




CITY OF WINSTON-SALEM  
OFFICE OF THE MAYOR - ALLEN JOINES  
**CITIZEN APPLICATION FOR ADVISORY  
BOARDS AND COMMISSIONS**

				Date: 2-8-2019	
Last Name: Edwards		First Name: George		Middle Initial: W	
Gender: <input checked="" type="checkbox"/> Male <input type="checkbox"/> Female	Race: caucasian		Birthdate: 01-27-1947		
Email: huzza4hp@gmail.com			Home Phone:		
Daytime Phone:		Cell Phone: 910-232-6648			
Home Address: 1424 Eldorada Road, Winston Salem, NC 27103					
Live in Winston-Salem City Limits? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			Live in Forsyth County? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
Are you a graduate of the City of Winston-Salem University? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No					Year
Current Occupation/Title		Retired non-profit chief administrator			
Employer/Business Name		NA			
Business Address (with zip code):		NA			
Supervisor's Name:		NA			
Education: <input type="checkbox"/> High School <input type="checkbox"/> College <input checked="" type="checkbox"/> Graduate School <input type="checkbox"/> Other:					
Degree and Subject of Study:		BA-History, M. Ed. -Counseling & Higher Ed Admin, MHP- Heritage Preservation, Graduate Certificate-Planning			
School Name/Years Attended:		West Georgia College: 1965-69(undergrad), 1970-71 grad school. Georgia State U: 1984-85 grad school. Hamline U: 1999 grad certificate			
Applying for Board/Commission (enter one):		Community Appearance Commission			
Why are you interested in serving on that Board/Commission?		To contribute to WS. I believe I have the experience to help the city. Attractive communities foster pride, and greater tourism and business investment.			
What Board or Commission are you currently serving?		None			
		Term Expiration Date:			
Are you willing to serve on any other Board/Commission? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No					
If yes, please list:		Creative Corridors, Recreation & Parks, but I am open to service on other boards & commissions if my skills and interests could be an asset			
Are you interested in serving in any other community volunteer activities? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No					
If yes, please list:		I am new to Winston Salem, so I am still learning about my community. I am open to suggestions for service.			
Interests/Skills/Areas of Expertise/ Professional Organizations:		I have 33 years of historic preservation program and administrative experience. I have worked with design review boards, I have facilitated committees overseeing facade improvement projects and landscaping projects. I have worked with local government on community appearance issues such as corridors, signs, urban trees, historic district design review, and business improvement districts. I served for 6 years (2012-18) on the NC National Register Advisory Committee (one year as the chair). I served for 9 years on the Downtown Wilmington Inc. (NC) planning committee.			

<b>List two professional references below:</b>			
1.	Name:	Don Britt	Daytime Phone: 910-762-2697
	Address:	401 South Front Street, Wilmington, NC 28401	
	Relationship:	Board Member and past President for the Historic Wilmington Foundation Board of Trustees	
2.	Name:	Kent Stephens	Daytime Phone: 910-343-1022
	Address:	701 Princess Street, Wilmington, NC 28401	
	Relationship:	Board Member and past President for the Historic Wilmington Foundation Board of Trustees	
<b>AFFIRMATION OF ELIGIBILITY</b>			
Has any formal charge of professional misconduct, criminal misdemeanor, or felony ever been filed against you in any jurisdiction? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
If yes, explain.			
Is there any possible conflict of interest or other matter that would create problems or prevent you from fairly and impartially discharging your duties as an appointee to a Board/Commission? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
If yes, explain.			
I understand this application is public record, and I certify the facts contained in this application are true and correct to the best of my knowledge. I authorize and consent to background checks and to the investigation and verification of all statements contained herein. I further authorize all information concerning my qualifications to be investigated and release all parties from all liability for any damages that may result from this investigation. I understand and agree any misstatement or conduct will be cause for my removal from any board or commission.			
Signature of Applicant: (Please print and sign.)			Date: 2/8/2019

**PLEASE ATTACH RESUME**

**RETURN COMPLETED FORM TO:**

Mayor's Office, P.O. Box 2511, Winston-Salem, NC 27102

Website: <http://www.CityofWS.org/Government/PublicMeetings>

Email: [MayorsOffice@CityofWS.org](mailto:MayorsOffice@CityofWS.org) Fax: 336-748-3241 Telephone: 336-727-2058

*Note: Applications will be kept on file for two years from the date of application.*

**GEORGE W. EDWARDS**

1424 Eldorada Road, Winston Salem, North Carolina 27103, Cell-(910)-338-6443

Email: huzza4hp@gmail.com

**CAREER OBJECTIVE:** A challenging position that uses my skills and experience to contribute to the workplace, and community

**EDUCATION:**

**Certificate in Contemporary Planning** - Hamline University, St. Paul, MN.

**M.H.P.** – Master of Heritage Preservation- Georgia State University, Atlanta, GA.

**M.Ed.** – Master of Education-Counseling & Higher Ed Administration, West Georgia College, Carrollton, GA.

**A.B.** – Bachelor of Arts-History, West Georgia College, Carrollton, GA.

**SUMMARY OF EXPERIENCE:**

Executive Director, Historic Wilmington Foundation (HWF), Wilmington, North Carolina, 2004-2017-retired 12/17

Director, Business Assistance & Tourism, Town of Ashland, Ashland, Virginia, 2003-2004

Executive Director, Preservation Alliance of Virginia (PAV), Richmond, Virginia, 2000-2002

Executive Director, Preservation Alliance of Minnesota (PAM), Minneapolis, Minnesota, 1998-2000

Executive Director, Atlanta Preservation Center (APC), Atlanta, Georgia, 1992 - 1998

Retail and Commercial Development Specialist, City of Staunton, Virginia, 1989 - 1992

Manager, Eau Claire Main Street, Eau Claire, Wisconsin, 1988 - 1989

Manager, Hot Springs Main Street, Hot Springs, Arkansas, 1986 -1988

Graduate Research Assistant, Georgia State University, Atlanta, Georgia, 1984-1986

Sales Representative, Harcourt Brace Jovanovich Publishers, Atlanta, Georgia, 1982-1984

Management positions in college student affairs programs, 1971-1982

**SUMMARY OF ACCOMPLISHMENTS:****Management & Administration**

Initiated the new executive director position with five organizations: a statewide preservation coalition, two new Main Street programs, and two downtown economic development positions in local government. Coordinated membership services and membership campaigns, and increased membership at all organizations, from 20% at HWF to 200% with PAM. Administered three preservation facade easement programs, the largest holding 96 easements in Wilmington. Administered a heritage education program for elementary students at APC, and collaborated with a local school system to create downtown learning units with Main Street. Developed and administered non-profits' budgets up to \$250,000, and created team-oriented efforts to raise money. Provided oversight for a \$1,100,000 endowment. Facilitated the renewal and management of \$250,000 revolving fund for Historic Wilmington. Managed a unique historic building plaque program with almost 600 plaques at HWF. Developed and managed a town department budget of \$281,000, including \$105,000 for tourism advertising. Directed town and county tourism program through a Virginia certified visitor center. Coordinated PAV's most successful legislative reception (2002). Directed and implemented the statewide preservation conference for two years with PAV. Responsible for all aspects of the conference, including sponsorships, programming, registration, receptions, promotion, and logistics. The conference was self-supporting and generated a profit. In 2002, the 17th annual Virginia conference set a then all-time attendance record with 325 people participating. Provided design assistance to downtown merchants and coordinated storefront design efforts for Main Street programs. Introduced and administered a Virginia Enterprise Zone, provided orientation and application assistance, and recruited 12 business start-ups and expansions. Managed service delivery (banners, street cleaning, and special lighting) and promotions for 2 downtown municipal service business districts (MSD's). Developed and submitted two successful community Main Street applications.

**Resource Development**

Developed, wrote, and presented corporate and foundation requests for funding with six nonprofits. Expanded corporate fundraising campaigns, raising up to \$42,000 annually with Historic Wilmington. Implemented significant corporate underwriting programs in partnership with board committees. Researched foundations and increased

support by 20% at the APC, and doubled the number of donors with PAM. Wrote and secured local and state government grants. Facilitated board members' fundraising efforts. Utilized special events, conferences, and receptions as fundraisers (registration and underwriting) and visibility builders. Worked with the board and home owners to turn Historic Wilmington's annual home tour into a major fundraiser, more than tripling net income from \$15,000 to \$52,000. Created a new special fundraiser (*IG50-I Give an extra \$50 A Year*) to raise money just for grants and special projects in Wilmington.

### Program Development

Organized and facilitated strategic planning/visioning for local and statewide nonprofits. Facilitated the creation of a heritage and historic preservation guided walking tour for 2400 third graders annually (now in tenth year) with New Hanover County Schools (Wilmington). Supervised and expanded volunteer-staffed year-round guided walking architectural tour program with the APC and implemented new guided walking tour program with HWF. Created and introduced an historic building redevelopment and rehabilitation workshop and initiative, *Buildings Worth Saving (BWS)*, with three separate preservation organizations. Obtained BWS workshop accreditation by the American Institute of Architects and realtor endorsements for continuing education. Coordinated and redefined two statewide and one local annual most endangered historic places programs, including a traveling educational exhibit for PAM and HWF with extensive statewide and local media campaigns. Employed a rejuvenated revolving fund at HWF to underwrite loans for historic buildings, purchased and restored an historic cottage for affordable housing, provide critical rehab and repair funds for the Wilmington Children's Museum, and purchase two threatened commercial buildings for resale. At HWF restarted *Repair Affair*, a hands-on home rehab and fix-up program, in coordination with a local affordable housing assistance organization; rehabbed four houses. Reinstated an architectural salvage operation with HWF. Secured city grant funding for first three years. Present workshops at salvage operation on repurposing materials. Used extensive social media to promote the operation and grossed more than \$25,000 in first full year of operation and \$82,000 in year three. Created and implemented business recruitment efforts for two Main Street programs and two town governments resulting in more than 25 new business starts, and numerous expansions. Produced market analysis and commercial space inventories for downtown. Developed marketing packages for downtown programs. Planned and executed downtown promotions programs, and started two downtown farmers' markets. Facilitated the creation of two \$500,000 commercial reinvestment downtown loan programs. Managed two façade and landscape grant programs. Oversaw more than 35 storefront and landscape improvement projects in four downtowns. Invited to consult with three downtown organizations on the creation of redevelopment programs.

### Communication

Facilitated website design and email list serves for government and nonprofits. Utilized social media (Facebook, Constant Contact, Pinterest and Twitter) to reach new audiences and expand promotion of programs. Collaborated with convention and visitors' bureau to submit a successful 2008 application to the National Trust's ***Dozen Distinctive Designations*** program for Wilmington, and wrote blog posts on heritage tourism. Designed and produced promotion and marketing pieces for downtown redevelopment programs and preservation organizations. Frequent public speaker on historic preservation and downtown redevelopment, as well as guest on local television and radio programs. Coordinated and developed media contacts and news releases for preservation programs and tourism initiatives. Organized and conducted local and state government lobbying and advocacy initiatives utilizing volunteers and board members. Edited and published statewide and local preservation newsletters. Developed new tourism promotional brochures, and new local and regional tourism advertising campaigns for local government. Coordinated tourism promotion with 200 businesses in Ashland-Hanover County.

### Personal Development and Leadership

Facilitated board development committee's trustee selection and training. Developed comprehensive training programs/workshops for professionals and volunteers on topics ranging from building rehabilitation to customer service, and from preservation advocacy to fundraising. Facilitated the establishment of downtown business associations. Facilitator/presenter for three chamber of commerce leadership programs. Taught undergraduate personal growth and development course, and guest lecturer for university graduate and undergraduate history and historic preservation courses. With major partners (state historic preservation office & National Trust), implemented

statewide fundraising and capacity building workshops for non-profits in Virginia. Attended numerous National Main Street Town Meetings and National Trust national preservation conferences. Participant in state and regional National Trust and Main Street training programs. Active in Wisconsin and Virginia Downtown Development Associations. Graduate of the National Trust for Historic *Preservation Leadership Training* (PLT) program (1998). Completed the Virginia Real Estate course. Graduate of the first Midtown Alliance Leadership Program (Atlanta, GA).

#### **Sales and Marketing**

Sold college textbook list of over 400 titles to individual faculty and faculty committees. Solicited textbook authors and reviewers. Responsible for 57 accounts in five states. Top 25% in sales in the nation in the first year.

#### **Staff Development & Supervision**

Supervised professional staff of up to four and coordinated volunteer groups up to 175. Developed job descriptions, conducted employment interviews, and implemented performance reviews for staff. Created and supervised a successful, and often new, internship program everywhere I have worked.

#### **Community Participation and Recognition:**

Board of Directors (two terms) and Planning Committee for Wilmington Downtown Inc.; Brooklyn Arts Center Board of Directors; African American Heritage Foundation Building Committee (two years); Old Baldy Foundation Board of Trustees (NC's oldest lighthouse); Nominee for Nonprofit Public Servant of 2010 by the University of North Carolina Wilmington and the Southeast North Carolina Chapter of the American Society for Public Administration; Wilmington YMCA annual community fund drive volunteer (three years); member Wisconsin, Virginia and North Carolina Downtown Development Association, Member Sigma Pi Kappa International Preservation Honorary Society. Received the first Wilmington Downtown Inc., *Benjamin Halterman Leadership Award* in 2013; Received the first annual *George W. Edwards Award* for dedication and service to the Foundation from Historic Wilmington Foundation in 2018, North Carolina National Register Advisory Committee (2012-2018), chairperson 2017-18.