

Dear members of the Historic Resources Commission,

I am submitting my application to serve as a volunteer on the Historic Resources Commission for the city of Asheville and Buncombe County.

I've read through the city's historic preservation plan, and I'm enthusiastic of the initiatives you have in the works. I am personally interested in preserving and protecting Asheville and Buncombe County's historical, cultural, and architectural character. From a young age, I can remember coming to the Asheville area to visit family, attend summer camp at Kanuga, and later as a college student at nearby Furman University, to enjoy downtown, the local hiking, and the Asheville community on the weekends.

For much of my 20s and 30s, I traveled extensively and lived abroad and across the US, But I always retained a fondness for Asheville and the beautiful, dynamic, unique architecture, landscape, and community. I know that these qualities are why so many people have chosen to make the area their home or their beloved place to spend family vacation. For this reason alone, it's imperative that we make wise decisions when working to preserve and protect the city and county's cultural and architectural heritage while also looking to the future.

Currently, I am the co-founder and Executive Director of The Look & The Feel, an award-winning branding and design agency based in Asheville and Atlanta. I have a BA in History with an emphasis in public history, and I also have an MBA with a specialization in Museum Studies and Nonprofit Management. Professionally, I have experience working as the Programs Director at a regional history museum in Northern California; in this role I oversaw special events, collaborations, and community workshops to facilitate engaging programming that invited the community to celebrate the county's rich cultural history.

Additionally, I served as a member of the California Association of Museums's Program Committee, a group of professionals in the museum field that shepherds, strengthens and develops the sessions and workshops presented at the annual California Association of Museums (CAM) conference.

My professional and educational background, in addition to my current expertise in branding and messaging will serve me well in support of the HRC, especially when it comes to helping to build public interest and appreciation in Asheville's cultural significance and unique heritage.

I would be honored to serve in this role to help our amazing city continue to grow and innovate without compromising our region's cultural history.

Thank you for your consideration.

Sincerely,

Shelly Jackson