

City of Franklin
9229 West Loomis Road
Franklin, Wisconsin 53132

VOLUNTEER FACT SHEET

Thank-you for your interest in serving on a City board, commission, or committee. In order that consistent information be provided to the Common Council, you are asked to complete the following:

Personal:

Name _____
Address _____
Phone Number _____
E-Mail _____
Length of time a Franklin resident _____
Alderman or District Number _____

Area of Interest: Please check the line next to the board, commission or committee or area of greatest interest. If listing more than one, please prioritize your top three choices (3 being least priority).

- | | |
|---|--|
| <input type="checkbox"/> Architectural Board | <input type="checkbox"/> Civic Celebrations |
| <input type="checkbox"/> Community Development Authority | <input type="checkbox"/> Economic Development Commission |
| <input type="checkbox"/> Environmental Commission | <input type="checkbox"/> Ethics Board |
| <input type="checkbox"/> Fair Commission | <input type="checkbox"/> Finance Committee |
| <input type="checkbox"/> Fire and Police Commission | <input type="checkbox"/> Board of Health |
| <input type="checkbox"/> Library Board | <input type="checkbox"/> Parks Commission |
| <input type="checkbox"/> Personnel Committee | <input type="checkbox"/> Plan Commission |
| <input type="checkbox"/> Board of Public Works | <input type="checkbox"/> Board of Review |
| <input type="checkbox"/> Technology Commission | <input type="checkbox"/> Board of Water Commissioners |
| <input type="checkbox"/> Board of Zoning and Building Appeals | <input type="checkbox"/> Facility Needs Committee |
| <input type="checkbox"/> Impact Fee Task Force | <input type="checkbox"/> Waste Facilities Monitoring Committee |

Why are you interested in joining this (these) particular Board and/or Commission?

VOLUNTEER OR WORK EXPERIENCE

Begin with your most recent employment and continue with all past 10 years of employment. Please attach additional paper or include resume, if available.

Company Name:	Address:	Telephone:
Date started:	Starting Position:	
Date left:	Position upon leaving:	
<u>Description of duties:</u>		

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Date started:	Starting Position:	
Date left:	Position upon leaving:	
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Company Name:	Address:	Telephone:
Date started:	Starting Position:	
Date left:	Position upon leaving:	
<u>Description of duties:</u>		

ADDITIONAL EXPERIENCE OR QUALIFICATIONS: List any other experience, skills, or other qualifications, including hobbies, which you believe should be considered in evaluating your qualifications for volunteering.

Signature _____

Date: _____

Applications are kept on file for 2 years.

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There's no question that we're entering crucial period wherein Franklin's planning philosophy and practices will be severely tested by a swarm of local and national factors. To remain vital, Franklin will have to weigh wildly divergent issues—everything from rising fuel costs and property taxes to “eyes on the street” and community-building aesthetics—in decisions made with regard to its built environment and growth plan.

Through my blog, I have introduced new language and concepts into Franklin's public planning, development and political conversation. For the past year and a half, I've made a careful (and still ongoing) study of the issues and myriad factors involved in managing and growing a suburb like Franklin. I've created and maintain a blog entitled SPRAWLED OUT through which I've carefully tracked and discussed growth issues as well as individual developments here in Franklin. In the course of my immersion into the world of city planning, I've amassed (and digested) a prodigious library of books, articles and papers covering the many issues facing cities, developers and planners; whether or not I am appointed to a city commission, I will remain very well-informed about the development issues facing Franklin, and I will work for greater transparency in the development process. It's become clear to me, however, that an effective plan commission needs the input and active “inside” participation of someone with my breadth of knowledge in—and enthusiasm for—the many disciplines impacting city development.

In addition to tax-base considerations, we must remember that our public buildings and spaces are a reflection of who we are as a community and as a people. That is not simply an aesthetic viewpoint. My observations have led me to believe that Franklin is danger of being passed over by significant—and revenue-enhancing—development opportunities as long as it presents itself in the frayed and disjointed manner that too often characterizes our development process. Frequently, our process encourages lowest common denominator projects as a result—not a good reflection on Franklin as a community, and not a magnet to further revenue-enhancing (and community enhancing) development. I would make it a priority to re-assess the entire development oversight process from start to finish.

My professional expertise is in synthesizing myriad concepts and difficult-to-grasp ideas into compelling, easily comprehended narratives. One of the keys to attracting and accommodating forward-thinking, revenue-enhancing development is the ability to communicate effectively and clearly to all parties. Developers know what to expect; the public knows what's in store and the costs and benefits they can expect. Simply put: You can expect more from developers when your growth agenda is clearly delineated and well stated.

This skill set came to bear in 2002 when, as part of a comprehensive program designed to energize the Racine-Kenosha area, I was hired by the Racine County Economic Development Corporation to create “user friendly” materials and communication touchpoints derived from the Racine County Strategic Economic Development Plan. Toward that end, I condensed the Racine County Economic Plan into a comprehensible format for use in the annual report, stand-alone printed materials, and RCEDC website.

Most significantly, I conceived the “SimRacine” concept and activity, which used the popular SimCity game to drive home concepts of city planning and inter-disciplinary cooperation with participating community leaders. The program also created greater media comprehension of complicated development issues, and therefore positive media impressions resulted for the efforts of the RCEDC. “SimRacine” was popular and effective enough that the Johnson family (SC Johnson is a significant contributor to all Racine-Kenosha development efforts) asked for a private session.

On the strength of my work for RCEDC, I was also hired as a consultant in a program development capacity for the Sustainable Racine organization, for which I wrote a promotional film and copy for various brochures and press releases.

I am an enthusiastic follower and early-adopter in the constantly-evolving field of technology-assisted communication and visioning, which we will need to deploy in the areas of nuts and bolts planning and communication of those plans and growth models to the general public. In order to deftly balance sustainability factors and growth—therefore encouraging Franklin's financial well-being—we'll need to educate the public and developers in the most effective and transparent manner possible.