

Stacy Merten

From: Stacy Merten
Sent: Wednesday, August 31, 2016 12:20 PM
To: 'Blake Esselstyn'
Subject: Stakeholder groups
Attachments: Comp Plan Stakeholder Groups.xlsx; Updated outreach list (2).xlsx

Hi Blake,

These are our working list of Stakeholder groups, Neighborhoods and opportunities for public participation. We would welcome any thoughts or ideas that you might have as we move toward finalization of this list.

Thank you.

Stacy Merten, Project Manager and
Director, Historic Resources
City of Asheville
Planning and Urban Design
smerten@ashevillenc.gov
828-259-5836

Stacy Merten

From: Stacy Merten
Sent: Tuesday, September 06, 2016 10:06 AM
To: 'Sealy Chipley'
Subject: FW: Stakeholder groups

Sealy,

Here are some additional suggested contacts for public outreach as we move forward.

From: Blake Esselstyn [<mailto:blake@frontwater.com>]
Sent: Sunday, September 04, 2016 7:58 AM
To: Stacy Merten
Subject: Re: Stakeholder groups

Thanks, Stacy, for sharing these.

As I mentioned in the initial meeting, I think the "Interwoven Equity" principle of the plan is vital to the plan's success.

In light of the prevalent disparities in Asheville, it strikes me that list of stakeholders and other organizations is heavily weighted towards groups who aren't experiencing the brunt of the disparity.

Also, I failed to find (perhaps overlooked?) many representatives from the local food policy/ urban agriculture community.

These are some other groups and individuals that I would recommend reaching out to and involving in the process:

Sheneika Smith, Date My City, <https://www.facebook.com/NewAsheville/>
Joe Greene, Hood Talk, <https://www.facebook.com/HoodTalk828/>
Kenyon Lake, My Daddy Taught Me That, <http://mydaddytaughtmethat.org>
Calvin Allen, <http://facebook.com/mrville73>
Dolores Venable, Asheville Black Lives Matter, <https://www.facebook.com/groups/350714075130742/>
Ayanfe Free, Bountiful Cities, <http://www.bountifulcities.org>
Tracey Washington, CoThinkk, <http://cothinkk.org>
Bruno Hinojosa, CIMA, <http://cimavnc.org>
Mirian Porras, Nuestro Centro, <http://nuestrocentro.weebly.com>
Darcel Eddins, Urban Agriculture Alliance, darcel.eddins@gmail.com
Mary Ellen Lough, Food Policy Council, <http://www.abfoodpolicy.org>

Hope you've had a good long weekend,

Thanks again,

-Blake

On Wed, Aug 31, 2016 at 12:19 PM, Stacy Merten <smerten@ashevillenc.gov> wrote:

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Stacy Merten, Project Manager and

Director, Historic Resources

City of Asheville

Planning and Urban Design

smerten@ashevillenc.gov

828-259-5836

This was Revised by Advisory Committee
October 11, 2017

STAKEHOLDER OUTREACH

- Asheville on Bikes
- Green Opportunities
- Asheville GreenWorks
- RiverLink
- MountainTrue
- Manna Food Bank
- Just Economics
- Asheville Design Center
- Area Agency on Aging
- Children First of Buncombe County
- AARP
- Land Sky Regional Council
- NCDOT
- W/NCTA
- Mountain Mobility
- UNCA
- RADBA
- Pisgah Legal
- Artists
- FBR MPP
- Center for Diversity Education
- Buncombe County Department of Health
- Nuestro Centro
- Mountain Housing
- Asheville Housing Authority
- Buncombe County Planning and Development
- Housing and Community Development Committee
- Eagle Market Street Development Corp.
- Mt. Zion Development Corp.
- Public Interest Projects
- Department of Community Development
- HomeTrust Bank
- Asheville Chamber
- Land of Sky Regional Council
- Convention and Visitors Bureau + TDA
- Asheville HUB
- Downtown Association
- UNC Asheville
- Asheville- Buncombe Technical Community College
- Department of Economic Development
- G/M Property Group
- Mountain Micro Enterprise
- Thirsty Monk
- Biltmore Company
- New Belgium
- Mission Health
- Venture Asheville
- Mountain BizWorks
- Asheville Brewers Alliance
- Small Business Tech. Devt. Center
- Charlotte Street Business Association
- Regional Airport
- Just Folks of Asheville
- Neighborhood Associations and HOAs
- Latino Steering Committee at YWCA
- MAHEC
- Joe Minicozzi
- Kostelec Planning
- Historic Biltmore Village
- Asheville Collider

Stacy Merten

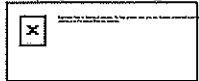
From: Sealy Chipley [sealy@chipleyconsulting.com]
Sent: Monday, October 17, 2016 3:36 PM
To: Stacy Merten
Subject: Focus group interviews
Attachments: Draft list.xlsx

Stacy,

I hope you had a good weekend. Please review the preliminary focus group list and add names where appropriate. The sooner we get this refined, the better. Would you like to schedule a time to talk it through sometime this week?

In addition, it may be good to talk with Asheville Design Center at some point during the process. It was mentioned after our Steering Committee meeting last week by a member.

--
Sealy Chipley
Principal
Chipley Consulting



8 Hope Circle
Asheville, NC 28804
919.606.4369
www.chipleyconsulting.com

Economic Development		
Pat Kappes	Director of Public Affairs	Asheville Convention & Visitors Bureau
Patrick Fitzsimmons	Executive Director	Mountain Bizworks
Chris Hegg	Career Counselor	UNC Asheville
		CIBO
David Brown		Asheville HUB
George C. Jones, Jr	Executive Director	Green Opportunities
Noah Robins	Interim Regional Director	SBTDC
		Mission
Kit Kramer	President & CEO	Asheville Area Chamber
Ben Teague	Senior Vice President/Executive Director of the EDC	Asheville Area Chamber/Economic Development Coalition
Josh Dorfman	Director of Entrepreneurship Development	Asheville Chamber
Environmental Sustainability		
Garrett Artz	Executive Director	RiverLink
Julie Mayfield	Co-Director	MountainTrue
Dawn Chavez, ED	Executive Director	Asheville Greenworks
James McMahon	Director	The Collider
Transportation		
Mike Sule	Executive Director	Asheville on Bikes
Lyuba Zuyeva	Director	FBR MPO
John Franklin/Clark Duncan		Western North Carolina Transportation Alliance
Housing		
		Habitat for Humanity
		Homeward Bound
		Asheville Realtors Group
		WNC Green Building Council
Mike Vance		Mountain Housing
Terry Bellamy		Asheville Housing Authority
Donna Cottrell		Buncombe County Planning and Development (Affordable Housing)
Schools		
		AB Tech
		UNC Asheville

		Asheville City Schools
		Buncombe County Schools
Equity		
		Just Economics
		Racial Justice Coalition
		Racial Equity Institute
		YWCA

Stacy Merten

From: Sealy Chipley [sealy@chipleysconsulting.com]
Sent: Monday, October 31, 2016 8:22 AM
To: Stacy Merten
Subject: Re: Stakeholder List

Thanks for sending the list. To clarify: you want to change the name of economic development or split it into multiple groups?

Also, do the green boxes signify that we don't need to include them on the interview list?

Do you have a preference for the times of the focus groups?

I think I have most of these emails, but I will need you to send me a few of them. I can send you an updated email list with the blanks.

Lastly, what about the groups with no name associated with them? Are you going to add names to them? I don't know any contacts.

Thanks so much Stacy! And sorry for the barrage of questions on a Monday morning ☐.

Sealy Chipley
Chipley Consulting
www.chipleysconsulting.com
(919) 606-4369

On Oct 28, 2016 12:54 PM, "Stacy Merten" <smerten@ashevillenc.gov> wrote:

Hi Sealy,

Well the list is growing again, but I think we are in pretty good shape with the focus groups you will be doing.

Todd wanted to separate the Economic Development into Small Business/Institutions - which makes sense to me. I also realized that the HUB group includes reps from the City and County Schools as well as other anchor institutions, so thinking we may be able to combine the Schools with the Economic Development - Institutions. The upshot is to hold off on scheduling a group for the Schools while I am waiting to hear back from the Asheville HUB as we may be able to combine the two, unless you have any concerns about it.

Also, we talked about either putting Design Center in the Environmental category or just meeting with Chris Joyell independently. Either is fine with us. What do you think is best?

Ben Brown is the guy from the Missing Middle.

I took Blake off the list as a stakeholder for the Equity group for consistency. We'll share the list with the Advisory Committee and he will see it.

Still waiting to hear back from Grant Center and Marsha about East Asheville to confirm the venues for Public Workshops.

Let me know if you need any additional contact information or need me to make any contacts, but otherwise think we are good to schedule the three groups for the afternoon of the 14th.

Thanks and have a great weekend!

Stacy

Stacy Merten, Project Manager and

Director, Historic Resources

City of Asheville

Planning and Urban Design

smerten@ashevillenc.gov

828-259-5836

Stacy Merten

From: Stacy Merten
Sent: Monday, October 31, 2016 11:16 AM
To: 'Sealy Chipley'
Subject: RE: Focus group list

Sealy,

OK sounds good. I'll take a look and work on the additional contacts. Sorry, but my mail box is always full.

I'll touch base with Jennifer tomorrow on the other Focus Groups

From: Sealy Chipley [<mailto:sealy@chipleyconsulting.com>]
Sent: Monday, October 31, 2016 11:10 AM
To: Stacy Merten
Subject: Focus group list

Stacy,

I have added the updated email list to Basecamp (when I emailed it to you it bounced back)...I still don't have a good number of emails.

My focus for this round of interviews is for the focus groups I will lead:

1. Equity
2. Housing
3. Sustainability

The others I am not as worried about now, as I think they will happen a bit later.

Thanks!

--

Sealy Chipley
Principal
Chipley Consulting



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www.chipleyconsulting.com

Stacy Merten

From: Stacy Merten
Sent: Wednesday, November 02, 2016 2:26 PM
To: 'Sealy Chipley'
Subject: Stakeholder list

Hi Sealy,

I am working on filling in the gaps on the spreadsheet and have contacted Just Economics yesterday to get a contact name, but have not heard back from them. I also did a little Googling and it looks like the Racial Justice Coalition is affiliated with the YWCA and the Latino Steering Committee with Pisgah Legal. I did not call them, but thought you could contact them once you had the schedule worked out.

I also found that the Racial Equity Institute is based in Greensboro, NC. So I am wondering if we should even include them since they are not based in Asheville.

The only other outstanding contact for the upcoming groups is for NOAA. I'll email Jim Fox and see if he has a contact.

I am going to upload the list to BaseCamp so we can all see it and update as necessary.

Otherwise we are good to go with the setting up the meetings, so go for it.

Stacy

**Stacy Merten, Project Manager and
Director, Historic Resources**
City of Asheville
Planning and Urban Design
smerten@ashevillenc.gov
828-259-5836

Stacy Merten

From: Stacy Merten
Sent: Wednesday, November 02, 2016 2:35 PM
To: 'Sealy Chipley'
Subject: FW: Stakeholder list

Sealy,

I Sorry see you already added to base Camp. I made my changes to the version on Base Camp. Please let me know if you need anything else.

Stacy

Stacy Merten, Project Manager and
Director, Historic Resources
City of Asheville
Planning and Urban Design
smerten@ashevillenc.gov
828-259-5836

From: Stacy Merten
Sent: Wednesday, November 02, 2016 2:26 PM
To: 'Sealy Chipley'
Subject: Stakeholder list

Hi Sealy,

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Director, Historic Resources
City of Asheville
Planning and Urban Design
smerten@ashevillenc.gov

828-259-5836

Stacy Merten

From: Stacy Merten
Sent: Thursday, November 03, 2016 3:26 PM
To: 'Sealy Chipley'
Subject: Base Camp edits to focus group list

Sealy,

Apparently the file is read only, at least for me since I did not upload it. I think there is a way to change the settings so that I can edit, but I need to figure that out. In the meantime it might just be easier for you to update the spreadsheet with this information. Sorry this is a little cryptic.

Environmental Tim Owen NOAA Tim.Owen@noaa.gov

Housing Emily Ball Homeward Bound
 David West Land of Sky Realtors

Economic Development/Small Business

Name	Title	Organization	Number	Notes
Mike Butram	Governmental Affairs	Land of Sky Realtors Association	(828) 275-2422	
Steven Mange	Governmental Affairs	Asheville Lodging Association	(919) 861-0942	
Equity				
		Just Economics		
Gene Bell		Housing Authority		
YWCA		Racial Justice Coalition/YWCA		
Pisgah Legal		Pisgah Legal/Latino Steering Committee		
Deborah Miles		Center for Diversity Education		
Stephanie Twitty		Eagle Market Street Development Corporation		

Stacy Merten, Project Manager and
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smerten@ashevillenc.gov
828-259-5836

Stacy Merten

From: Sealy Chipley [sealy@chipleyconsulting.com]
Sent: Friday, November 04, 2016 11:10 AM
To: info@justeconomicswnc.org; gbell@haca.org; tbellamy@haca.org; Nehlsen, Jennifer E.; dmiles@unca.edu; stephanie@eaglemarketsts.net; jhackett@greenopportunities.org
Cc: Stacy Merten
Subject: Asheville's Comprehensive Plan Update: Focus Group

Hello folks!

I am working on the City of Asheville's Comprehensive Plan update. You have been selected as a community leader in the promotion of equity among all residents. We'd like you to attend a focus group on the subject. It will be held on Monday, November 14 from 12:00 P.M. to 1:00 P.M in the fifth floor of City Hall's Large Conference Room.

Please RSVP to me if you are able to attend by Monday, November 8.

Thank you so much and we look forward to hearing your input!

--
Sealy Chipley
Principal
Chipley Consulting



8 Hope Circle
Asheville, NC 28804
[919.606.4369](tel:919.606.4369)
www.chipleyconsulting.com

Stacy Merten

From: Sealy Chipley [sealy@chibleyconsulting.com]
Sent: Thursday, November 10, 2016 7:32 AM
To: Stacy Merten
Subject: Re: Focus Group Contacts_Status.xlsx - Invitation to edit

Stacy, I am unfortunately unable to talk today. I headed to Mooresville right now for a series of public and stakeholder meetings. Can we touch base tomorrow?

I have drafted some questions for the stakeholders. Would you be willing to provide a short introduction about what the City is doing in the subject area for the focus group? Perhaps also briefly highlight any plans and/or policies the City has in place?

I am also happy to invite Jennifer and Roger.

The agenda is as follows:

1. Have introductions
2. Brief update from the City
3. Series of focus questions that will direct conversations
4. Next steps and closing remarks

I have developed some draft questions. I can send them over if you'd like?

On Wed, Nov 9, 2016 at 2:25 PM, Stacy Merten <smerten@ashevillenc.gov> wrote:

Hi Sealy,

I don't think we need to add Jim, because we already have the whole climate change component covered.

We can add folks to the Equity Group, – just not sure who that would be. I will try to give it some thought and try to consult with some others here at City.

We have HRC today and a crazy big agenda, so I am scrambling today, but would like to touch base tomorrow about the format of the meetings. Have you developed some specific questions?

Also please send the final agenda to Jennifer and maybe either she or Roger can listen in on the meetings if they are available.

Thanks and we can talk soon. Are you available tomorrow afternoon?

Stacy Merten, Project Manager and

Director, Historic Resources

City of Asheville

Planning and Urban Design

smerten@ashevillenc.gov

[828-259-5836](tel:828-259-5836)

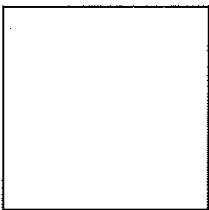
From: Sealy Chipley (via Google Sheets) [mailto:drive-shares-noreply@google.com]

Sent: Tuesday, November 08, 2016 3:35 PM

To: Stacy Merten

Subject: Focus Group Contacts_Status.xlsx - Invitation to edit

Sealy Chipley has invited you to edit the following spreadsheet:



Focus Group Contacts_Status.xlsx



Stacy,

your inbox was too full for me to send the updated spreadsheet. Here it is.
Attached.

A couple of questions:

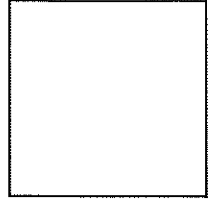
1. What about adding Jim Fox with NEMAC to the sustainability group?
2. We only have 3 RSVPs for equity. Should we invite someone else? I just sent a follow-up email to Jennifer Nehlson

[Open In Streets](#)

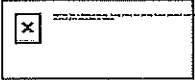
Google Sheets: Create and edit spreadsheets online.

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--
Sealy Chipley
Principal
Chipley Consulting



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www.chipleyconsulting.com

Stacy Merten

From: Stacy Merten
Sent: Thursday, November 10, 2016 2:21 PM
To: 'Sealy Chipley'
Subject: RE: Focus Group Contacts_Status.xlsx - Invitation to edit

Sealy,

Yes, I will be happy to do an introduction. Please do send the questions.

Thank you.

Stacy Merten, Project Manager and
Director, Historic Resources
City of Asheville
Planning and Urban Design
smerten@ashevillenc.gov
828-259-5836

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City of Asheville

Planning and Urban Design

smerten@ashevillenc.gov

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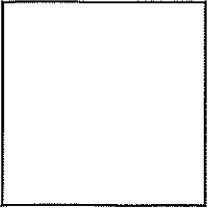
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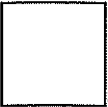
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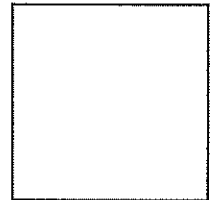
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Google Sheets: Create and edit spreadsheets online.

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--
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Stacy Merten

From: Sealy Chipley [sealy@chipleyconsulting.com]
Sent: Friday, November 11, 2016 8:51 AM
To: Stacy Merten
Subject: Questions

Stacy, here are draft questions. What are we missing? I can talk this afternoon if you'd like to!

Thanks!

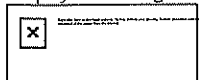
Environmental Sustainability

- What does the City do well?
- What tools does your organization have to further it's mission within the City?
- What direction/policies would you like the City to take in terms of sustainability and natural resources?
- What kind of partnerships can we develop and foster to create the vision we want? (who are those organizations)
- What does success look like to you?

Equity

- In the introductions, ask each participant what equity is to them
- What tools does your organization have to further it's mission within the City?
- What partnerships, measures, policies can the City undertake to improve equity for all residents in Asheville?
- Housing affordability, homelessness, living wage jobs, minority business ownership, and neighborhood equity were all themes that rose to the top in the survey results. What are we missing out of this list that needs to be addressed?
- Are there other cities that have policies or actions that you think Asheville can learn from?
- Imagine that we are in 2036. What characteristics are found in a more equitable Asheville?

--
Sealy Chipley
Principal
Chipley Consulting



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Stacy Merten

From: Stacy Merten
Sent: Friday, December 02, 2016 11:29 AM
To: 'Blake Esselstyn'
Cc: Sealy Chipley
Subject: RE: Comprehensive Plan stuff

Hi Blake,

Can you remind who would be included in this additional group, and it would still focus on equity correct?

I would probably need to facilitate this group, which is fine, but it would have to be in January. I can work with you to make it happen. SOM will be moving into the drafting the plan, but I think there is still time.

Best,

Stacy

Stacy Merten, Project Manager and
Director, Historic Resources
City of Asheville
Planning and Urban Design
smerten@ashevillenc.gov
828-259-5836

From: Blake Esselstyn [mailto:blake@frontwater.com]
Sent: Friday, December 02, 2016 9:28 AM
To: Stacy Merten
Cc: Sealy Chipley
Subject: Re: Comprehensive Plan stuff

Stacy and Sealy,

I meant to write back in November to say I appreciated the equity focus group discussion.

Also, wanted to circle back about my asking Marisol to help assemble some of her contacts for another focus group. Is that still something you'd want to do? Wanted to make sure it can still work with the timeline.

Thanks, and see you next week!

-Blake

Blake Esselstyn, AICP, GISP · Principal, FrontWater, LLC
34 Wall St, Suite 701 · Asheville NC 28801 · 828-338-8528

On Mon, Nov 14, 2016 at 8:46 AM, Stacy Merten <smerten@ashevillenc.gov> wrote:
Blake,
I hope to see you today. It is fine to bring your lunch.

Sent from my iPad

On Nov 11, 2016, at 7:32 PM, Blake Esselstyn <blake@frontwater.com> wrote:

Stacy, thanks for sending this. I'm copying Sealy on my reply.

I'm sorry that I haven't yet connected with Marisol about helping recruit folks for an equity focus group. I was going to reach out to her this weekend -- no joke. I suspect she would have been too busy leading up to the election.

May I ask who'll be at the equity focus group on Monday? I hope to make it -- would it be OK to bring my lunch?

Best,

-Blake

Blake Esselstyn, AICP, GISP · Principal, FrontWater, LLC
34 Wall St, Suite 701 · Asheville NC 28801 · [828-338-8528](tel:828-338-8528)

On Fri, Nov 11, 2016 at 1:31 PM, Stacy Merten <smerten@ashevillenc.gov> wrote:

Dear Comprehensive Plan Advisory Committee,

- Please see below the schedule for the upcoming Public Workshops. These workshops will all cover the same subject matter and I will have a more detailed agenda and poster for you to share later next week, but wanted you to have the dates as early as possible. There is some overlap on the evening of December 6th, which is intentional in order to accommodate the multiple venues. It would be great if you could participate in one of the workshops!

PUBLIC WORKSHOP SCHEDULE

Area	Location	Address	Date	Public Meet Time
North	North Asheville Library	1030 Merrimon Avenue	Tuesday, December 6th	12:30-2:30
West	West Asheville Public Library Dr. Wesley Grant Southside	942 Haywood Road	Tuesday, December 6th	4:00-6:00
Central	Center	285 Livingston Street	Tuesday, December 6 th Wednesday, December 7th	5:00-7:00
South	South Asheville Public Library	260 Overlook Road 290 Old Haw Creek Road	Wednesday, December 7th	12:30-2:30
East	St. John's Episcopal Church	Road	Wednesday, December 7th	4:00-6:00

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Thanks again for your time and engagement in the planning process. Staff appreciates your help in getting the word out to the community about these upcoming opportunities for participation.

Have a wonderful weekend.

Stacy

Stacy Merten, Project Manager and

Director, Historic Resources

City of Asheville

Planning and Urban Design

smerten@ashevillenc.gov

828-259-5836

Stacy Merten

From: Stacy Merten
Sent: Friday, December 02, 2016 2:50 PM
To: 'Blake Esselstyn'
Subject: RE: Comprehensive Plan stuff

Blake,

Before you contact Marisol, let me check in with SOM and Todd, just to make sure that we can accommodate the additional focus groups.

Thanks for your help.

Stacy Merten, Project Manager and
Director, Historic Resources
City of Asheville
Planning and Urban Design
smerten@ashevillenc.gov
828-259-5836

From: Blake Esselstyn [mailto:blake@frontwater.com]
Sent: Friday, December 02, 2016 1:59 PM
To: Stacy Merten; Sealy Chipley
Subject: Re: Comprehensive Plan stuff

Here are the names that came mostly from Marisol:

Sheneika Smith, Date My City, <https://www.facebook.com/NewAsheville/>
Joe Greene, Hood Talk, <https://www.facebook.com/HoodTalk828/>
Kenyon Lake, My Daddy Taught Me That, <http://mydaddytaughtmethat.org>
Calvin Allen, <http://facebook.com/mrville73>
Dolores Venable, Asheville Black Lives Matter, <https://www.facebook.com/groups/350714075130742/>
Ayanfe Free, Bountiful Cities, <http://www.bountifulcities.org>
Tracey Washington, CoThinkk, <http://cothinkk.org>
Bruno Hinojosa, CIMA, <http://cimawnc.org>
Mirian Porras, Nuestro Centro, <http://nuestrocentro.weebly.com>
Darcel Eddins, Urban Agriculture Alliance, darcel.eddins@gmail.com
Mary Ellen Lough, Food Policy Council, <http://www.abfoodpolicy.org>

It would probably have an equity focus, but there's also the local food policy element as well. Would you want to have two meetings? Is the food issue considered a big enough one to merit a focus group?

So I'm going to take this as a yes that it makes sense to reach out to Marisol about whether she can help ... unless I hear otherwise.

Thanks!

On Fri, Dec 2, 2016 at 11:28 AM, Stacy Merten <smerten@ashevillenc.gov> wrote:

Hi Blake,

Can you remind who would be included in this additional group, and it would still focus on equity correct?

I would probably need to facilitate this group, which is fine, but it would have to be in January. I can work with you to make it happen. SOM will be moving into the drafting the plan, but I think there is still time.

Best,

Stacy

Stacy Merten, Project Manager and

Director, Historic Resources

City of Asheville

Planning and Urban Design

smerten@ashevillenc.gov

[828-259-5836](tel:828-259-5836)

From: Blake Esselstyn [<mailto:blake@frontwater.com>]

Sent: Friday, December 02, 2016 9:28 AM

To: Stacy Merten

Cc: Sealy Chipley

Subject: Re: Comprehensive Plan stuff

Stacy and Sealy,

I meant to write back in November to say I appreciated the equity focus group discussion.

Also, wanted to circle back about my asking Marisol to help assemble some of her contacts for another focus group. Is that still something you'd want to do? Wanted to make sure it can still work with the timeline.

Thanks, and see you next week!

-Blake

Blake Esselstyn, AICP, GISP · Principal, FrontWater, LLC

34 Wall St, Suite 701 · Asheville NC 28801 · 828-338-8528

On Mon, Nov 14, 2016 at 8:46 AM, Stacy Merten <smerten@ashevillenc.gov> wrote:

Blake,

I hope to see you today. It is fine to bring your lunch.

Sent from my iPad

On Nov 11, 2016, at 7:32 PM, Blake Esselstyn <blake@frontwater.com> wrote:

Stacy, thanks for sending this. I'm copying Sealy on my reply.

I'm sorry that I haven't yet connected with Marisol about helping recruit folks for an equity focus group. I was going to reach out to her this weekend -- no joke. I suspect she would have been too busy leading up to the election.

May I ask who'll be at the equity focus group on Monday? I hope to make it -- would it be OK to bring my lunch?

Best,

-Blake

Blake Esselstyn, AICP, GISP · Principal, FrontWater, LLC

34 Wall St, Suite 701 · Asheville NC 28801 · 828-338-8528

On Fri, Nov 11, 2016 at 1:31 PM, Stacy Merten <smerten@ashevillenc.gov> wrote:

Dear Comprehensive Plan Advisory Committee,

- Please see below the schedule for the upcoming Public Workshops. These workshops will all cover the same subject matter and I will have a more detailed agenda and poster for you to share later next week, but wanted you to have the dates as early as possible. There is some overlap on the evening of December 6th, which is intentional in order to accommodate the multiple venues. It would be great if you could participate in one of the workshops!

PUBLIC WORKSHOP SCHEDULE

Area	Location	Address	Date	Public Meet Time
North	North Asheville Library	1030 Merrimon Avenue	Tuesday, December 6th	12:30-2:30
West	West Asheville Public Library	942 Haywood Road	Tuesday, December 6th	4:00-6:00
Central	Dr. Wesley Grant Southside Center	285 Livingston Street	Tuesday, December 6 th	5:00-7:00
South	South Asheville Public Library	260 Overlook Road	Wednesday, December 7th	12:30-2:30
East	St. John's Episcopal Church	290 Old Haw Creek Road	Wednesday, December 7th	4:00-6:00

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Stacy

Stacy Merten, Project Manager and

Director, Historic Resources

City of Asheville

Planning and Urban Design

smerten@ashevillenc.gov

828-259-5836

Stacy Merten

From: Stacy Merten
Sent: Friday, December 09, 2016 5:25 PM
To: 'Blake Esselstyn'
Subject: RE: the requested reminder

Hi Blake,

Yes we had great turnout and some very positive feedback.

January 12, looks like a good date for the additional focus group.

Talk to you soon.

Stacy

Stacy Merten, Project Manager
Director, Historic Resources
City of Asheville
Planning and Urban Design
smerten@ashevillenc.gov
828-259-5836

From: Blake Esselstyn [<mailto:blake@frontwater.com>]
Sent: Friday, December 09, 2016 11:24 AM
To: Stacy Merten
Subject: the requested reminder

Hi Stacy,

You asked me to email you to ask about a potential date for another focus group in January.

Hope the other workshops went well.

Thanks!

Blake Esselstyn, AICP, GISP · Principal, FrontWater, LLC
34 Wall St, Suite 701 · Asheville NC 28801 · 828-338-8528

Stacy Merten

From: Sealy Chipley [sealy@chipleconsulting.com]
Sent: Friday, December 16, 2016 11:37 AM
To: Stacy Merten
Cc: jennifer.pehr@som.com; roger.weber@som.com
Subject: Re: Communication Plan Draft
Attachments: Updated outreach list.xlsx

Hey Stacy! I reviewed the draft. It looks great! I actually have a few additions that need to be added to the plan. I have attached the full list of my outreach here.

I also have a list of individuals/groups that I have contacted. I don't know if it would be helpful to include them or not.

Thanks so much for all of your work on this!

On Wed, Dec 14, 2016 at 3:10 PM, Stacy Merten <smerten@ashevillenc.gov> wrote:

Jennifer and Sealy,

I have attached the Comp Plan communication plan which includes a 1st draft of all the outreach efforts to date. It would be great if Sealy could review and make sure I have documented all of her efforts accurately.

Thank you.

Stacy

Stacy Merten, Project Manager

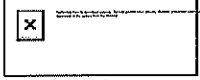
Director, Historic Resources

City of Asheville | Planning & Urban Design

PO Box 7148 | Asheville, NC 28802

ph: [828-259-5836](tel:828-259-5836) | smerten@ashevillenc.gov

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Sealy Chipley
Principal
Chipley Consulting



8 Hope Circle
Asheville, NC 28804
919.606.4369
www.chipleyconsulting.com

	Attended the following meetings and events	Date	Number of participants	Description
1	Haw Creek National Night Out	8/2/2016	35	Set up a booth, talked to folks.
2	Coalition of Asheville Neighborhoods	8/8/2016	30	Many different neighborhoods, including Shiloh. Had a follow up conversation with Shiloh residents. Sent follow up link to president
3	Asheville Vision Group	8/9/2016	5	Attended a meeting, discussed outreach techniques, talked to some churches
4	SCAN Meeting at Givens	8/9/2016	35	Attended a meeting, gave a presentation, also sent out an email to neighborhood list
5	DARN Meeting	8/10/2016	45	Attended a meeting, gave a presentation, also sent out an email to neighborhood list
6	5 Points Meeting		25	Attended meeting, gave a presentation, handed out flyers, sent follow up link to president
7	Latino Steering Committee	8/17/2016	10	Gave a presentation, sent a link to the Spanish survey to 125 residents in Asheville
8	Neighborhood Advisory Committee	8/22/2016	12	Attended meeting, gave a presentation, handed out flyers, sent follow up link to president
9	Clips of Faith	8/26/2016	50	Talked to residents about the Comp Plan Update, provided people with flyers with the link to the survey
10	Grove Park/Sunset Mountain Neighborhood Association	7/26/2016	15	Attended a meeting, also sent out an email to neighborhood list
11	Lenoir Rhyne class	9/1/2016	14	Attended a grad school class, provided an update and
12	Marc Hunt	9/2/2016		Interviewed Marc
13	Goombay event	9/11/2016	35	Passed out flyers with the link to the survey for residents
14	Isaac Dixon event September 10	9/10/2016	50	The consultant team was provided a space to set up a table in the hallway between the outdoor Isaac Dickson Day event and the indoor area where refreshments were being served. Overall engagement was very high, and people were interested. Also, people had the opportunity to describe what they want in 2036 on a white board
15	Jewish Community Center	9/5/2016	Unknown	Dropped off flyers
16	Older adults class AARP	9/15/2016		
17	Library	9/18/2016	Unknown	Dropped off flyers

Contacted:	Date	Form of Communication	Notes
Residents Council	NA		City to contact
Shiloh	NA		City to contact
Green Opportunities		Emailed, left voicemail	No response
Young Professionals of Asheville		Emailed	No response
Area Agency on Aging	7/15/2016	Emailed	Didn't think any of her programs were Asheville Centric
UNCA		Email	Neither of the professors had classes that this Comp Plan Update would fit into well, so they declined
Just Economics			No response
Catholic Charities		Emailed and Called	No response
The Franklin School		Emailed	Sent the survey link
Rural Churches in Asheville		Emailed	Jim Stokely in charge of this
Sasha Mitchell: AA Heritage Heritage		Call	Provided recs for individuals to reach out to
AARP: Rebecca Chaplin			Meetings (2)
Priscilla Njiaye: Southside	8/25/2016	Left a voicemail	No response
Sarah Hart: Steven Lee High School			
Alumni Group	8/25/2016	Left a voicemail	No response
Lael Gray: JCC		Email	Dropped off Survey Flyers
Date My City	9/15/2016	Email	
Sheneika Smith, Date My City, https://www.facebook.com/NewAsheville/			
Joe Greene, Hood Talk, https://www.facebook.com/HoodTalk828/	9/6/2016	Email	Sent the survey link
Kenyon Lake, My Daddy Taught Me That, http://mydaddytaughtmethat.org	9/6/2016	Email	No response
Calvin Allen, http://facebook.com/mrville73	9/6/2016	Email	No response

	<u>Dolores Venable, Asheville Black Lives Matter.</u> https://www.facebook.com/groups/350714075130742/	9/6/2016	Requested 9/6	No response
	<u>Avanfe Free, Bountiful Cities.</u> http://www.bountifulcities.org	9/6/2016	Emailed 9/6	No response
	<u>Tracey Washington, CoThinkk.</u> http://cothinkk.org	Email	Emailed 9/6	Sent the survey link
	<u>Bruno Hinojosa, CIMA.</u> http://cimawnc.org	Email	Emailed 9/6	No response
	<u>Mirian Porras, Nuestro Centro.</u> http://nuestrocentro.weebly.com	Email	Emailed 9/6	No response
	<u>Darcel Eddins, Urban Agriculture Alliance.</u> darcel.eddins@gmail.com			
	<u>Mary Ellen Lough, Food Policy Council.</u> http://www.abfoodpolicy.org			
	<u>Bent Creek Baptist Church</u>		3-Oct	Focus group with the Committee
	<u>Franklin School</u>			
	<u>Claxton Elementary</u>			
	<u>Asheville Middle School</u>			
	<u>Asheville High School</u>			
	<u>Auto Mechanics</u>			Ukrainian folks: did not get to talk to them

