



NOTIFICATION FOR SERVICE FOR THE  
TOWN OF HUNTERSVILLE  
PLANNING BOARD

Please type or print in black ink

NAME: Lauren Temple Ruff

HOME PHONE: N/A

HOME ADDRESS: 16866 Bridgeton Lane, Huntersville NC 28078 CELL PHONE: 504-451-3397

DO YOU RESIDE IN THE TOWN LIMITS OR ETJ?: within the town limits

PRESENT OCCUPATION: advertising account manager WORK PHONE: 704-332-2299

PLACE OF EMPLOYMENT: Birdsong Gregory (715 N. Church St., #101, Charlotte NC, 28202)

EMAIL ADDRESS: l.templeruff@gmail.com

APPROXIMATE HOURS AVAILABLE PER MONTH FOR SERVING ON ADVISORY BOARD: 20-25

NAME OF ANY TOWN OR COUNTY BOARDS/COMMITTEES/COMMISSIONS YOU ARE PRESENTLY SERVING ON: N/A

EDUCATION: 2007: M.S. Communication Strategy from Virginia Commonwealth University - Brandcenter;  
2004: B.A. Classics from The College of William and Mary

BUSINESS AND CIVIC EXPERIENCE: As both a private employee and professor, I have extensive strategic advertising, media, and publishing experience. I most recently taught marketing at Tulane University. While in Louisiana, I also served as online editor of Edible New Orleans, as well as a board member/chair with both TREE (Teaching Responsible Earth Education) and the American Advertising Federation (NOLA).

AREAS OF EXPERTISE AND INTERESTS/SKILLS: communications strategy and design; marketing; organizational leadership; public speaking; writing and editing; event planning; board leadership (with formal training in parliamentary process, fiduciary duty, etc.)

I, the undersigned, acknowledge that this application and questionnaire will remain active for a two (2) year period, unless withdrawn by me, the applicant, and if appointed, the Town Board may remove members who do not meet attendance requirements pursuant to the Rules of Procedure<sup>1</sup>.

L. Temple Ruff  
(Signature of Applicant)

7-7-17

(Date)

<sup>1</sup> Must attend seventy-five percent (75%) of the Regular meetings in a twelve (12) consecutive month period, or miss three (3) consecutive regular meetings





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**Please see addendum scan (included as page 1 of PDF)**  
(Signature of Applicant)

\_\_\_\_\_  
(Date)

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## QUESTIONNAIRE

To assist the Board of Commissioners in making appointments to the Planning Board, please respond briefly to the following questions. There is no right or wrong answer. Your responses will provide a framework for discussion with the Mayor and Commissioners.

**Overview:** The Planning Board consists of nine (9) total members of whom at least seven (7) members shall reside within the corporate limits, appointed by the Town Board, and in no instance be less than one (1) ETJ member appointed by the Board of County Commissioners. The Planning Board acts as an advisory body to the Board of Commissioners on all matters related to the growth and development of Huntersville. The Planning Board considers the facts relative to rezoning applications, new subdivisions and site plans, and ordinance amendments, among other issues. The Board formulates a recommendation on each matter, which in turn goes to the Commissioners for final action.

1. Please describe the areas of community service in which you have participated, in Huntersville or elsewhere.:  
**The majority of my recent community service participation has been completed in conjunction with the Junior League (both Charlotte and New Orleans chapters). My efforts have ranged from sorting retail donations and home repair to planning fundraiser events and providing pro-bono design/marketing services. I have also volunteered extensively with the The Edible Schoolyard Project and other community-based organizations (especially those dealing with child or animal welfare).**

2. Briefly describe your vision for Huntersville in the next 10 to 15 years. What factors during that time will shape the growth of our community?:

**Huntersville will continue to grow - attracting residents from within CharMeck, as well as external transplants. A healthy balance of commercial and residential areas, both suburban and rural, should be sought. Likewise, culturally-pertinent local and region-based businesses should also be encouraged. We must maintain Huntersville as an attractive and affordable place to live (for all segments of our population).**

3. What obstacles do you see to achieving this vision?:

**In the midst of fast-paced growth (both residential and commercial), there may be a push to fully saturate the Huntersville market. It will be important to encourage expansion (recognizing urgent opportunities) without overwhelming or losing the area's unique "green" quality. We have to respectfully ensure that recreational, "shared" spaces are not only maintained, but open and accessible to the public at large.**

4. What special opportunities could be used to achieve your vision?:

**Huntersville has the opportunity to reinvigorate its downtown through not only the revitalization of existing properties and businesses, but also the introduction of fresh, yet compatible, additions. The area has a noted success in establishing mixed-use developments that appeal to a range of residents and visitors. Continuing this emphasis of "indoor/outdoor" balance and accessibility will be an advantage in attracting a diverse and synergistic population.**

5. With rapid development occurring in Huntersville and the surrounding area, the character and growth patterns of our community are changing rapidly. Please discuss briefly any problems that you perceive, anything that you would like to change, and/or anything you find particularly appropriate to Huntersville.:

**Transportation and infrastructure are consistent challenges to be considered. It will be important to avoid Huntersville becoming a thoroughfare (or worse yet, parking lot) between the cities of Charlotte and Mooresville. This can be avoided by encouraging smart growth (maintaining a healthy balance of developed and open space) that prioritizes quality and local investment (not just "big boxes"). Within Huntersville, we need to maintain a unifying identity and enthusiasm for our town that both allows for and benefits from growth.**



Other comments:

**Thank you for taking the time to consider my interest in this role. I am excited as to the opportunity, and look forward to the possibility of working together. If any additional information will be helpful, please let me know.**

The Town of Huntersville Board of Commissioners sincerely appreciates the interest of all citizens in the Town's advisory committees and urges the public to nominate qualified persons for membership. Nominations may be sent to:

Town of Huntersville  
Attn: Michelle Haines  
Post Office Box 664  
Huntersville, NC 28070

For more information on the responsibilities of various advisory bodies, applicants may contact the Planning Department at (704) 875-7000.

**Thank you for completing the application and questionnaire.  
Please return to the Huntersville Planning Department**