

From: postmaster@muniweb.com
To: [Morris, Melissa](#); [Hanson, Cortney](#)
Subject: The Form "Boards and Commissions Application - V2" was submitted
Date: Thursday, November 20, 2025 1:31:29 PM

Name

Toby Brazwell

Nickname, if preferred

Address*

45455 Kimberly

Preferred Phone Number*

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Email*

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Are you a registered voter in the City of Novi?*

Yes

How long have you lived continuously in the City of Novi?*

5 years

Employed by

Farmers Insurance, Self Employed

Educational Background*

Bachelor of Arts in Criminology

Please describe your professional qualifications, skills and/or work experience, and how you would use these to benefit the boards and/or commissions for which you are applying.*

I bring a blend of creative experience, business leadership, and community engagement that aligns strongly with the goals of the City Council Cultural Arts Committee. Professionally, I serve as a District Manager with Farmers Insurance, where I recruit, coach, and mentor business owners across Michigan. This work requires strong communication, strategic planning, collaboration, and the ability to balance diverse perspectives—skills directly applicable to evaluating ideas, building consensus, and supporting thoughtful cultural programming for our city. Beyond my business background, I have been a musician for over 20 years, releasing multiple music projects and performing at events throughout my career. I also co-host a podcast called Riffs on Riffs, where we explore how music influences culture, community, and society. These experiences give me a deep understanding of artistic expression, storytelling, and the way music and the arts can create connection and belonging. Through my involvement with local organizations—such as serving as Chair of the Business Builders group in the Novi Chamber of Commerce and participating in Leadership Novi—I have built relationships across sectors of our community. I understand how to bring people together, create collaborative environments, and help shape programs that reflect the diverse voices of Novi. If selected, I would use my experience to support public art initiatives, broaden cultural opportunities, and help enhance music, theater, and creative programming

throughout the city. My perspective as both an artist and community leader allows me to bridge creative vision with practical execution, ensuring Novi continues to grow as a vibrant, inclusive, and culturally rich place to live.

Please list any community groups with which you are currently or have previously been active and describe your role.*

Novi Chamber of Commerce – Business Builders Group (Chair) I serve as the Chair of the Business Builders group within the Novi Chamber of Commerce. The group helps local businesses connect, collaborate, and exchange referrals in an organic and supportive environment. As Chair, I lead meetings, coordinate communication, and help cultivate the relationships that make the group successful. This year, our members have generated over \$2 million in closed business, reflecting the trust and collaboration we've built together. Novi Educational Foundation (NEF) – Event Volunteer I volunteer at NEF community events, including the Pancake Breakfast and the Baseline Run. These events bring Novi residents together to support education and student programs, and I've enjoyed contributing my time to help make them successful. Novi Athletic Boosters – Parent Participant As the parent of a student-athlete at Novi High School, I attend Athletic Booster meetings regularly. While I do not hold a formal role, my participation reflects my support for youth activities, athletics, and community engagement within our schools. Leadership Novi – Current Participant I am currently part of the Leadership Novi program, an immersive leadership development experience running from October through May. Through this program, I participate in full-day sessions once a month, meet with established leaders, and go behind the scenes at key organizations across the region. The program focuses on understanding community processes, strengthening leadership skills, and building long-term relationships—experience that directly supports civic service and enhances my ability to contribute meaningfully to city committees.

What motivated you to apply to serve on a board or commission, and why did you select the boards/commissions that you did?*

I applied because I want to help strengthen community connection in Novi through creativity, culture, and shared artistic experiences. My work in the community—through the Chamber, Business Builders, and local events—has shown me how powerful the arts can be in bringing people together. Serving on a city committee is a natural extension of that passion. I selected the City Council Cultural Arts Committee because arts and culture have played a major role in my own life. I've been a musician for over twenty years, releasing multiple music projects and performing across different venues and events. I also co-host a podcast called Riffs on Riffs, where we explore how music shapes society—through storytelling, performance, influence, and impact. That experience has given me a deep appreciation for how music and the arts can spark dialogue, bridge cultures, and help a community understand itself more clearly. During my campaign, I also introduced the idea of a Cultural Ambassador initiative—a way to celebrate, uplift, and better connect the many cultures represented in Novi. While the campaign season has ended, the heart of that idea remains important to me. I want to help create opportunities for residents to see themselves reflected in the city's artistic programming, public art, and community events. I am also interested in the Beautification Committee because the physical environment of a city influences how people feel about where they live. Clean, welcoming, and aesthetically thoughtful spaces help set the tone for cultural engagement and strengthen pride in our community. I want to support efforts that keep Novi vibrant, well-maintained, and visually appealing. Ultimately, I'm motivated by service, creativity, and the belief that the arts are a powerful connector. These committees allow me to use my experience as a musician, podcaster, community leader, and advocate to help Novi grow in ways that reflect our diversity, talent, and shared sense of belonging.

If appointed, what do you hope to accomplish during your term? What do you hope to learn?*

If appointed, I hope to help expand the cultural opportunities available to Novi residents. One of my main goals is to support the development of more events, performances, and artistic programs that reflect the full diversity of our community. I want to help create spaces where residents can experience and celebrate cultures beyond their own—strengthening understanding, connection, and a sense of shared identity. I also hope to help bridge divides within our community by encouraging cultural programming that brings people together. Whether through music, art, storytelling, or cross-cultural events, I want to help create experiences that spark curiosity, build relationships, and make Novi feel even more inclusive. In addition to what I hope to contribute, I also see this as an opportunity to learn. I want to better understand what motivates people to leave their homes and participate in community events—what truly resonates with residents, what draws engagement, and how cultural programming can strengthen community pride. Gaining this insight will help me be more effective not only on the committee, but in all of my future service to Novi. Ultimately, I hope my term helps widen the range of voices, cultures, and creative expressions represented in our city while also deepening my own understanding of how meaningful cultural engagement is built.

What do you think the City is doing well or could be doing differently when you think about the areas of responsibility for the boards and/or commissions for which you are applying?

I believe the City has done an excellent job creating cultural events that strongly engage our Asian population. These events are well organized, thoughtfully designed, and consistently well attended. They show how powerful it can be when the City invests in programming that reflects and celebrates a community's identity. At the same time, I see an opportunity to expand that success across all of Novi's communities. Many of our cultural events tend to attract the same groups of attendees, and I would love to help broaden our reach—particularly by creating events that resonate with our African American population, our Latino population, our Caucasian residents, and our younger families. Novi's diversity is one of its greatest strengths, and our programming should reflect and celebrate that full spectrum. I am especially interested in helping develop cross-cultural experiences where residents can share traditions, music, food, and perspectives with one another. Events like these don't just entertain—they build understanding. They help residents feel seen, included, and respected, no matter their background. When people learn about other cultures in a welcoming space, it strengthens the social fabric of the entire community. Overall, the City is on the right track. By continuing to honor the communities we already serve well, while intentionally expanding our outreach to all residents, we can create cultural programming that truly reflects who we are as a city—diverse, connected, and proud of every voice that calls Novi home.

Is there anything else you would for Council to be aware of, or know about you?

I'd like Council to know that I genuinely care about this community and show up consistently to support it—whether through Business Builders, Leadership Novi, NEF events, or local activities. I'm a longtime musician and co-host of a music-focused podcast, which gives me a creative perspective on how art can unite people and tell a community's story. Collaboration is one of my strengths, and I work well with others to build connections and find solutions. Most importantly, I believe deeply in inclusivity and want every resident—regardless of background—to feel represented and welcomed in Novi's cultural programming.

1st Choice

City Council Cultural Arts Committee

2nd Choice

Beautification Commission

Beautification areas of expertise

Leadership

Fundraising

Board of Review areas of expertise**Building Authority areas of expertise****City Council Cultural Arts Committee**

Cultural Arts & Theater

Music/Art/Dance background

Construction Board of Appeals areas of expertise**Corridor Improvement Authority areas of expertise****Economic Development Corporation areas of expertise****Election Commission areas of expertise****Historical Commission Area of Expertise****Library Board areas of expertise****PRCS areas of expertise****Planning Commission areas of expertise****Public Utilities and Technology Committee****Zoning Board areas of expertise****Signature/Date**

Toby Brazwell 11.20.25