**
Certificate in Non-Profit Management

PROFESSIONAL WORK EXPERIENCE:

Community Home Trust, Chapel Hill, NC **2014-Present**
Property Manager

- Enthusiastically provides construction and remodeling expertise to homeowners and prospective buyers.
- Uses modern principles and practices of sustainable design, applied to the construction and maintenance of homes.
- Ensures compliance with the required construction details in framing, insulation, air barrier and HVAC.
- Utilizes outstanding communication skills in working closely with inspectors, contractors, and homeowners, providing onsite technical assistance with means and methods for achieving specifications and desired results.
- Demonstrates ability to translate complex technical information to be comprehended by non-technical audiences and collaborates with the company's internal groups (Sales, Outreach, Management) to achieve organizational goals.

Southern Energy Management, Morrisville, North Carolina
Building Performance Analyst

2011 - 2014

- Innovative problem solver that collected field data for residential new and existing single family and multifamily housing such as timely visual inspections and performance testing.
- Accurately tested new buildings for energy efficiency performance factors including whole house air leakage and duct leakage.
- Strategically improved the reporting metrics on field data collected with mathematical calculations and faster analytics.
- Supervised and successfully assisted in training new employees.

IAN M. MORSE
Resume (Page 2)
(PH) 919-914-3009 • Email: ianmorse75@gmail.com

OTHER APPLICABLE EXPERIENCES:

Harvard University, Cambridge, MA **2009**
Master's Thesis, "A Partnership with Nature"

- A case study comparing Ecological Engineering with Environmental Engineering, researched a new field "Ecological Engineering" and its potential for pollution mitigation and wastewater treatment.

Town of Carrboro Environmental Advisory Board, Carrboro, NC **2011 - 2012**
Board Member

- Chosen to review plans for new commercial buildings and residential subdivisions with 8 other Board Members to assist with the consensus on sustainability recommendations for the Planning Board.
- Researched and reviewed architectural plans, impact studies and met with builders and developers to ensure their plans are on sustainability track.
- Advised and attended all EAB and "Joint Review" meetings.

Central Carolina Community College, Pittsboro, NC **2011**
Tutor

- Managed schedule coordination and utilized critical reasoning skills when tutoring for developmental math and science.
- Used objectives and procedures that empowered students to successfully work on their own, as well as taught them to adhere to time management schedules that incorporated online resources and activities.
- Volunteered as consultant. Reviewed and planned sustainability management, data tracking analyst and Greenhouse Gasses Inventory.

Organization for the Assabet River (OAR), Concord, MA **2010**
Research Intern

- Carefully researched Corporate Social Responsibility programs of area companies and created a new methodology for OAR to examine possible expansion.

Not Another Child **2016-Present**
President. Board of Directors

- Oversees quarterly meetings for 501c3 non-profit dedicated to feeding children under 14 worldwide.
- Administers program funding.
- Oversight of program expansion

TECHNICAL EXPERTISE:

- Database Management
- MS Office Programs

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

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.

☒ 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

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

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

Select a Seat Category for Board of Adjustment *

☒ Chapel Hill Town 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:

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?

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.

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.

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.**

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:

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

Ethics Statement

ETHICS GUIDELINES FOR TOWN ADVISORY BOARDS AND COMMISSIONS

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.

☒ 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 • 213-804-5378 •      • thegrastygroup.com

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.

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.