



TOWN OF HILLSBOROUGH

Advisory Board Application

If you are a Town of Hillsborough resident and willing to volunteer your time and expertise to your community, please complete this form. Volunteers for the Parks and Recreation Board must be at least 13 years old, and volunteers for all other boards must be at least 18 years old.

Name:

Victoria Pace

Home address:

[REDACTED]

Home phone number:

[REDACTED]

Email address:

[REDACTED]

Place of employment:

Engineering World Health

Job title:

Operations Manager

Birth date:

[REDACTED]

Gender:

Female

Ethnic origin:

White

Boards you would be willing to serve on:

First choice — Tourism Board

Second choice — Historic District Commission

Third choice — Water and Sewer Advisory Committee

Reasons for wanting to serve:

I moved to Hillsborough in 2016 and have loved every minute of it. I find something new each week that makes me love living here even more. The town, the community, the level of civic involvement. I'd like to give back to a town that I enjoy and be a part of its continued success.

Have you served or are you currently serving on a town board? If so, which ones and when?

I have not served on a board, but would love to (as you can see)!

Relevant work, volunteer or educational experience:

I've worked for a Chapel Hill based non-profit (Engineering World Health) for over 4 years, so I have experience managing non-profits, applying for grants, and working within a budget. Previously I worked in the UNC Chapel Hill admissions office, where my main duties included overseeing and curating the visitor experience. I volunteered with the Alliance for Historic Hillsborough (albeit in a very limited capacity) a few years ago.

How are you connected to Hillsborough (live, work, play, shop, own property)?

I've lived here since 2016, owned a home here since 2019, and own two businesses that operate out of Hillsborough (one is a flooring contracting company and the other is a supply company).

I spend most of my spare time here and shop local every chance I get.

Have you reviewed the Vision 2030 plan, and what are your thoughts about it?

I have. I think it is a well written plan with a clear strategy and I would be enthusiastic about working towards fulfilling the Vision. Most of the goals seem attainable within the next 8 years. Some will likely need to be re-worked or included in the next plan, which is understandable.

Have you reviewed other town documents (budget, strategy map, small area plans), and what are your thoughts about them?

I have, namely the 5 Year Strategic Tourism Plan and the Community Connectivity/Corridor plans. I think the Strategic Tourism plan is great- the Tourism Board has clearly had success since the plan's adoption in 2017. Last Fridays are always well attended, even in the COVID era, and it seems other visitor organizations in town have experienced growth.

I feel the community connectivity/corridor plans are an important part of increasing town tourism. If more residents are able to conveniently access town businesses, they may be more likely to stay in town while hosting visitors (rather than travel to Durham/Chapel Hill for meals and events), thus those visitors may be more likely to return or mention Hillsborough as a lively spot to visit.

What challenges do you see the town facing that could be addressed by the board or boards on which you wish to serve?

Currently, the limited variety of shops and open commercial space downtown. I think the Tourism Board could work with other boards to encourage new businesses and get the downtown spaces filled. If there is a unique store that is interesting enough for people to come from out of town, it could add significantly to our visitor numbers (for example, I have often traveled to Pittsboro just to go to Screaming for Vintage, but usually stop by other shops while I'm there).

I wanted to keep my answers brief for the sake of a non-strenuous review, but I'm happy to provide more information if needed! I'm very enthusiastic about Hillsborough and would love to be a part of a board. Thank you so much for your consideration!

How you heard about this opportunity:

Internet

Agreement:

✓ I have been advised that I am committing to attend the volunteer board's regular meetings. Attendance at the regular meetings shall be considered a prerequisite for maintaining membership on the board. The Board of Commissioners may declare a vacancy on the board because of non-attendance.