

## Alcoholic Beverage Control Board

### Eligible for Reappointment

Name	District	Gender	Ethnicity
Drayton, Monifa	2	Female	African American

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**Statement to Applicants**

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**Profile****Which Boards would you like to apply for?**

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Charlotte-Mecklenburg Community Relations Committee: Appointed

Monifa

First Name

Drayton

Last Name

**What other names have you used? (includes, legal names, aliases, maiden names or professional monikers) NOTE: If none, please note N/A**

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N/A

monifa\_drayton@live.com

Email Address

2235 Statesville Avenue

Home Address

Charlotte

City

NC

State

28206

Postal Code

**What Mecklenburg County District do you live in? Please verify below. \***

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☒ 2**How long have you been a resident of Mecklenburg County? Please include months, or years.**

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22 years

**My age range is (please select one): \***

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☒ 30 to 45**Ethnicity \***

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☒ African American**Gender \***

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☒ Female

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**Interests & Experiences****Education**

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Masters Degree- Public Administration

## Business and civic experience

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Since 2000, I have been a very active member of the community serving on several boards and steering committees which include the Charlotte Chamber of Commerce (10 years in different capacities), United Way of Greater Charlotte, Greater Charlotte HealthCare Executives Group and Meck ABC. In my involvement I have received numerous awards which include Community Leader of the Year, Outstanding Emerging Business Leader of the Year, and the "Fire Starter" award and others.

## Area of expertise and interests/skills

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Strategic planning and implementation, leading through difficult occurrences, policy and bylaws, ethics, branding, promotion, and financial oversight.

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## Additional Information

**If you are or have ever served on a Mecklenburg County board/commission, please answer yes or no. If yes, please disclose the Board and term-end date.**

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Mecklenburg County Alcoholic Beverage Control Board (current)

## Why are you interested in serving on the board(s) to which you are applying?

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I have served as an engaged member on the Community Relations Council for 2 1/2 years. However as a former healthcare employee in 2021 I was in extensive, daily and ongoing COVID-related meetings and duties which conflicted with scheduled meetings for the CRC, resulting in missing 4 body meetings. On the contrary, I attended every subcommittee meeting and was engaged including leading a segment on diversity and inclusion during the retreat at no cost to the CRC. Therefore, at the recommendation of our current chair (who's doing a great job!) I was asked to submit an application through the county as I was initially appointed by the City (Victoria Watlington). Overall, our attendance policy was changed a few years ago which excludes any reason for absence including a pandemic, maternity, etc which I have made the recommendation to revisit.

**Have you attended a meeting of the advisory board(s) to which you are applying?**

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☒ Yes ☐ No

## Hours Per Month Available for Position

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10

## How did you learn of the vacancy? \*

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☒ Other

**If you answered other - Where did you learn of this vacancy?**

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Current member of the CRC

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## Disclosure

**Are you a Mecklenburg County resident?**

☒ Yes ☐ No

**Are you a current Mecklenburg County employee? (Mecklenburg County employees are prohibited from serving on any board where appointments are made by the Board of Commissioners. If you are a current, county employee who is to serve in an ex-officio and/or non-voting capacity on any board when required by law, please email [clerk@mecknc.gov](mailto:clerk@mecknc.gov) before submitting an application.)**

☐ Yes ☒ No

**Are you a current vendor with Mecklenburg County?**

☐ Yes ☒ No

**• Do you have any personal or business interest that could create a conflict (either real or perceived) if appointed? If yes, please explain the conflict.**

☐ Yes ☒ No

## Disclaimer

I, hereby, authorize Mecklenburg County to verify all information included in this application. I certify that I have read the appointment policy and that the information contained in this application is true according to the best of my knowledge and belief. I certify that I am providing my legal name and address in which I reside. I understand that inaccurate or untrue information will be cause for removal from any appointed advisory board. By submitting this application, I agree to adhere to all County policies pertaining to advisory boards, including attendance. I understand if I do not achieve 65% annual attendance, I will be automatically removed from the board or commission to which I am appointed. I understand that this application is subject to the N.C. Public Records Law (NCGS § 132-1) and may be released upon request.

☒ I Agree

**Signature of Applicant (Sign Your Legal Name):**

Monifa Drayton

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## Board Specific Questions

# Monifa D. Drayton, MPA

[Monifa\\_Drayton@live.com](mailto:Monifa_Drayton@live.com)

(704) 957-3938

## KEY STRENGTHS

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Expert cross-functional leadership experience in strategic planning, program planning and execution, health equity education, policy, quality and regulatory compliance. Proven track record of successfully achieving facility and program outcomes, spearheading aggressive change management goals, restructuring to streamline processes for efficiency, and overall relationship management of teams and key stakeholders. Excellent presenter, public speaker and communicator which yields strong results.

- Strategic Planning
- Change Management
- Diversity, Equity and Inclusion Planning
- Certified Executive Coach
- Community Engagement and Collaboration
- Program Development
- Board Governance
- Regulatory Compliance
- Data Analytics
- Policy Development
- Resource Management
- Innovation
- Team Builder
- Staff Retention

## PROFESSIONAL AWARDS & COMMUNITY INVOLVEMENT

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- Board of Directors, Mecklenburg Alcoholic Beverage Control Commission, 2018-present
  - Charlotte Community Relations Advisory Council 2019-present
  - 2020 Atrium Health Excellence in Diversity and Equity Award
  - Atrium Women's Executive Leadership, Chair 2017-2022.
  - Founding member for Power of Women, Charlotte Chamber of Commerce 2013-present
  - 2019 Atrium Health Pinnacle Award Finalist
  - 2018 Diversity MBA Top 100 Emerging Executive Leaders Award
  - 2017 Atrium Pinnacle Leader Award Finalist
  - 2016 Community Leader of the Year Award, Nations Ford Community Church
  - 2015 Atrium Fire Starter for Excellence in Leadership
  - 2014 Finalist for the Young Professional Business Leader of the Year by the Charlotte Chamber of Commerce
  - 2014 Outstanding Emerging Business Leader of the Year Award

## PROFESSIONAL EXPERIENCE

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### L.E.A.D.<sup>2</sup> LEADERSHIP COACHING & CONSULTING

November 2015- Present

#### President/Principal Consultant

Works collaboratively with industry leaders to assess, design and implement change management solutions in the areas of leadership development, diversity, equity and teammate engagement to help drive the goals of the client. Additionally, provides customized executive coaching sessions for both individual and group to ensure that leaders receive the support and needed direction to reach their maximum potential. Lastly, provides ongoing support to a teammate who will serve as the marshal for executed change.

#### Key achievements include:

- Commissioned for five consecutive years to serve as the content developer and facilitator for the Charlotte Chamber of Commerce annual Emerging Business Leaders (EBL) leadership development program with receiving top tier participant feedback.
- Expanded client base nationally by 29% driven through word-of-mouth marketing, program design and achieving focused results.

**Assistant Vice President, Quality Division**

**March 2014- April 2022**

Promotional opportunity in which I was selected to lead an organizational transformation initiative within the credentialing and onboarding process to ensure that the hospital met regulatory standards, improved technology usage, compliance requirements and standardization across the enterprise.

**Key achievements include:**

- To enhance the onboarding provider experience and improve efficiency, I led several innovative change management initiatives working collaboratively with stakeholder departments to identify efficiencies, reduce duplicative efforts and implement digitization strategies which impacted over 6,000 providers. This resulted in a shared cost-savings of \$6 million annually and reduced processing time by 48%.
- During the onset of COVID, worked collaboratively with medical staff leaders and legal counsel to develop policies and procedures to ensure alignment with federal guidelines. Additionally, served on a multi-disciplinary team to coordinate appropriate coverage across the enterprise. As a result, developed a streamlined process in which providers were credentialing within 48 hours allowing fast turn around for patient care.
- Within the first year, developed and executed a “culture transformation,” strategy which resulted in the team moving upward from a Tier 3 level of engagement to Tier 1 which has remained consistent.
- Developed and executed a growth strategy with the goal of streamlining the credentialing process across the enterprise. This resulted in the acquisition of ten (10) additional facilities and/or departments.

**Diversity, Equity and Inclusion (Faculty)**

As a leader within Atrium Health, I have been selected to support, in a secondary responsibility, to serve as a consultant for the Office of Diversity, Equity and Inclusion to ensure that there is an ongoing supportive and inclusive work environment for all employees. Key contributions include:

- Assisted with the design and served as the first preceptor for the North Carolina Governor’s HBCU Internship Program which connects students matriculating at North Carolina’s HBCUs with major corporations and business in the private sector throughout the state.
- Served as a faculty educator for the Diversity Certification program which is an 8-week course designed to understand how to minimize the impact of unconscious bias and micro-inequities both internally and externally.
- Addressed healthcare disparities and how to develop effective strategies to impact adverse outcomes.
- Facilitated one to one coaching sessions with senior leaders to assist with equity, diversity and inclusion goals.
- Recipient of the 2020 Atrium Health Excellence in Diversity and Health Equity Award for the contributions to programming.
- Launched and designed the first System Resource Group for African American women which included over 2, 400 women with key drivers which include professional development, community engagement, and sponsorship.

**Hospital Administrator- Atrium Health University      August 2011-March 2014**

Promotional opportunity in which I led the construction and development of the areas first free-standing acute care medical complex which was a multidisciplinary approach to improve access to care in rural areas. Overall, held responsibility for the clinical and administrative efficiency of the facility, established efficient processes for patient transport leveraging both ground and flight methods and ensured that the facility met regulatory and compliance standards. **Key achievements include:**

- Implemented and executed significant community engagement initiatives.
- Received national recognition for achieving 100<sup>th</sup> percentile of major goals which include physician satisfaction, employee satisfaction, likelihood to recommend, and quality of care.
- Expanded market share by 32% within the first year.

**Manager, Strategic Business Development****August 2004- September 2011**

Developed and executed a growth strategy focused both on financial gain and increased market share within a targeted area. Led the opening and program development for LiveWELL Carolinas at Northlake Mall, a nationally recognized community health resource facility, which addressed public health needs of the community.

**Key achievements include:**

- Launched the first annual free prostate screening for African American men in collaboration with the NFL Carolinas Panthers and other key stakeholders. This event resulted in facilitating 312 screenings for target audience.
- Coordinated more than 500 community health events with the goal of increasing awareness and improving the health and wellness of community members.

**Big Brothers Big Sisters of Greater Charlotte****July 2000- August 2004**

Developed and executed the local strategy for a national collaborative partnership with Alpha Phi Alpha fraternity designed to pair children of incarcerated parents with a mentor. Facilitated local and national trainings, established sustaining partnerships with the faith based community, business and industry.

**Key achievements include:**

- Recognized as second in the nation for the most mentor pairs.
- Achieved a \$327,500 federal grant from the U.S. Health and Human Services to fund the initiative.

**EDUCATION****University of North Carolina at Charlotte**

Charlotte, NC

Master of Public Administration

**South Carolina State University**

Orangeburg, SC

Bachelor of Science, Psychology

**Paradigm 360\***

Charlotte, NC

Executive and Life Coaching Certification



Mecklenburg County, NC

# Alcoholic Beverage Control Board

## Board Details

The Alcoholic Beverage Control (ABC) Board was established by NC General Statute. The ABC Board has control and jurisdiction over the sale and distribution of alcoholic beverages; has power and authority to adopt rules and regulations governing the operation of stores; to locate, furnish and equip stores and provide management of the same; direct the duties and services of all employees; requires the sale of alcoholic beverages at the prices fixed by the State Board of Alcoholic Beverage Control.

### Overview

- Size** 5 Seats
- Term Length** 3 Year
- Term Limit** 2 Term

### Contact

- Name** Vernetta Purcell
- Phone** (704) 731-5904

### Additional



**Qualifications**

N.C. General Statute 18B-700 (d) states the appointing authority shall appoint members of a local board on the basis of the appointees' interest in public affairs, good judgment, knowledge, ability, and good moral character. In addition to N.C. General Statute 18B-700 (d) the Mecklenburg Board of County Commissioners will use the following qualifications in the screening process for appointment consideration to the Alcoholic Beverage Control Board: • High personal and professional ethics, integrity, practical wisdom and mature judgment; • Broad training and experience in policy-making decisions in business, government, education, technology, substance abuse education or prevention training; • Expertise, including, but not limited to, financial literacy, retailing experience at the management level, and board governance, performance and dynamics, that is useful to the ABC Board and complementary to the background and experience of other directors; • Willingness to devote the amount of time necessary to prepare thoroughly for all Board meetings in advance, to carry out the duties and responsibilities of Board membership; knowledge of the ABC Laws, rules of the State ABC Commission and the Mecklenburg County Board's ethics and other policies applicable to Board members; • Willingness to objectively appraise management performance. Persons serving must be a resident of Mecklenburg County. Appointed members must attend a minimum of 65% of all scheduled meetings in a calendar year and cannot miss three consecutive meetings. Failure to comply with attendance requirements will result in removal from the advisory board.

**Advisory Board Details**

The Chairman of the ABC Board is designated by the County Commission.

**Meeting Dates/Times**

Monthly - 3rd Tuesday at 12:00 p.m.

**Meeting Location**

3333 N. Tryon Street Charlotte, NC 28206

**Time Commitment**

8 hours per month

**Stipend**

Yes

**Special Notes****Job Description**

# Alcoholic Beverage Control Board

## Board Roster

### Monifa Drayton

**1st Term** Oct 03, 2017 - Jun 30, 2024

**Email** monifa\_drayton@live.com

**Appointing Authority** BOCC

**Home Phone** Home: (704) 957-3938

**Address**

2235 Statesville Avenue  
Charlotte, NC 28206

### Marcus Kimbrough

**1st Term** Mar 07, 2023 - Jun 30, 2027

**Email** marcus\_kimbrough@ymail.com

**Appointing Authority** BOCC

**Home Phone** Mobile: (704) 438-7122

**Address**

5318 Lantana Avenue  
Charlotte, NC 28205

### Jerry W Neal

**1st Term** May 02, 2023 - Jun 30, 2028

**Email** jay@brooklain.com

**Appointing Authority** BOCC

**Home Phone** Mobile: (704) 579-0015

**Alternate Phone** Mobile: (704) 579-0015

**Address**

226 South St  
Davidson, NC 28036

### Wilhelmenia I. Rembert, Phd

**1st Term** May 02, 2023 - Jun 30, 2026

**Email** wirembert04@bellsouth.net

**Appointing Authority** BOCC

**Home Phone** Mobile: (980) 297-3826

**Alternate Phone** Home: (704) 543-5454

**Address**

7338 Santorini Lane  
Charlotte, NC 28277

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□ **Beverly Thorpe**

**1st Term** Mar 07, 2023 - Jun 30, 2029

**Email** bkthorpe1@aol.com

**Appointing Authority** BOCC

**Home Phone** Home: (202) 534-8909

**Alternate Phone** Mobile: (202) 534-8909

**Address**

4116 Huntmeadow Dr.

Charlotte, NC 28269