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Form: CBJ Board Application [1]
Submitted by Visitor (not verified)
Mon, 06/10/2024 - 11:26pm
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First Name
Charlie

Last Name
Herrington

Residence Address
████████████

Mailing Address
████████████

Primary Phone Number
████████

Secondary Phone Number

Email
████████████████

Board, Commission, Committee
Eaglecrest Board

Current of Prior Experience on CBJ Boards/Commissions/Committees
Downtown Business Association, 2017-2018
ATIA Juneau Chapter Member, 2017-2018

Reasons for Applying
I am applying to bring ski industry expertise and institutional knowledge to the Eaglecrest board. I believe the assembly should prioritize these attributes when evaluating the board applications due to Eaglecrest's ongoing staffing challenges, turnover, and current board members' experience gaps. Additionally, I want to contribute my skills in marketing, communications, business development, project management, and event production. I want to bring stability, productivity, and leadership to the board and instill trust within the entire community - skiers and non-skiers. I want the ski area to sustain itself and thrive as an community asset. I moved to Juneau specifically for work at Eaglecrest. I didn't think I'd stay here forever, but the ski area and Juneau charmed me. It's closing in on ten years. I can't imagine leaving! Eaglecrest is the driving force that keeps me rooted in Juneau. I want to help it last for generations to come.

A bright economic future for Juneau isn't a known certainty. Alaska Department of Labor projects Juneau to lose another 1,350 people by 2035 with the average resident aging from 39 to 43 years old. I believe it is essential to invest in community amenities that make Juneau a more desirable place to live and raise a family or else we risk losing our (tax base) vibrant future. I am encouraged to hear the city and board affirm their commitments to Eaglecrest's year-round development so the whole community, not just [primarily] winter skiers, can enjoy our mountain paradise. I believe Eaglecrest can be our city's best amenity to retain and recruit residents! I would be proud to lend my experience working at Eaglecrest and in marketing to help Juneau into a more certain future.

Qualifications
I have worked in the ski industry for over ten years. After graduating from the University of Michigan, I moved west to be an entry level employee (ski bum) in guest services at Alta Ski Area. In 2015, I moved to Juneau to work at Eaglecrest as marketing coordinator, which was a 9 month position. I stayed in Juneau, but returned to Eaglecrest in 2018 for three more years as marketing manager, where I was an active and engaged leadership team member. I went on to be managing director of a commercial film company specializing in the tourism and ski resort industries.

I know the ins and outs of ski area administration, marketing, and operations. I actively follow industry news and trends in North America and beyond. I have Eaglecrest line item expenses, revenues, and sales figures imprinted in my memory. I've presented at board meetings and public events. I've attended dozens of Eaglecrest board meetings over the years, and know how to contribute productively. As a marketer, I intimately know what motivates Eaglecrest's core users and what converts non-skiers. I have a successful track record of inspiring independent travelers to Eaglecrest. I've helped build public consensus around hot topic issues. I'm familiar with city's budgeting process and Eaglecrest's reports. I designed the website from scratch with the help of CBJ's Dan Coleman. I developed the ski area's successful pass partnerships w/ Indy, Freedom, and Powder Alliance, and independent resorts. I'm pretty confident I can still run the point of sale system. I can help.

I've transitioned my career away from marketing/advertising and into community development. I'm now working at Southeast Conference and making great connections throughout the region. I'm confident my old and new careers will make me an effective board member.

Civic Activities, Memberships or Non-profits Involved With
Formerly employed at Juneau Economic Development Council

Working with a Group

I believe any group must approach each other with mutual respect and kindness more than anything else. With that as a foundation, it's so much easier to work through diverse and sometimes conflicting perspectives. It's also important to start with your group finding common ground and working towards shared goals. I try to approach group work with a solutions-oriented mindset, where we collectively evaluate options, leveraging our diverse viewpoints and expertise to arrive at the best possible outcomes. Funnily enough, a lot my thoughts on teamwork are informed from my experience playing basketball. I've been on teams stacked with the best talent in the gym, but lost because of division, selfishness, and pride. I've learned how to read teammates to work well together and make myself available to them. A lot of this is through active listening to get on the same page.

If appointed to the board, I would advocate for a facilitated board orientation / strategic planning session, hopefully in August or September. Because of the amount of intense work ahead with the gondola project and staffing, I believe it would be reasonable and beneficial for the board to get familiarized and aligned before the annual retreat in October.

Meeting Schedule and Attendance
Yes

Date of Birth (Optional)

Ethnicity (Optional)

Gender (Optional)

Acknowledgement/Certification
Charles Herrington

Resume, Education, etc. (Optional)

ak.municodemeetings.com/system/files/webform/herrington_resume.pdf