

Application

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

Crozet Community Advisory Committee: Submitted

Magisterial District *

☒ White Hall

Andrew

First Name

William

Middle
Initial

Joyner

Last Name

Home Address

Suite or Apt

City

State

Postal Code

Primary Phone

Alternate Phone

Email Address

UVA McIntire School of
Commerce

Employer

Fundraiser

Occupation

Business Address:

140 Hospital Drive Charlottesville Va 22903

Date of Employment:

7/17/2022

Years Resident in Albemarle County:

-10 years

Previous Residence:

City of Charlottesville

Identify Any Spouse, Natural or Legal Offspring, Parent, Grandparent, or Sibling Who is a County Supervisor or Other County Officer, Employee, or Appointee:

None

Education

Andrew William Joyner

Education:

University of Virginia, BA, 1997 University of North Carolina, MA, 2016

Activities and Interests**Memberships in Civic, Not-for-Profit, and Similar Organizations:**

Former vestry member, St Paul's Ivy Member, St Paul's Memorial Former community rep, united way of Charlottesville Past member of ACPS restricting committee (Brownsville/Crozet) Former reporter for Charlottesville Daily Progress

Interests:

Family, Golf, Virginia history

Reasons for Seeking to Serve on the Board, Commission, or Committee:

It's an important time in Crozet's current and future and you either step and take part and engage of you don't; I'm choosing the former

How did you hear about this vacancy:

My wife via western ridge listserv

[awjlinkedinprofileresume2025.pdf](#)

Upload a Resume

Contact

awjoyner@alumni.virginia.edu

www.linkedin.com/in/ajoyner
(LinkedIn)

Top Skills

Media and Communications

Editing

Writing

Languages

Spanish and Latin

Honors-Awards

Duke University guest lecturer

University of North Carolina - Chapel
Hill guest lecturer

Andrew William Joyner

Associate Director Of Development UVA McIntire School of
Commerce Communicator | Connector | Raconteur
Charlottesville, Virginia, United States

Summary

➡ Equally comfortable analyzing data, creating strategy, and developing new client and/or donor relationships. Rare ability to engage analytically with potential donors and clients while winning them over and building rapport.

- 12+ years of marketing and marketing management experience for global media and consulting companies.
- 12+ years analyzing data to shape business strategy; master degree (2016) focusing on digital media and economics.
- 20+ years in the sports and entertainment industries (managing brands, overseeing websites, and creating content).
- 12+ years as a journalist, garnering 4 awards.
- 9+ years managing the brand strategies of Fortune 100 companies.
- 8+ years leading fundraising initiatives

CORE COMPETENCIES: Fundraising, cultivation, stewardship, networking, marketing, marketing research, client management, data storytelling and visualization, sales, communications, writing, fundraising/stewardship, trends and consumer insights, demographic data analysis

Experience

UVA McIntire School of Commerce
Associate Director Of Development
July 2022 - Present (3 years 1 month)
Charlottesville, Virginia, United States

Building and managing a portfolio of donors and prospects and will identify, qualify, cultivate, solicit, and steward donors and prospects believed to be capable of making leadership and major gifts in support of UVA McIntire

University of Virginia
Assistant Director Of Development

December 2019 - July 2022 (2 years 8 months)

Charlottesville, Virginia

Focused on developing prospect portfolios of potential individual donors, cultivating, and soliciting these prospects for the University of Virginia School of Education Foundation.

- Developed, cultivated, and stewarded relationships with existing donors.
- Created and implemented cultivation structures that include prospect strategy development, preparation of written materials, design and implementation of cultivation events, direct solicitation
- Strategized and presented current, endowment, and future gift opportunities to prospective donors

FanThreeSixty

Client Success Lead

August 2018 - September 2019 (1 year 2 months)

Charlottesville, Virginia Area

Managed and curated client relationships for 10+ properties connected with Outfront Media, driving sponsorship sales and additional revenue while creating strategic plans and assisting on day-to-day client needs.

CLIENT & ACCOUNT MANAGEMENT:

- Educated clients such as the University of Virginia, University of Maryland, and several state high school associations on using solutions and tools to enhance their strategic marketing needs, generate incremental new revenue, and establish long-range app, data, and digital strategies
- Created sales and marketing plans to help guide clients position and sell these new apps, data, and digital strategies
- Crafted communication messages that properly resonated with clients' brands and aligned with strategic goals and initiatives
- Fostered strong relationships with clients to become trusted advisor and consultant and integral part of their internal teams

Wasserman

Senior Manager, Brands & Insights

January 2008 - August 2018 (10 years 8 months)

Raleigh-Durham, North Carolina Area

Steadily promoted to Senior Manager from Manager (2011-2013) and Consultant (2008-2011) positions. Provide strategic planning, market intelligence, analysis, and implementation measurement for Fortune 100 clients (annual individual account values range from \$2M to \$5M) by distilling insights across a variety of areas (markets, media, consumer, demographic, etc.). Plan frameworks for company's go-to-market strategy for insights and research products.

DATA MANAGEMENT & ANALYSIS:

- Use data and insights to create pertinent storylines regarding business and revenue, and to direct strategy and forecast solutions. Convert large and complex data sets into simple and understandable messaging.
- Create proprietary affinity measurements and metrics that have assisted Wasserman clients, professional and college sports leagues, and athletes; manage and create databases to mine effective data and insights.
- Create and maintain dashboards, data visuals, and scorecards to enhance reporting to key stakeholders.

CLIENT & ACCOUNT MANAGEMENT:

- Maintain strong client relations through attentive customer service and account management, deep listening to fully comprehend clients' needs and challenges, and over delivering on goals.
- Satisfy and exceed client requirements while balancing demands of 3-4 cyclical accounts. Clients including AT&T, Target, American Express, Pepsi, Nationwide Insurance, Scotts Lawn Care, ACC, Big 12, and PAC-12.

FINANCIAL IMPACT & BUSINESS STRATEGY:

- Accounted for 10%-20% additional scope to retainer clients by providing previously untapped services.
- Created proprietary data metrics and analysis that allowed Wasserman to productize its insights and research offerings.
- Oversaw budgeting and selecting of resources and tools, consistently saving company 5-10% year over year.

GUEST LECTURER:

- Duke University Fuqua School of Business - regular lecturer since 2013.
- University of North Carolina - Chapel Hill - regular lecturer since 2013.

Yahoo!/Rivals.com
Marketing & Content Director

July 2005 - November 2007 (2 years 5 months)

Greater Nashville Area, TN

Managed, produced, marketed, and edited content for 24 websites run by independent contractors in the Rivals.com network that focused primarily on college sports and recruiting. Focused on increasing subscription sales and marketing. Provided corporate communications, disseminated corporate initiatives, negotiated contracts, recruited talent, and managed a diverse group of personalities.

- Led organization in sales and sales retention for 2 straight years, increasing sales nearly 20% annually; overall sales success likely enhanced the company's position to be acquired by Yahoo.
- Spearheaded initiatives that increased subscriptions from 200K to 500K in only 2 years.
- Co-hosted 2 weekly radio shows, including live listener call-ins on college football and basketball.
- Supervised and hired editors at multiple conference universities and managed coverage for the Atlantic Coast and Southeastern Conferences.

The Daily Progress

Staff Writer

November 1997 - July 2005 (7 years 9 months)

Charlottesville, Virginia Area

Provided news coverage and analysis for a daily newspaper with a readership of 30,000+: converted data, happenings, or daily news into concise and compelling stories and storylines. Edited design, layout, and production of the sports section daily.

- Covered Division I Atlantic Coast Conference men's basketball, men's and women's soccer, baseball, and golf, with emphasis on the University of Virginia; assisted with football, lacrosse, basketball, and golf.
- Selected as voter from Virginia for AP Top 25 NCAA Men's Basketball.
- Earned 4 awards for writing from the Virginia Press Association.

University of Virginia

Athletic Media Relations Intern

August 1996 - May 1997 (10 months)

Charlottesville, Virginia Area

ESPN

Corporate Communications Intern
May 1995 - August 1995 (4 months)
New York, N.Y.

Education

University of Virginia
B.A., History · (1993 - 1997)

University of North Carolina at Chapel Hill
Master of Arts (M.A.), Technology and Communication · (2013 - 2016)

University of North Carolina at Chapel Hill
Certificate, Technology and Communication · (2011 - 2013)



Albemarle County

Crozet Community Advisory Committee

Board Details

The Advisory Committees will provide assistance, feedback and input to County staff and the Board of Supervisors on community and county efforts related to implementation and support of the adopted Master Plan, in accordance with established county procedures. Advisory Committee members will communicate with their constituencies to increase understanding of and support for successful implementation of the Master Plan. The membership is broad-based to incorporate a variety of perspectives and ideas and to provide citizens, business people, and representatives of community groups a chance to be engaged and to be heard in a constructive and meaningful way.

The Committees will be a catalyst for helping foster a sense of community and work towards effective and efficient Master Plan implementation. Committees are a venue to discuss and provide comments on program and policy questions and/or proposals. Community Advisory Committees are an important venue for discussion and Committees can provide feedback and indicate preferences related to development proposals, although Committees do not have a legislative role in the development process.

1. Serve as liaisons.
2. Gather input from constituencies represented and bring these issues to the attention of staff and the Committee, and distribute information from the Committee back to constituents.
3. Stimulate creative thinking in examining implementation issues and identify ways of using community resources to meet implementation needs and challenges.
4. Provide advisory input, comments, and information to the Board of Supervisors on new and emerging policies, projects, and programs as requested.
5. Maintain a forward-looking agenda with respect to adopted Master Plans and policies of the Board of Supervisors. Committee meetings are not the appropriate venue to oppose adopted policy.
6. Commit to support and work to implement the adopted Master Plan.
7. Work with Staff to provide an annual report of activities to the Board of Supervisors in accordance with the Board of Supervisors' adopted Rules of Procedure for Boards and Commissions.

Overview

- ☐ **Size** 15 Seats
- ☐ **Term Length** 2 Years
- ☐ **Term Limit** 3 Term

Additional

Length of Term

Members will be appointed for either a 2 or 3 year term to stagger the transition of new members on and off the council. After initial appointments, terms will be for 2 years. While Members will be generally expected to serve no more than 2 terms, additional terms may be considered if desired and if the Board of Supervisors deems appropriate.

Frequency/Times for Meetings:

2nd Wednesday of each month at 7:00 pm at the Crozet Library, unless otherwise noted.

Membership:

The Board of Supervisors shall appoint ten to fifteen members to the Council with representation from the following: Citizens at large Property owners and Stakeholders Business community members Civic/neighborhood organizations Representatives from adjoining areas There shall also be a Planning Commission liaison appointed to the council who will attend meetings, report back to the Commission at its regular meetings with a synopsis of the Council's meetings/activities, as appropriate. The liaison, along with other Commissioners, may identify agenda items or updates that should be provided to the Council and the greater Master Plan area. County planning staff will coordinate all staff support to the Advisory Council; ensure meeting supplies, print and copy agenda and meeting materials.

Qualifications

None.

Crozet Community Advisory Committee

Board Roster

Ann Mallek

12th Term Jan 01, 2025 - Dec 31, 2025

No Recruitment

Appointing Authority Board of Supervisors

Position BOS Liaison

Category BOS Member

Wallace D Barrett-Johnson

1st Term Oct 02, 2024 - Mar 31, 2026

Appointing Authority Board of Supervisors

Erin C Houlihan

1st Term Nov 06, 2024 - Mar 31, 2026

Appointing Authority Board of Supervisors

Sarah Spears

1st Term Dec 04, 2024 - Mar 31, 2026

Appointing Authority Board of Supervisors

Christen Bird

1st Term Jul 17, 2024 - Mar 31, 2026

Appointing Authority Board of Supervisors

Nathan M Alderman

1st Term Jan 03, 2024 - Mar 31, 2026

Appointing Authority Board of Supervisors

Kostas J Alibertis

4th Term Apr 01, 2024 - Mar 31, 2026

Appointing Authority Board of Supervisors

□ **Michael S Monaco**
3rd Term Apr 01, 2025 - Mar 31, 2027
Appointing Authority Board of Supervisors

□ **Andrew D Bowers**
1st Term Apr 01, 2025 - Mar 31, 2027
Appointing Authority Board of Supervisors

□ **Shawn N Brydge**
2nd Term Apr 01, 2025 - Mar 31, 2027
Appointing Authority Board of Supervisors

□ **Grace Spalding**
1st Term Apr 02, 2025 - Mar 31, 2027
Appointing Authority Board of Supervisors

□ **Lonnie M Murray**
1st Term N/A - N/A

No Recruitment

Appointing Authority Planning Commission
Position PC Liaison
Category PC Member

□ **Vacancy**
Appointing Authority Board of Supervisors

□ **Vacancy**
Appointing Authority Board of Supervisors

□ **Vacancy**
Appointing Authority Board of Supervisors

Application

Profile

Which Boards would you like to apply for?

Places 29 Hydraulic Community Advisory Committee: Submitted

Magisterial District *

☒ Jack Jouett

JamesClemenko

First NameMiddle InitialLast Name

Home Address

Suite or Apt

City

State

Postal Code

Primary Phone

Alternate Phone

Email Address

Booz Allen HamiltonProgram Manager

EmployerOccupation

Business Address:

8283 Greensboro Drive, Hamilton Building, McLean, VA 22102

Date of Employment:

May 15, 2015

Years Resident in Albemarle County:

8

Previous Residence:

Washington, D.C.

Identify Any Spouse, Natural or Legal Offspring, Parent, Grandparent, or Sibling Who is a County Supervisor or Other County Officer, Employee, or Appointee:

None

Education

James Clemenko

Education:

Graduated Canisius College in 1995 with a B.A. in International Relations

Activities and Interests**Memberships in Civic, Not-for-Profit, and Similar Organizations:**

Project Managers Institute - I am a member of the Central Virginia chapter.

Interests:

Reasons for Seeking to Serve on the Board, Commission, or Committee:

I would like to become more involved in the community. This is a great way to learn more about what is happening and to be a participant in local activities.

How did you hear about this vacancy:

From a neighbor

Upload a Resume

▢

Albemarle County

Places 29 Hydraulic Community Advisory Committee

Board Details

The Advisory Committees will provide assistance, feedback and input to County staff and the Board of Supervisors on community and county efforts related to implementation and support of the adopted Master Plan, in accordance with established county procedures. Advisory Committee members will communicate with their constituencies to increase understanding of and support for successful implementation of the Master Plan. The membership is broad-based to incorporate a variety of perspectives and ideas and to provide citizens, business people, and representatives of community groups a chance to be engaged and to be heard in a constructive and meaningful way.

The Committees will be a catalyst for helping foster a sense of community and work towards effective and efficient Master Plan implementation. Committees are a venue to discuss and provide comments on program and policy questions and/or proposals. Community Advisory Committees are an important venue for discussion and Committees can provide feedback and indicate preferences related to development proposals, although Committees do not have a legislative role in the development process.

Responsibilities:

1. Serve as liaisons
2. Gather input from constituencies represented and bring these issues to the attention of staff and the Committee, and distribute information from the Committee back to constituents.
3. Stimulate creative thinking in examining implementation issues and identify ways of using community resources to meet implementation needs and challenges.
4. Provide advisory input, comments, and information to the Board of Supervisors on new and emerging policies, projects, and programs as requested.
5. Maintain a forward-looking agenda with respect to adopted Master Plans and policies of the Board of Supervisors. Committee meetings are not the appropriate venue to oppose adopted policy.
6. Commit to support and work to implement the adopted Master Plan.
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Overview

- ▢ **Size** 16 Seats
- ▢ **Term Length** 2 Years
- ▢ **Term Limit** 3 Terms

Additional

Length of Term

Members will be appointed for either a 2 or 3 year term to stagger the transition of new members on and off the committee. After initial appointments, terms will be for 2 years. While Members will be generally expected to serve no more than 2 terms, additional terms may be considered if desired and if the Board of Supervisors deems appropriate.

Frequency/Times for Meetings:

The 2nd Monday of each month at 5:30 pm in the Media Center at Greer Elementary School, unless otherwise noted.

Membership:

The Board of Supervisors shall appoint eleven members to the Committee.

Qualifications

Each member shall be a resident or business owner in Albemarle County. For all representatives, the member's home or business shall be located within their appointed sub-Committee's geographic area. An individual may not serve on more than one sub-Committee. Places 29 Hydraulic shall have members along the following representations: Large Neighborhood (2) Small Neighborhood (2) Development Community (1) Business Community (2) School Community – staff, school board, PTO member (1) Office/R&D/Flex/Light Industrial or Heavy Industrial (1) Urban Mixed Use (1) Other – RSWA, RWSA, CHO Board, non-profit or community group with a focus on open space, water resources, transit, etc. (1)

Places 29 Hydraulic Community Advisory Committee

Board Roster

Dennis (Denny) L King

1st Term Jan 03, 2024 - Aug 05, 2025

Appointing Authority Board of Supervisors

Christopher Rembold

2nd Term Aug 06, 2023 - Aug 05, 2025

Appointing Authority Board of Supervisors

Cynthia Neff

5th Term Aug 06, 2023 - Aug 05, 2025

Appointing Authority Board of Supervisors

Jane P Fogleman

1st Term Feb 07, 2024 - Aug 05, 2025

Appointing Authority Board of Supervisors

Jane S Foy

1st Term Dec 04, 2024 - Aug 05, 2025

Appointing Authority Board of Supervisors

James Clemenko

3rd Term Aug 06, 2023 - Aug 05, 2025

Appointing Authority Board of Supervisors

Rosemary L Miller

3rd Term Aug 06, 2023 - Aug 05, 2025

Appointing Authority Board of Supervisors

□

Diantha McKeel

11th Term Jan 01, 2025 - Dec 31, 2025

No Recruitment

Appointing Authority Board of Supervisors

Position BOS Liaison

Category BOS Member

□

Vito Cetta

5th Term Aug 06, 2024 - Aug 05, 2026

Appointing Authority Board of Supervisors

□

Jane S Foy

3rd Term Aug 06, 2024 - Aug 05, 2026

Appointing Authority Board of Supervisors

□

Kendra Walston

2nd Term Aug 06, 2024 - Aug 05, 2026

Appointing Authority Board of Supervisors

□

Kate Acuff

1st Term Apr 03, 2024 - Aug 05, 2026

Appointing Authority Board of Supervisors

□

Christopher M Fuller

1st Term Nov 06, 2024 - Aug 05, 2026

Appointing Authority Board of Supervisors

□

William C. Love, Jr.

3rd Term Aug 06, 2024 - Aug 05, 2026

Appointing Authority Board of Supervisors

□

Kate Lambert

2nd Term Aug 06, 2024 - Aug 05, 2026

Appointing Authority Board of Supervisors

□

Julian M Bivins

1st Term N/A - N/A

No Recruitment

Appointing Authority Planning Commission

Position PC Liaison

Category PC Member

□

Vacancy

Appointing Authority Board of Supervisors

Application

Profile

Which Boards would you like to apply for?

Places 29 North Community Advisory Committee: Submitted

Magisterial District *

☒ White Hall

David

G

Mitchell

First Name

Middle Initial

Last Name

Home Address

Suite or Apt

City

State

Postal Code

Primary Phone

Alternate Phone

Email Address

Great Eastern Mgt Co & Southern Classic, Inc

Construction and Development Manager

Employer

Occupation

Business Address:

2619 Hydraulic Road Charlottesville Va 22901

Date of Employment:

07.01.2006 & 01.01.1999

Years Resident in Albemarle County:

19

Previous Residence:

186 Terrell Road

Identify Any Spouse, Natural or Legal Offspring, Parent, Grandparent, or Sibling Who is a County Supervisor or Other County Officer, Employee, or Appointee:

None

Education

David G Mitchell

Education:

BS Civil Engineering VMI

Activities and Interests**Memberships in Civic, Not-for-Profit, and Similar Organizations:**

Trustee Miller School of Albemarle Board Member Free Enterprise Forum Board Member
Chamber of Commerce Places 29 CAC Albemarle Conservation Easement Authority (Past)
Crozet CAC (Past)

Interests:

Reasons for Seeking to Serve on the Board, Commission, or Committee:

My experience with Land Development, Property Management and Home Building should offer a private sector perspective on Real Estate valuations.

How did you hear about this vacancy:

Ann Mallek

Upload a Resume

Application

Profile

Which Boards would you like to apply for?

Places 29 North Community Advisory Committee: Submitted

Magisterial District *

☒ Rio

Frank Safertal

First Name Middle Initial Last Name

Home Address Suite or Apt

City State Postal Code

Primary Phone Alternate Phone

Email Address

none retired

Employer Occupation

Business Address:

Date of Employment:

Years Resident in Albemarle County:

2

Previous Residence:

Bethesda, MD

Identify Any Spouse, Natural or Legal Offspring, Parent, Grandparent, or Sibling Who is a County Supervisor or Other County Officer, Employee, or Appointee:

none

Education

Frank Safertal

Education:

MSc, Industrial Engineering

Activities and Interests**Memberships in Civic, Not-for-Profit, and Similar Organizations:**

President of Wilsonian Club, Washington DC

Interests:

sports, physical activities, arts

Reasons for Seeking to Serve on the Board, Commission, or Committee:

I was involved, for many years in condominium association in Bethesda MD as a chair of financial committee, board member, chair of architectural committee

How did you hear about this vacancy:

website

[FS_resume_simplified_2024.docx](#)

Upload a Resume

Resume of Frank Joseph Safertal

Summary

IT and Telecommunications management consultant with comprehensive global experience in ICT sectors, telecommunications and networking products, services and relationship development.

School bus driver for Montgomery County School Board in Maryland.

Professional Experience

Q Consultants LLC, Bethesda, MD: 2012 - 2023

Montgomery County School Board, Rockville, MD: 2010-2012

School Bus driver with CDL credentials, driving both large and medium (handicapped) buses in Bethesda/Chevy Chase depot

Q Consultants LLC, Bethesda, MD: 2008 - 2020

Principal consultant and consulting contractor

USTDA projects include:

- Smart Grid and IT architecture Technical Assistance for Central Power Company, Vietnam
- Data Center modernization and consolidation Technical Assistance for the Romanian Ministry of Internal Affairs
- Emergency Management System TA for Municipality of Hyderabad, India

Bechtel Telecoms, Frederick, MD and Hague, Netherlands: 2000 to Jan. 2008

Project Manager

Responsibilities included project management and account management for enterprise and government clients

- Telecommunications projects for Verizon and AT&T fiber and wireless projects

- ICT advisor for Bechtel infrastructure projects, including toll highways (Croatia, Romania), cellular deployment, fiber facilities and data centers

Hughes Network Systems Europe, Germantown, MD and Prague, Czech Republic: 1995 to 2000

Assistant Vice President

- Managed design and implementation of country wide wireless and wireline network for Telefonica O2
- Implemented telecommunications and ICT systems in Central and Eastern Europe, Middle East and Africa and Asia.

GE Harris Canada, Calgary: 1992 to 1995

Manager, Customer Services

- Development and Implementation of worldwide strategic business plan for data acquisition and SCADA equipment

NovaTel Communications Ltd., Calgary: 1990 to 1992

Vice President, Customer Services

- Managed Customer Services Business Unit (Sales and P&L responsibility) and total quality activities for \$500mil manufacturer of cellular equipment (including infrastructure and handsets)

Arabian Data Systems (IBM), Jeddah, Kingdom of Saudi Arabia: 1984 to 1990

Director, Business Development and Projects

Nortel, Toronto, Ontario: 1969 to 1984

Director, System Development and product introduction

Computer programmer and Director, System development on DMS product line

Education

Diploma engineer Industrial (MSc), Prague School of Economics

MBA courses, York University

Languages: English, Czech, Slovak, German, Russian, Ukrainian
US and Canadian citizen

Application

Profile

Which Boards would you like to apply for?

Places 29 North Community Advisory Committee: Submitted

Magisterial District *

☒ Rio

Misty D Parsons

First Name

Middle Initial

Last Name

Home Address

Suite or Apt

City

State

Postal Code

Primary Phone

Alternate Phone

Email Address

UVA Foundation Marketing & Relationships Manager - North Fork

Employer

Occupation

Business Address:

1001 Research Park Boulevard Town Center II - Suite 100 Charlottesville, VA 22911

Date of Employment:

01/22/2018

Years Resident in Albemarle County:

40 years

Previous Residence:

City of Charlottesville

Identify Any Spouse, Natural or Legal Offspring, Parent, Grandparent, or Sibling Who is a County Supervisor or Other County Officer, Employee, or Appointee:

None

Education

Misty D Parsons

Education:

Bachelor of Business Administration; concentration in Marketing. James Madison University, Harrisonburg, Virginia Certificate of Completion; Negotiating Success: A Learning Laboratory University of Virginia | Darden School Foundation, Executive Education

Activities and Interests

Memberships in Civic, Not-for-Profit, and Similar Organizations:

2022 - 2024: AFCEA CeVA Board Member 2022 - 2023: University of Virginia Cornerstone Program, Cohort VIII 2020 graduate of Leadership Charlottesville 2019 - Present: Urban Land Institute Associate Membership 2016 - Present: Parent volunteer with Scouts BSA Troop 37 2003 Board Member - FOCUS Women's Resource Center, Charlottesville, Virginia.

Interests:

I enjoy staying active through traveling, spending time with my husband, our two sons and two miniature long-haired dachshunds, maintaining strong connections with friends and family. In my free time, I love trying new restaurants, antique shopping and exploring ways to stay involved in this wonderful community that I've been lucky enough to call home my entire life.

Reasons for Seeking to Serve on the Board, Commission, or Committee:

Advocacy for business Interests Supporting Economic Growth Improving Infrastructure
Community Development Leveraging professional experience Strengthening collaboration
Environmental stewardship

How did you hear about this vacancy:

Deborah van Eersel, UVA Foundation

[Misty Parsons Resume.pdf](#)

Upload a Resume

Misty D. Parsons

1825 Bentivar Drive, Charlottesville, Virginia | mparsons@uvafoundation.com | 434.906.9382

SUMMARY

Real estate marketing, operations and leasing professional with expertise across a variety of retail and commercial assets. Extensive experience in event management, public/media relations, social/digital media, analyzing, developing and implementing strategies that facilitate business growth. Developed leadership skills with strong sense of organization, motivation and creativity. Ability to adapt to ever-changing situations, while maintaining a high level of integrity and financial focus.

EDUCATION | CERTIFICATIONS

Bachelor of Business Administration; concentration in Marketing.

James Madison University, Harrisonburg, Virginia – Cum Laude.

Certificate of Completion; Negotiating Success: A Learning Laboratory

University of Virginia | Darden School Foundation, Executive Education – 21 September – 2 October, 2020

PROFESSIONAL EXPERIENCE

Research Parks Marketing & Relationships Manager – University of Virginia Foundation (January 2018 - Present)

North Fork: A UVA Discovery Park – Charlottesville, Virginia

Marketing & Business Development Manager - Evergreen Lawn Care (January 2012 – January 2018)

- Spearhead all marketing, business development, administration, customer/public relations to enhance position & increase revenues for this 30 year old, locally owned lawn/landscape company.

Marketing Consultant | Project Management - Forest City Enterprises (May 2011 - January 2012)

- Independent Consultant working with property management team to launch & manage Westchester's Ridge Hills' Guest Services & Giftcard platforms for their Grand Opening in Yonkers, New York. Collaborated with Development Team on building/layout of Guest Services Center within the new Shopping Center.

Director of Marketing & Communications - Forest City Enterprises (March 2005 - May 2011)

Short Pump Town Center - Richmond, Virginia

- Staffed & developed Marketing and Guest Services Teams.
- Developed, managed & implemented Short Pump Town Center's marketing and sales objectives.
- Managed marketing budget of \$1,000,000+
- Development of center's Strategic Marketing Plan and center's Business Plan.
- Developed successful Grand Re-Opening Marketing Plan for SPTC's Expansion Wing in 2005.
- Collaborate with Developers, Property Owners & Leasing on center construction/layout and amenities including barricades/storefronts, fire pits, fountains and play areas.
- Assisted in temporary leasing through paid events and sponsorships. Negotiate and execute all contracts, sponsorship/leasing agreements & partner/vendor agreements; including COI's. Show real estate/space to prospective tenants and brokers.
- Enhanced Marketing Budget and maximized promotional dollars through trade-outs and sponsorships. Developed innovative multi-channel marketing campaigns designed to expand trade area & increase sales. Implemented programs that maintained favorable public/community relations, enhanced image and position of the Town Center.
- Planned & implemented events with retailers and community groups, large-scale events including a *Summer Concert Series* and a *Night Under the Stars* Charity event.
- Scheduled & negotiated purchase of advertising space & time as well as promotional agreements with media. Notified media of all events and promotions via Press Releases & PSA's.
- Enhanced retail sales. Coordinated retail meetings as well as establishing and maintaining open communication channels with merchants via newsletters, memos, meetings and personal contact.
- Social Media marketing & digital strategies including mobile media campaigns. Maintained and managed Center's website, social media sites.

Misty D. Parsons

1825 Bentivar Drive, Charlottesville, Virginia | mparsons@uvafoundation.com | 434.906.9382

Area Director of Marketing & Business Development - Simon Property Group (November 2003 - March 2005)

- Direct & execute marketing, advertising, events, PR strategies for two Super-Regional Shopping Centers.
- Managed each center's Marketing Budget of approximately \$500,000 and \$750,000.
- Developed & implemented each center's Strategic Marketing Plans.
- Worked with clients & businesses to bring their branding and marketing efforts to the shopping center setting.

RELATED HIGHLIGHTS

Marketing Mentor

- Trained & developed newly hired Marketing Directors. Awarded Certificate of Appreciation by RVP at 1999 Simon Property Group Co. Meeting for successful mentorship of two transitioning shopping centers, *Apple Blossom Mall* in Virginia and *Square One Mall* in Boston, MA.

Market Research

- Conducted Focus Groups & large-scale market research analysis for Short Pump Town Center & Charlottesville Fashion Square to develop marketing strategies, understand brand/image issues, effectiveness of advertising & events, differentiate competitors' perceived strengths and weaknesses, gain insight into customer purchasing decisions.

2008 Grand Opening Celebration of The Shops at White Oak Village in Richmond, Virginia

- Successfully developed and implemented Grand Opening Celebration for this 900,000 SF open air strip-center owned and managed by *Forest City Enterprises*.

2005 Grand Opening of Short Pump Town Center's 100,000 SF Expansion Wing

- Developed, planned and executed Direct Mail and Collaterals Campaign to drive traffic & sales for New Expansion Wing.

2002 Grand Re-Opening Celebration of Charlottesville Fashion Square - November 8-10

- Successfully developed Grand Re-Opening Celebration for *Charlottesville Fashion Square* after completing intense renovations of the 22-year old shopping center. Celebration included Ribbon Cutting Ceremony, VIP Reception, vehicle and prize giveaways, register-to-win promotions, children's character events and activities, media and community partnerships/sponsorships and more.

Grand Opening Teams

Worked with Property Ownership & Development teams on successful Grand Opening Celebrations for these shopping centers, encompassing sales driving events & promotions, collateral campaigns, large-scale concerts, celebrity meet & greets, VIP community receptions, ribbon cutting ceremonies, customer loyalty programs.

- Westchester's Ridge Hill, Yonkers, New York - November 2011
- The Orchard Town Center, Westminster, Colorado - April 2008
- The Promenade Bolingbrook, Bolingbrook, Illinois - April 2007
- Bowie Town Center, Bowie Maryland - November 2001

Development Dimensions International (DDI) Leadership Training - Core Skills for Building Commitment, Adapting to Change, Maximizing Performance, Marketplace/Customer Service Trainer.

NOTEWORTHY ACHIEVEMENTS | PROFESSIONAL & CIVIC ACTIVITIES

- 2022 – 2024: AFCEA CeVA Board Member
- 2022-2023 – University of Virginia Cornerstone Program | Cohort VIII
- 2020 - Graduate of [Leadership Charlottesville](#)
- 2018 & 2019 – Association of University Research Parks International Conference (University of Maryland & Georgia Tech)
- 2019 - Present: Urban Land Institute Associate Membership
- 2016 - Present: Parent volunteer with Scouts *BSA Troop 37*
- 2009 Silver Maxi Award - Love to Shop? Share the Love. Shoptopia - *Short Pump Town Center*
- 2006 Maxi Award Finalist for Rainy Day Rebates & Fly Girl, Fly Guy DM Campaign - *Short Pump Town Center*
- 2003 Board Member - *FOCUS Women's Resource Center, Charlottesville, Virginia.*

Application

Profile

Which Boards would you like to apply for?

Places 29 North Community Advisory Committee: Submitted

Magisterial District *

☒ Rivanna

Anthony C Pagnucco
First Name Middle Initial Last Name

Home Address Suite or Apt
City State Postal Code

Primary Phone Alternate Phone

Email Address

retired former assistant superintendent of schools in NY State
Employer Occupation

Business Address:

Date of Employment:

retired as of 5/20/2001

Years Resident in Albemarle County:

14

Previous Residence:

Liberty, New York

Identify Any Spouse, Natural or Legal Offspring, Parent, Grandparent, or Sibling Who is a County Supervisor or Other County Officer, Employee, or Appointee:

none

Education

Anthony C Pagnucco

Education:

B.S. SUNY New Paltz M.S. SUNY New Paltz C.A.S. SUNY New Paltz

Activities and Interests

Memberships in Civic, Not-for-Profit, and Similar Organizations:

Interests:

Reasons for Seeking to Serve on the Board, Commission, or Committee:

I am interested in local affairs. I am in favor of sensible growth policies.

How did you hear about this vacancy:

I was once on this committee

Upload a Resume



Albemarle County

Places 29 North Community Advisory Committee

Board Details

The Advisory Committees will provide assistance, feedback and input to County staff and the Board of Supervisors on community and county efforts related to implementation and support of the adopted Master Plan, in accordance with established county procedures. Advisory Committee members will communicate with their constituencies to increase understanding of and support for successful implementation of the Master Plan. The membership is broad-based to incorporate a variety of perspectives and ideas and to provide citizens, business people, and representatives of community groups a chance to be engaged and to be heard in a constructive and meaningful way.

The Committees will be a catalyst for helping foster a sense of community and work towards effective and efficient Master Plan implementation. Committees are a venue to discuss and provide comments on program and policy questions and/or proposals. Community Advisory Committees are an important venue for discussion and Committees can provide feedback and indicate preferences related to development proposals, although Committees do not have a legislative role in the development process.

- Responsibilities:
- 1. Serve as liaisons
 - 2. Gather input from constituencies represented and bring these issues to the attention of staff and the Committee, and distribute information from the Committee back to constituents.
 - 3. Stimulate creative thinking in examining implementation issues and identify ways of using community resources to meet implementation needs and challenges.
 - 4. Provide advisory input, comments, and information to the Board of Supervisors on new and emerging policies, projects, and programs as requested.
 - 5. Maintain a forward-looking agenda with respect to adopted Master Plans and policies of the Board of Supervisors. Committee meetings are not the appropriate venue to oppose adopted policy.
 - 6. Commit to support and work to implement the adopted Master Plan.
 - 7. Work with Staff to provide an annual report of activities to the Board of Supervisors in accordance with the Board of Supervisors' adopted Rules of Procedure for Boards and Commissions.

Overview

- ☐ **Size** 13 Seats
- ☐ **Term Length** 2 Years
- ☐ **Term Limit** 3 Terms

Additional

Length of Term

Members will be appointed for either a 2 or 3 year term to stagger the transition of new members on and off the committee. After initial appointments, terms will be for 2 years. While Members will be generally expected to serve no more than 2 terms, additional terms may be considered if desired and if the Board of Supervisors deems appropriate.

Frequency/Times for Meetings:

Meetings are held on the 2nd Thursday of each month at 6:30 pm at the North Fork Research Center, unless otherwise noted.

Membership:

The Board of Supervisors shall appoint eleven members to the Committee.

Qualifications

Each member shall be a resident or business owner in Albemarle County. For all representatives, the member's home or business shall be located within their appointed sub-Committee's geographic area. An individual may not serve on more than one sub-Committee. Places 29 North shall have members along the following representations: Large Neighborhood (2) Small Neighborhood (1) Development Community (1) Business Community (2) School Community – staff, school board, PTO member (1) Office/R&D/Flex/Light Industrial or Heavy Industrial (2) Urban Mixed Use (1) Other – RSWA, RWSA, CHO Board, non-profit or community group with a focus on open space, water resources, transit, etc. (1)

Places 29 North Community Advisory Committee

Board Roster

John B Reeher

1st Term Apr 03, 2024 - Aug 05, 2025

Appointing Authority Board of Supervisors

Frank Safertal

1st Term Nov 06, 2024 - Aug 05, 2025

Appointing Authority Board of Supervisors

Misty D Parsons

1st Term Oct 02, 2024 - Aug 05, 2025

Appointing Authority Board of Supervisors

David Mitchell

2nd Term Aug 06, 2023 - Aug 05, 2025

Appointing Authority Board of Supervisors

Bea LaPisto-Kirtley

6th Term Jan 01, 2025 - Dec 31, 2025

No Recruitment

Appointing Authority Board of Supervisors

Position BOS Liaison

Category BOS Member

Gary J Gonyar

1st Term Aug 07, 2024 - Aug 05, 2026

Appointing Authority Board of Supervisors

Jeffrey L Matriccino

1st Term Aug 07, 2024 - Aug 05, 2026

Appointing Authority Board of Supervisors

□ **Lisa C Bushey**
1st Term Aug 07, 2024 - Aug 05, 2026
Appointing Authority Board of Supervisors

□ **William P McLaughlin**
3rd Term Aug 07, 2024 - Aug 05, 2026
Appointing Authority Board of Supervisors

□ **Janet Moran**
2nd Term Aug 06, 2024 - Aug 05, 2026
Appointing Authority Board of Supervisors

□ **R. Corey Clayborne**
1st Term N/A - N/A

No Recruitment

Appointing Authority Planning Commission
Position PC Liaison
Category PC Member

□ **Vacancy**
Appointing Authority Board of Supervisors

□ **Vacancy**
Appointing Authority Board of Supervisors