

# Park and Recreation Commission

## Nominees At-A-Glance

**One (1) Unexpired term expiring June 30, 2025  
(North-3 slot)**

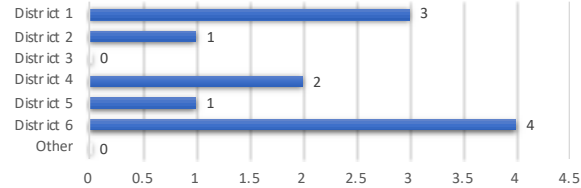
<b>Name</b>	<b>District</b>	<b>Gender</b>	<b>Ethnicity</b>
Parlier, Matthew	3	Male	Caucasian/Non-Hispanic
Roberts, Lisa	3	Female	Caucasian/Non-Hispanic

# PARK AND RECREATION COMMISSION DEMOGRAPHICS

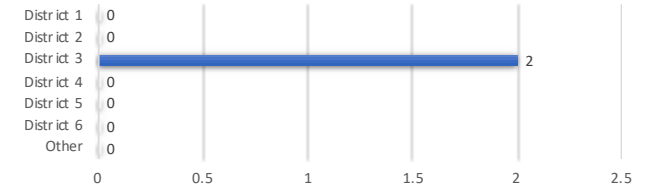
## Districts

	Members	Nominees
District 1	3	0
District 2	1	0
District 3	0	2
District 4	2	0
District 5	1	0
District 6	4	0
Other	0	0
<b>Total</b>	<b>11</b>	<b>2</b>

Members by District



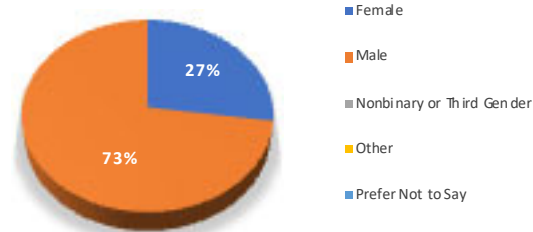
Nominees by District



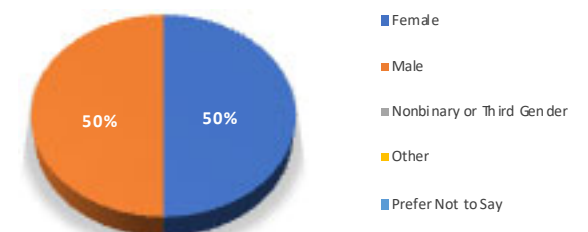
## Gender

	Members	Nominees
Female	3	1
Male	8	1
Nonbinary or Third Gender	0	0
Other	0	0
Prefer Not to Say	0	0
<b>Total</b>	<b>11</b>	<b>2</b>

Members by Gender



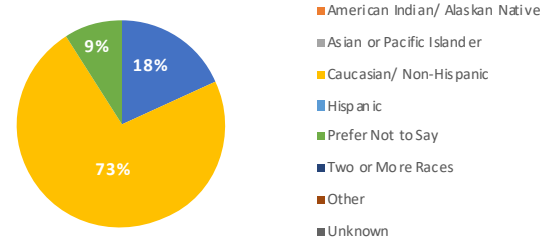
Nominees by Gender



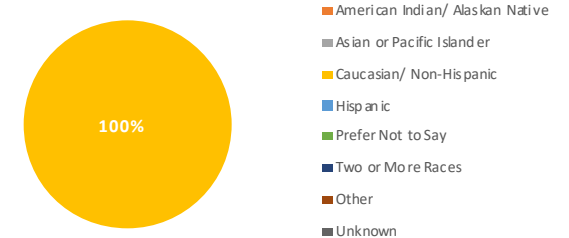
## Ethnicity

	Members	Nominees
African-American	2	0
American Indian/ Alaskan Native	0	0
Asian or Pacific Islander	0	0
Caucasian/ Non-Hispanic	8	2
Hispanic	0	0
Prefer Not to Say	1	0
Two or More Races	0	0
Other	0	0
Unknown	0	0
<b>Total</b>	<b>11</b>	<b>2</b>

Members by Ethnicity



Nominees by Ethnicity



# **Park and Recreation Commission**

Statement of Recommendation from PRC Chair, Kipp Kiser

I hereby recommend the following commissioners for reappointment to the Park and Recreation Commission

Eugene P. Kiser	Central 3
Donald Morris	North 2
Cowden Rayburn	At Large
Mark Talbot	Central 1

I hereby recommend the following applicants for appointment to the Park and Recreation Commission

Mathew Parlier	North 3
Andy Filcik	South 1
John Show	Northern Towns

Statement to Applicants

Profile

Which Boards would you like to apply for?

Park and Recreation Commission: Submitted

Matthew E Parlier  
First Name Middle Initial Last Name

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

Matt

mparlier@bizjournals.com  
Email Address

7310 Wheyfield Dr  
Home Address

Charlotte NC 28215  
City State Postal Code

Mobile: (828) 455-2876  
Primary Phone Alternate Phone

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

☒ 3

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

10

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

☒ 30 to 45

Ethnicity \*

☒ Caucasian/Non-Hispanic

Gender \*

☒ Male

Interests & Experiences

## Education

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UNIVERSITY OF NORTH CAROLINA AT CHARLOTTE - B.S.B.A MARKETING CLASS OF 2016

American City Business  
Journals

Employer

Director, Event Initiatives  
& Strategic Partnerships

Occupation

## Business and civic experience

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My work experience hovers in the private sector; mostly news media and publishing. Outside of that, I am an avid softball player and run the Charlotte Media Softball League. I am a part-time umpire for SportsLink and interact with Mecklenburg Parks very frequently. As a resident of District 4, I want to represent the north parks and my local parks (Reedy Creek) as many residents feel our area is neglected. I want to be an ambassador for the citizens in district 4, which is a rapidly growing area, along with the rest of the norther I-485 corridor. My civic experience is limited but I am motivated to start building it and learning from fellow commission members.

## Area of expertise and interests/skills

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I am an experience project manager and active listener. I have been applauded for my patience and ability to empathize with people who are facing trouble or frustrated. I routinely have to speak in front of small audiences so I am comfortable in that capacity. I am passionate about our parks and the needs our citizens face in using them. I want to come to the table with ideas while better understanding the reality and constraints of how our park system works and uses funding. At the end of the day, I will be a dedicated team player eager to learn from and help my fellow commissioners however I can.

## Additional Comments

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I realize you are currently seeking commissioners for the "North Towns." I don't know if District 4 is in that region, but I did previously live in the Mallard Creek / Prosperity Church Rd area for 7 years. I am very familiar with the park system in that area, what their needs are, and what the local perception is of those parks. Because of this, I put my answer for the board specific question as "I don't know" because I am not sure if I can represent the North Towns or not.

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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.**

No

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

I am passionate about our park system and getting our residents, especially our youth, rightful access to basketball courts, baseball/softball fields, skateparks, and pickleball courts.

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

☐ Yes ☒ No

**Hours Per Month Available for Position**

10+

Matthew E Parlier

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

☒ Mecklenburg County Website

[Matt Parlier Resume 2024.pdf](#)

Upload a Resume

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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):**

Matthew E Parlier

Matthew E Parlier

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**Board Specific Questions**

Question applies to Park and Recreation Commission

**PRC: Which area do you represent? \***

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☒ I Don't Know



# MATT PARLIER

CORPORATE EVENTS & SPONSORSHIP PROFESSIONAL

**PHONE:** 828.455.2876  
**EMAIL:** MPARLIE1@GMAIL.COM  
**LOCATION:** CHARLOTTE, NC

Find me on /  /mattparlier/

## EXPERIENCE

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### **AMERICAN CITY BUSINESS JOURNALS - DIRECTOR, EVENT INITIATIVES & STRATEGIC PARTNERSHIPS**

*MAY 2022 - PRESENT*

- Responsible for managing all event-related partnerships across 40+ local markets
- Partner with the VP of Events in creating and implementing strategic vision for event business and the development of new LOBs
- Serve as key internal events stakeholder on multi-department initiatives
- Source strategic partners for local and national events that serve as a resource for event directors
- Develop training materials and guides for local event and advertising teams to utilize new event initiatives
- Negotiate and source vendor/platform agreements for local and national event use

### **THE BUSINESS JOURNALS - NATIONAL SPONSORSHIP MANAGER**

*AUG 2017 - MAY 2022*

- Graduate of the 2020 ACBJ Leadership Academy for Emerging Leaders
- A key player on the National Events Team in 2019, achieving over 100% of our budgeted goal and recording the highest yearly event sponsorship revenue in the team's history
- Responsible for the management of national event sponsorships, serving as the primary liaison between clients and local Business Journal publications
- Lead contact on virtual event production and activation initiatives, assisting local markets in planning, executing, and analyzing webinar performance
- Ensure that all sponsorship timelines and deliverables are on track by meticulously tracking progress and reminding clients and local markets of their obligations
- Serve as project manager on multi-faceted sponsorship campaigns that include event activation, digital, and print advertising components
- Create scalable event sponsorship strategies to be used in comprehensive advertising proposals for clients nationwide, while tracking opportunity progress in Salesforce
- Utilize finely-tuned communication methods across several departments including marketing, national sales, local publications, the editorial/content studio, and digital advertising
- Travel to custom events to support and set-up sponsor activations, while ensuring that all of the sponsor's needs are met
- Monitor and analyze Marketo email send numbers in conjunction with the marketing team to fine-tune pre-event registration strategy
- Create and recommend improved copy for dedicated Marketo event email sends
- Design holistic wrap-ups that evaluate sponsorship effectiveness and prove ROI

### **SCENTAIR - ASSOCIATE ACCOUNT EXECUTIVE, REGIONAL SALES & MARKETING ASSOCIATE**

*NOV 2016 - AUG 2017*

- Prospected target accounts in key verticals to generate new business and establish buying cycles with decision makers
- Achieved 150% of my "New Recurring Monthly Revenue" goal during my tenure as an AAE
- Coordinated channel marketing activities in the Southwest and Pacific Northwest regions
- Educated field sales team about go-to-market strategies for new scent technology, including dispensing machines and fragrances
- Utilized Salesforce to manage, track, and report on current key-accounts in my regions

- Simplified the scent technology for prospective clients and made logical recommendations based on their marketing goals, floorplans, and budget

### **CHARLOTTE HORNETS - CORPORATE PARTNERSHIPS INTERN**

*AUG 2015 - MAY 2016*

- Assisted sponsorship sales team with market research and proposal creation for prospective partners, which aided in the sale of sponsorships to Kumho Tire and Tissot
- Managed the set-up and implementation of partner promotions at each home game

## **EDUCATION**

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### **UNIVERSITY OF NORTH CAROLINA AT CHARLOTTE - B.S.B.A MARKETING**

*CLASS OF 2016*

*Member of Sports Marketing Association 2014 - 2016*

Statement to Applicants

Profile

Which Boards would you like to apply for?

Park and Recreation Commission: Submitted

Lisa Roberts  
First Name Last Name

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

Lisa Ribes (maiden name)

lisarobertspla@gmail.com  
Email Address

7124 Rockland Drive  
Home Address

Charlotte NC 28213  
City State Postal Code

Home: (704) 502-3465  
Primary Phone Alternate Phone

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

☒ 3

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

32 months

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

☒ 30 to 45

Ethnicity \*

☒ Caucasian/Non-Hispanic

Gender \*

☒ Female

Interests & Experiences

## Education

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Bachelor of Science - Botany (Southern Illinois University Edwardsville) Masters of Landscape Architecture (University of Arizona)

Pond & Company

Employer

Landscape Architect

Occupation

## Business and civic experience

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I have been a landscape architect in the public realm for over 20 years, participating in advisory committees for bicycle/pedestrian and recreation. In addition, I regularly attend Council and Board meetings, both as a professional and as a citizen. For nearly 6 years I taught bicycle safety classes as a certified League Cycling Instructor (#2001) in Tucson, Arizona. In 2008 I founded a landscape architecture firm and ran the business as a SBE/WMBE for 11 years.

## Area of expertise and interests/skills

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Not only am I a lifelong runner, cyclist and multisport athlete, but I have regularly commuted to work via bicycle. I have competed at an elite/professional level in triathlon for 12 years and have used roadway/greenway and sidewalk infrastructure around the world to train at the highest level. At this global level of training/competing, I have also used hundreds of recreation facilities and travelled extensively for specific purposes of cycling, running and triathlon. I am well versed in all aspects of a municipality's offering for safe modes of alternate transportation as daily my life and livelihood depended on the options available and the choices I made. Lastly, I have provided my services and expertise at a variety of cycling, running and triathlon training camps throughout the United States and in Europe, leading groups through various terrain and regions. Cycling, running, multisport are a part of my daily life; whether by necessity (transportation) or recreation (competition).

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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.**

no

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

I feel it is my duty and responsibility to provide service to the community in which I live. My life experiences and interests are unique and specialized for these committees and I feel I am skilled at seeing multiple viewpoints and offering recommendations for a path forward. I believe I can take my regional, country-wide and international experiences and help to apply them to the opportunities and issues we have here at home.

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

☒ Yes ☐ No

**Hours Per Month Available for Position**

4

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

☒ Mecklenburg County Website

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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

**If you answered yes to the question above, please explain.**

I am a landscape architect working for a multi-disciplinary company that, if selected based on the public, competitive, Qualifications Based Selection criteria, may provide design services for specific projects in the County.

## **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):**

Lisa Roberts

**Board Specific Questions**

Question applies to Park and Recreation Commission

**PRC: Which area do you represent? \***

☒ I Don't Know

▢

Mecklenburg County, NC

# Park and Recreation Commission

## Board Details

The Park and Recreation Commission will serve as the recreation advisory body for the Mecklenburg Board of County Commissioners. The Commission will propose recreation regulations, which in its judgment are necessary to support and protect the assigned responsibilities as defined in its resolution. The Commission will serve as a liaison between the Board and the residents of the County. The Commission will consult with and advise the Board in all matters affecting recreation programs, and in the acquisition and disposal of lands and properties related to all aspects of the County recreation program, and to its long-range, projected programs for recreation.

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## Overview

- ▢ **Size** 13 Seats
  - ▢ **Term Length** 3 Year
  - ▢ **Term Limit** 2 Terms
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## Contact

- ▢ **Name** Peter Cook & Twana Gardin
  - ▢ **Phone** (980) 314-1041
- 

## Additional

**Qualifications**

Three members representing each of the three regions North, South and Central, 1 member representing the northern towns, 1 member representing the southern towns and 2 at-large members. Must be a resident of Mecklenburg County.

**Advisory Board Details**

Appointments are made for three-year terms with no one serving more than two consecutive terms.

**Meeting Dates/Times**

Monthly - 3rd Wednesday at 11:30 a.m.

**Meeting Location**

Meetings are held at various Park and Rec locations.

**Time Commitment**

10 hours per month

**Stipend**

No

**Special Notes**

2/21/22 (A.Alexander); Southern Towns Vacancy due to resignation of Yvette Isaacs on 2/7/22.

**Job Description**



Mecklenburg County, NC

# Park and Recreation Commission

## Board Roster

### Delores C Sobowale

**1st Term** Jun 22, 2022 - Jun 30, 2025

**Email** dboutique56@gmail.com

**Home Phone** Mobile: (980) 282-0453

**Address**

1415 Standish Place  
charlotte, NC 28216

**Appointing Authority** BOCC

**Category** AT-LARGE

### Jon Show

**Partial Term** Jun 18, 2024 - Jun 30, 2025

**Email** jon@showsportsmedia.com

**Home Phone** Mobile: (704) 953-3381

**Address**

18100 John Robbins Ln  
Cornelius, NC 28031

**Appointing Authority** BOCC

**Category** NOTOWN

### Andy Filcik

**Partial Term** Jun 18, 2024 - Jun 30, 2025

**Email** andrewfilcik@gmail.com

**Home Phone** Mobile: (502) 974-4670

**Alternate Phone** Business: (704) 302-7211

**Address**

11813 Broadwater Lane  
Charlotte, NC 28273

**Appointing Authority** BOCC

**Category** SOUTH-1

### Ann Harrison

**2nd Term** Sep 18, 2018 - Jun 30, 2025

**Email** eannharrison629@gmail.com

**Home Phone** Mobile: 7048751106

**Address**

6200 Jim Kidd Rd  
Huntersville, NC 28078

**Appointing Authority** BOCC

**Category** NORTH-1

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□ **William R Colyer**

**1st Term** Sep 06, 2023 - Jun 30, 2026

**Email** jwcolyer@bellsouth.net

**Home Phone** Home: (704) 568-8805

**Alternate Phone** Mobile: (704) 807-3895

**Address**

6730 Cinnamon Circle  
Mint Hill, NC 28227

**Appointing Authority** BOCC

**Category** SOUTHERN TOWNS

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□ **Rufus C Kearney**

**2nd Term** Jun 19, 2018 - Jun 30, 2026

**Email** rfskearney@yahoo.com

**Home Phone** Home: (704) 573-2518

**Alternate Phone** Mobile: (704) 608-4203

**Address**

8810 Hunter Green Ln  
Charlotte, NC 28227

**Appointing Authority** BOCC

**Category** SOUTH-3

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□ **Christina Gratrix**

**1st Term** Sep 19, 2023 - Jun 30, 2026

**Email** christina.gratrix@gmail.com

**Home Phone** Home: (804) 426-4734

**Address**

10601 Flennigan Way  
Charlotte, NC 28277

**Appointing Authority** BOCC

**Category** SOUTH-2

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□ **Mark D Talbot**

**1st Term** Sep 06, 2023 - Jun 30, 2027

**Email** mark.talbot@freedomcommunities.com

**Home Phone** Home: (843) 902-7910

**Address**

435 Clarkson Green St  
Charlotte, NC 28202

**Appointing Authority** BOCC

**Category** CENTRAL-1

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□ **Cowden Rayburn**

**1st Term** Sep 06, 2023 - Jun 30, 2027

**Email** cowden.rayburn@gmail.com

**Home Phone** Mobile: (704) 517-7852

**Alternate Phone** Business: (704) 331-2411

**Address**

2216 E. 8th Street  
Charlotte, NC 28204

**Appointing Authority** BOCC

**Category** AT-LARGE

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□

**Donald S Morris**

**1st Term** Sep 06, 2023 - Jun 30, 2027

**Email** 997don@gmail.com

**Home Phone** Home: (704) 892-0010

**Address**

21207 Potts street  
Cornelius, NC 28031

**Appointing Authority** BOCC

**Category** NORTH-2

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□

**Eugene P Kiser**

**2nd Term** Feb 02, 2021 - Jun 30, 2027

**Email** kipkiser48@gmail.com

**Home Phone** Mobile: (704) 634-3755

**Alternate Phone** Business: (704) 377-6682

**Address**

2223 Beverly Drive  
Charlotte, NC 28207

**Appointing Authority** BOCC

**Category** CENTRAL-3

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□

**Vacancy**

**Appointing Authority** BOCC

**Category** CENTRAL-2

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□

**Vacancy**

**Appointing Authority** BOCC

**Category** NORTH-3