

**PRE-MEETING AGENDA
MOUNTAIN BROOK CITY COUNCIL**

**CITY HALL COUNCIL CHAMBER (A108)
56 CHURCH STREET
MOUNTAIN BROOK, AL 35213**

JANUARY 23, 2023, 6:15 P.M.

As a matter of convenience, members of the public are invited to listen, observe and participate in public meetings by Internet video conference. Presenters and others interested in a particular matter for discussion are encouraged to attend the meeting in-person. The City is not responsible for technical issues that may occur that interfere with the virtual meeting. The City Council, at its sole discretion, may proceed with its in-person business meeting regardless of whether virtual attendees can hear and/or observe the proceedings. The City intends to make the meeting available by way of the Zoom app (re: Meeting ID 801-559-1126, password 01232023)

1. Two Villages Design Review Committee reappointments-Tyler Slaten (See attached information. This item may be added to the formal agenda.)
2. Executive Session

CITY OF MOUNTAIN BROOK



Tyler Slaten
Senior Planner
56 Church Street
Mountain Brook, Alabama 35213
Telephone: 205.802-3811
Fax: 205.879.6913
slatent@mtnbrook.org
www.mtnbrook.org

DATE: January 23, 2023

TO: Mayor, City Council & City Manager

FROM: Tyler Slaten, City Planner

RE: Village Design Review Committee Term Appointments

David Blackmon and Stutts Everette's VDR terms each expire on February 1, 2023; Mr. Blackmon and Mr. Everette have expressed a wish to continue to serve on VDR, and the members of VDR have unanimously recommended that they both be reappointed for another 3 year term.

City of Mountain Brook Public Service Application

Date: 7/13/22 Name CleoKathryn Gorman
 Phone Number: (205) 317 - 3996 Email: cgorman@trojb.design
 Address: 3613 Mountain Lane Mountain Brook, AL 35213
Street City State Zip Code

How long have you been a resident of Mountain Brook? 26 years

Which Board/Commission/Committee are you applying for? (check only one)

Planning Commission	Board of Zoning Adjustments	Board of Landscape Design
Village Design and Review <input checked="" type="checkbox"/>	Board of Education	Parks and Recreation Board
Editorial Board	Finance Committee	Emmet O'Neal Library Board

Previous Board Appointments

Please list any current or previous board appointments you have held for the City of Mountain Brook.

Name of Board	Dates Served
NA	

Community Activities

Please list any current or past experience you have with civic, fraternal, volunteer, non-profit organizations in which you are or have been active.

Name of organization	Dates Served	Title, Specific Projects, or Other Info.
Canterbury United Methodist	2000-present	Various – Church Council, VBS, etc.
Junior League of Birmingham	1996 - present	Chair, Corporate Sponsorships
Operation New Birmingham	1998 - 2004	Various community activities

Appointment Interest

Please provide a brief statement describing your interest in serving on the selected board.

My interest in the Village Design Review Committee is related to my professional role as partner in a regional architectural firm. While my firm's niche is healthcare design, our strategies for our clients are more comprehensive, promoting full scale community planning for best outcomes in development. The details matter. The experience of a place can be made special or rather can become negative based on choices made (or left to chance) early in planning and construction. Exterior signage, color palettes, and maintenance are a few examples of those choices.

What specific objectives would you work towards as a member of the selected board?

The environments of the villages in Mountain Brook have undergone change over the last few years, most of which has been positive. Change continues in the completion of the project in Mountain Brook Village and with the school construction, now well underway. As a member of the Villages Design Review Committee, I would work to continue the progress made while maintaining the small town charm enjoyed by residents and visitors alike.

Summarize your qualifications that you believe would benefit the selected board. Include education, experience, licenses, etc. You may attach a resume also.

I am qualified to serve on this board, due to my thirty years of experience representing design firms, now serving as a partner for the past six years. I have worked with clients, partner consultants, and contractors to achieve best outcomes in projects, the details of which have included budget, schedule, codes, and design strategies. I am a respectful people person who cares about community. My two daughters have grown up in Mountain Brook and we continue to have pride in this place!

Certification

By initialing here (CKG), I certify the following:

I am a resident of Mountain Brook

I understand the commitment requirements for the board for which I am applying.

I understand that I will be serving without compensation.

I will report to the city if a conflict of interest arises or something changes that would affect my membership on the Board.

I will keep an open mind and consider all sides of issues presented to the board.

I understand that this application and appointment will become public record.

Cleo Kathryn Gorman		7/13/22
Printed Name of Applicant	Signature	Date

Note: If additional space is needed to complete the application, you may either write on the back of one of the pages or add additional pages. You may also attach any valid documentation you feel necessary to give us a better understanding of your qualifications. This includes a resume, copy of licenses or degrees, etc.
Submit the application to: www.mtnbrook.org or Sam Gaston, City Manager at gastons@mtnbrook.org

Applications will be kept for three years from the date listed on the front page. You will need to re-apply periodically if you are still interested in serving on any of the boards. If your contact information changes within the three years, please submit a new application.

Cleo Kathryn Gorman

3613 Mountain Lane, Birmingham, AL 35213
cgorman@trojb.design (e) | 205-317-3996 (c)

EDUCATION

Winthrop University, Rock Hill, South Carolina | Bachelor of Arts, 1984
Presidential Hostess, Sigma Sigma Sigma sorority vice president 1983, Young Alumnus of the Year 1988

PROFESSIONAL/CIVIC ACTIVITY

American College of Healthcare Executives (ACHE) | since 2004, past president Alabama Chapter Society for Commercial Real Estate Women (CREW) | since 2019
Marketing Professional Services (SMPS) | twice past president Alabama Chapter Associated Builders & Contractors (ABC) | task force to choose new ad firm
Operation New Birmingham, hosted regional planning conference committee mtgs
UAB Healthcare Symposium | conference committee
Canterbury United Methodist Church | church council
Junior League of Birmingham | sustainer

EXPERIENCE

TRO Jung | Brannen, Birmingham, AL | August 1996 – Present | Partner/Dir. of Marketing & Business Development

Accomplishments include:

- Securing more than \$600M in healthcare construction, yielding more than \$6M in professional design fees
- Promoting southeastern growth strategy with new commissions in four states
- Diversifying and broadening firm's relationship base with healthcare clients, consultants, and contractors
- Leading the new leadership team through website and social media communications development
- Contributing to corporate rebranding exercise upon two-firms merger
- Strengthening internal communication with corporate representatives
- Raising the quality level of portfolio photography
- Conceiving and producing the firm's first ever video client testimonials and three subsequent marketing videos
- Publishing articles in Birmingham Business Journal, Portico, and Medical Construction & Design magazines

Responsibilities include:

- Marketing and business development across seven states region
- Marketing and business development for Tampa office
- Developing regional annual marketing budget and broad business development strategy
- Generating leads in appropriate target markets
- Networking with prospects, clients, contractors, engineers, strategic design partners, and others
- Representing the firm in trade shows, industry events, special presentations, and occasional public speaking
- Managing prospect, client, and project database
- Developing internal and external team building, proposal production, and presentation strategies
- Managing team-produced targeted quals packages, proposals, and presentations
- Producing design awards submissions
- Managing project photography
- Managing firm messaging across many platforms, including print, web, and social media
- Working with local and state news media for public relations
- Use of InDesign, Photoshop, Microsoft Office, Excel, Outlook, Adobe, PowerPoint, and Deltek software
- Past experience with Chamber of Commerce leadership and Economic Development activities