



# Town of Johnstown

## TOWN OF JOHNSTOWN APPLICATION FOR TOWN COUNCIL POSITION

*(Please type or use black ink)*

Qualifications to apply for Town Council position:

- Shall be a Citizen of the United States
- Shall be a registered elector and resident of the Town for a period of at least twelve (12) consecutive months
- Must not have been convicted of a felony

Name: Bill Stevens

Mailing Address: 4934 Silverwood Dr  
Johnstown, CO 80534

E-Mail Address: [REDACTED]

Phone Number: Home: [REDACTED] Cell: [REDACTED]  
Work: 970-541-9673

Length of Johnstown residency: Over 3 1/2 years (Since Sept 2017)

Occupation & employer: Lead Pastor at The Well

Education: \_\_\_\_\_

Please see following page. The fillable form was not working correctly (making extra large or extra small print)

Professional/Community Activities: \_\_\_\_\_

# Please see following page.

**Education:**

- B.S. Business Administration/Marketing: NSU, Natchitoches, LA, 1991.
- B.S. Computer Information Systems: NSU, Natchitoches, LA, 1991.
- Masters, Non-Profit/Church Admin. (Professional Communications.) New Orleans Theological Seminary, 1995-1999.
- Doctorate in Ministry: New Orleans Theological Seminary, 2002-2007.

**Professional/Community Activities:**

I lead The Well Ministries and we help hurting families and those going through difficult times especially in our immediate area as well as the greater NoCo area. We also have hosted large community events like the Easter Egg Hunt in TRR where over 1000 people came including 400 kids and 80 community volunteers primarily from our neighborhood.

I have also served on the Thompson River Ranch District 4 Metro-District Board, where I helped lead out in some progress by refinancing the bond (lowered taxes by up to 10mils), budgeting transparency, increased community communications with managing district, and a creating Community Advisory committee to help speak into the MetroDistrict Management of TRR. I have also served on the Johnstown BBQ Festival committee for two years. I also had the tremendous honor of being Johnstown Citizen of the Year in 2018.

**(1) Describe why you are interested in serving on the Town Council:**

My goal is to simply serve our community where I can. If I am chosen to fill the position then I will gladly serve to help our community grow and prosper.

---

**2) Are you presently serving on a Town Board or Commission? If so, which one(s)?**

No. \_\_\_\_\_

**3) Are you committed to attending night meetings? Yes.**

**4) Please specify any activities which might create a conflict of interest if you should be appointed to the Town Council:**

I do not know of any that would interfere.

**5) What interests you most/least about the Town Council position?**

The least interesting thing is "Politics." I am not a politician. I don't want to be either.

The most interesting thing is the people I get to serve with and our community's well being.

---

**6) What do you like most/ least about the Town of Johnstown?**

I dislike what most people dislike, the growing pains our town is experiencing. The thing I like the most is the growth! I love seeing new businesses begin whether it is a national business chain but I especially love to see our residents starting their own businesses. As a former high-school business teacher, I love to see the entrepreneurial spirit in our community.

**7) What would you like to see the Town accomplish in the next two (2) years?**

I would like to see us facilitate, incubate, and encourage local business owners and those who start their own businesses. We have so many residents who have their own businesses but need some coaching and as a town council member I would love to see how we could encourage and help equip our local business owners and startups.

---

**8) What is your philosophy on growth?** Slow and steady wins the race. In the long run we need employers in the greater Johnstown area that not only tap into the tourism but will be essential employers in spite of a pandemic like we have just experienced.

---

---

**9) What changes would you like to see occur in the Town of Johnstown?**

I do not have a list or an agenda, but I would like to see us as council members, if I am so chosen, to facilitate a greater sense of unity and community belonging between "new" and "old" Johnstown.

---

**10) Why should you be appointed to the Town Council?**

I am committed to our community and love it, but I am very connected to a large section of the Johnstown population in Thompson River Ranch. I believe my background and equipping as well as my connections to our residents in this area will help bring Johnstown together in greater unity.

# Bill Stevens

May 2020

## MARKETING SKILLS

- Professional Communications: written, oral, digital, video.
- Market research and analysis.
- Developing multi-channel marketing campaigns to increase business traffic and revenue. (Digital, direct mail, events, and other contemporary avenues)
- Digital Marketing Solutions: Website design, social media advertising, content delivery, email marketing.
- Strategic sales funnel development.
- Branding and telling your story in order to elicit investors and new business partners.
- Fluent in digital design and marketing automation software solutions.
- Responsible for marketing, communication, and public relations for non-profits for the past 25 years.

## CORPORATE TRAINING:

- Taught sales and marketing to in-house or field representatives.
- Teach *Resolving Everyday Conflict* to increase workplace harmony.
- Teach Personal Learning Styles and Personality for increased sales and workplace harmony.

## PERSONAL VALUES

- People, unity, & community.
- Respecting the cultural values of the organization and community.
- Community relationships.
- Hard work & Positive attitude.
- Patience. Enthusiasm.
- Service-minded.
- Safety conscious.
- Goal oriented & Collaboration.
- Stewardship.

## RECENT EXPERIENCE

- January 2017-Present - Director of The Well Ministries.
- January 2108-May 2018 - Business Teacher - Mountain View High School, Loveland, CO. I developed curriculum and taught five business classes including Entrepreneurship, Social Media & Advertising, Introduction to Business and Marketing, and Business Law.
- Stevens Business Group LLC. Digital Marketing. Sept. 2014-July 2017.
- 25 Years of Marketing and Public Relations experience.

## EDUCATION

- B.S. Business Administration/Marketing: NSU, Natchitoches, LA, 1991.
- B.S. Computer Information Systems: NSU, Natchitoches, LA, 1991.
- Masters, Non-Profit/Church Admin. (Professional Communications.) New Orleans Theological Seminary, 1995-1999.
- Doctorate in Ministry: New Orleans Theological Seminary, 2002-2007.



# Town of Johnstown

## TOWN OF JOHNSTOWN APPLICATION FOR TOWN COUNCIL POSITION

(Please type or use black ink)

Qualifications to apply for Town Council position:

- Shall be a Citizen of the United States
- Shall be a registered elector and resident of the Town for a period of at least twelve (12) consecutive months
- Must not have been convicted of a felony

Name:

Kristin Snow

Mailing Address:

4371 Thompson Parkway  
Johnstown CO 80534

E-Mail Address:

[REDACTED]

Phone Number:

Home:

[REDACTED]

Work:

Length of Johnstown residency:

14 years

Occupation & employer:

Realtor

The Group, Inc.

Education:

Bachelor of Arts, Psychology  
San Diego State University

Professional/Community Activities:

Participant in Group Give's,  
which donates time/funds to Habitat for humanity,  
United way and much more. Member of CO Realtor Assoc.  
LBAR Realtor Assoc.

Town of Johnstown

970-587-4664 | The Community that Cares | johnstown.colorado.gov  
450 S. Parish Ave, Johnstown CO 80534

[REDACTED]

1) Describe why you are interested in serving on the Town Council:

I am interested in serving on the Johnstown Town Council to help set the town's priorities, and be an <sup>advocate</sup> for the town's people and the town itself.

2) Are you presently serving on a Town Board or Commission? If so, which one(s)?

No

3) Are you committed to attending night meetings?

Yes

4) Please specify any activities which might create a conflict of interest if you should be appointed to the Town Council:

None

5) What interests you most/least about the Town Council position?

I want to work on projects that will shape the future of the town.

6) What do you like most/least about the Town of Johnstown?

I like the small town feel and large sense of community.

Town of Johnstown

970-587-4664 | The Community that Cares | johnstown.colorado.gov  
450 S. Parish Ave, Johnstown CO 80534

7) What would you like to see the Town accomplish in the next two (2) years?

I would like to see the town continue to grow at a pace that is only fast enough to maintain the small town feel. I would like to see our water situation improve and possibly a 2nd grocery store.

8) What is your philosophy on growth?

My philosophy on growth is in order to successfully grow in a positive manner one needs to review the past, learn from it and use those experiences to set plans for growth in the future.

9) What changes would you like to see occur in the Town of Johnstown?

Taxes are on the rise and I would like to find ways to supplement the amount of taxes being paid by our residents.

10) Why should you be appointed to the Town Council?

I intend on representing our ~~residents~~ residents and spend the amount of time required & necessary to make informed decisions, whether difficult or simple, with the best interests of our town and residents in mind.