

Neighborhood Advisory Committee
Dawa Hitch, Communication and Public Engagement Director
The City of Asheville

Dear Council Members,

Please accept this letter and the accompanied resume as my application for consideration as a Board Member to the Neighborhood Advisory Committee for the City of Asheville. As a native and 30+ year resident of Asheville, I have long been gravitated towards experiences supporting, sharing and learning from our unique community. I am excited to continue that journey in hopes of drawing on and adding to my life's experience in and around the City of Asheville.

My wife and I own and operate Asheville Bookkeep LLC out of our home in the historic Walton St. Community bordering the River Arts District, Livingston Community Center, Asheville High and AB Tech. This surprisingly underrepresented nook of 28801 supports an extremely diverse population, providing a variety of needs and voices. We have 2 kids (a 7 year old and 10 month old) and take part in a variety of city-wide events where we can enjoy the arts, music, food and anything we can walk or bike to as a family. My wife, Anna Priest, currently serves as the Chair of the Sustainability Advisory Committee on Energy and Environment for the City of Asheville.

My education is supported by an Associate of Science from AB Tech and an Environmental Science Degree from UNC Asheville. While at UNCA I was awarded the McCullough Fellowship for my work with the Southern Appalachian Highlands Conservancy, researching conservation finance in support of WNC. Later on, I worked in marketing and events management with the Mountain Xpress and Blue Ridge Outdoors Magazine, from our downtown Asheville location. Additionally, through Asheville Bookkeep, we coach and support a number of small businesses and non-profit's within and around Asheville's City limits, allowing us access to unique perspectives from our client's experience with our changing populus and economy.

I grew up in the 80's, 90's and 00's with my parents working in the Buncombe County Courthouse and other offices in the downtown area. In my adult life, I've taken residence in 28802, ...03, ...04, ...05, ...06 and finally (my home) in 28801. I love this City and its eclectic mix of people and would welcome the chance to support and work closer with city administrations. I look forward to the opportunity to interview and further discuss your work as a contributing board. If you have any questions, please feel free to reach out anytime. Thank you for your time in considering my position.

Sincerely,
Karl Knight
40 Walton St.
Asheville, NC 28801

KARL KNIGHT
40 Walton St.
ASHEVILLE, NORTH CAROLINA 28801
(828) 712 8303

TKARLTONKNIGHT@GMAIL.COM

Karl@ashevillebookkeep.com

EDUCATION:

University of North Carolina Asheville

Asheville, NC

Bachelor of Science, Environmental Management and Policy

Fall 2015-Fall 2017

- GPA: 3.8, Dean's List, McCullough Fellowship Recipient, NC DOT Scholar

FELLOWSHIP & INTERNSHIP:

McCullough Fellow

Asheville, NC

UNC Asheville & Southern Appalachian Highlands Conservancy

2016

- Researching the feasibility of Connecting Farms and Food via Point of Sale donations in Western North Carolina; studying consumers' Willingness-to-Pay for conservation efforts.
- Assisting with the maintenance and program needs of the Southern Appalachian Highland Conservancy Community Farm.
- Promoting the preservation of natural areas and farmland through outreach and participation with Southern Appalachian Highlands Conservancy events.

CURRENT EMPLOYMENT:

Owner, Chief Operating Officer, Bookkeeper

Asheville, NC

Asheville Bookkeep LLC

2020 - Present

- Financial Advisor specializing in bookkeeping, reconciliation, financial planning, training and record keeping for small businesses and nonprofits and start-up's. Managing daily, weekly, or monthly financial record keeping with clients CPA's for end-of-year tax filing.
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|---|--------------------------|
| ● General Bookkeeping
(Accounts
Receivable/Payable) | ● Account Reconciliation |
| ● Budget Preparation | ● General Ledgers |
| ● Financial Reporting | ● Payroll, Payroll Tax |
| | ● Sales Tax |
| | ● Employee Training |

PROFESSIONAL EXPERIENCE

General Manager *Mountain Crossings*

Blairsville, GA
2019-20

- Buying and managing the purchasing of all store merchandise and gear for a large retailer on the Appalachian Trail
- Managing the day-to-day operations of a high volume retail space, hostel and residential area.
- Managing all employees for retail, residential and guest services.
- Responsible for all property management responsibilities and working with Georgia DNR to maintain the historical standards
- Serving as liaison and representative for Mountain Crossings to the Appalachian Trail Conservancy, Regional ATC Chapters, Georgia DNR and local area Chambers.

Account Executive *Blue Ridge Outdoors Magazine*

Asheville, NC
2018-19

- Managing and developing a plethora of businesses and nonprofit organizations for advertising sales and event sponsorship.
- The selling and managing of advertising sales and marketing services for business and events throughout the Southeast.
- Promoting and representing the mission of Blue Ridge Outdoors Magazine and Live Outside and Play.

Farm & Property Manager *Saltwater Farm/Seaside Properties*

Winter Harbor, ME
2013

- Managing operation of a 25-acre farm consisting of organic gardens, free range poultry, and heritage breed pigs.
- Providing produce for the Schoodic Peninsula Visitors Center cafe and bakery.
- Managing the landscapes and maintenance of all Seaside Partners properties in the Winter Harbor area.
- Responsible for marketing and sales at the local farmers market and the on-farm farm stand.

Owner/Operations Manager *Braeburn Farm*

Snow Camp, NC
2011-12

- Managing operations of a 500+ acre grass-fed cattle farm.

- Establishing and managing a free-range poultry operation.
- Managing and maintaining all produce from Braeburn gardens.
- Responsible for marketing and sales at two local farmers markets and handling accounts and transactions with local restaurants and businesses.

Environmental Project Manager

Hendersonville, NC

Mountain Trail Outdoor School

2009-11

- Teaching environmental education and leading outdoor adventure throughout Southern Appalachia.
- Leading students to experience positive community and to increase awareness and stewardship of our natural environment through experiential education.
- Overseeing the care of environmental projects such as the maintenance and expansion of the Organic Garden, maintenance of hiking trails, bridges, erosion control and environmental safety of campus grounds.

Operations Manager

Palatine Bridge, NY

Free Bird Farm

2009

- Assisting in the development, marketing and management of CSA shares, market sales and presence at weekly farmers markets.
- Leading a team of harvesters to complete daily chores and operations of the 130-acre produce and poultry farm.

Amenities Grounds Superintendent

Cashiers, NC

Trillium Links and Lake Club

2005-07

- Managing all environmental projects including construction, landscaping and general maintenance of amenities grounds.
- Developing and managing miles of hiking, biking and equestrian trails through Trillium properties.
- Establishing relationships with members and guests to ensure high quality customer service.