

Application of Thurman Martin

Your name: Thurman Martin

Section 3. Questions for you to complete. (If you need more space, you may attach additional pages.)

A. Please review the following requirements from the Home Rule Charter for serving on the Commission on Parks and Recreation. How do you meet those qualifications?

“Qualifications. The members shall have demonstrated experience or skills relevant to the powers and duties of the Commission including, but not limited to: sports, recreation and athletic programming; natural lands management, watershed management, and environmental protection; tourism, marketing and public relations; business and finance; neighborhood revitalization; community leadership; historical and architectural preservation; landscaping and horticulture; and fundraising. The Commission shall also be reflective of the geographic, racial, ethnic, and gender diversity within the City.”

Fifteen years' entrepreneurial experience and business management acumen in photography, communications, marketing, small-business and nonprofit finance, fundraising, community and economic development, and youth programming will lend greatly to listening to the needs of our residents and community stakeholders, recognizing Parks and Recreation opportunities and constrictions, and developing innovative and collaborative team efforts to effect desired outcomes. These skills, and a unique blend of talents and acquired knowledge, would provide a means to communicate and share insights to help move Commission and Department initiatives forward in placing Philadelphia among the most desirable tourist destinations and among cities most attractive to residents and businesses alike.

Your name: Thurman Martin

B. In these difficult economic times, what do you think the Commission on Parks and Recreation should do to support, promote, and invest in the City's park and recreation system? As a member of the Commission, what would you do to assist the Commission in achieving these goals?

Difficult economic times are the most opportune for the Commission on Parks and Recreation to return to grassroots conversations with residents and local businesses to instill a sense of pride and ownership in the communities to which our parks and recreation centers provide their vast benefits.

To support the system, Commission would do well to assess City park and recreations system needs, analyze current and future possibilities, and brainstorm short-term solutions that bring desired long-term results. Promoting the system requires the Commission to adopt active listening, to associate current and future initiatives to measureable objectives and goals, and to publicize every move the Department makes toward these shared goals, no matter how insignificant a move may seem at first. Finally, the Commission must invest in this system through rigorous budget analysis and forecasting, a critical look at current and future programs and initiatives aimed at maximizing system benefits, and a development of systems that leverage favorable and desirable outcomes against budget constraints.

As a member of the Commission, my commitment is to facilitate the conversations necessary to bringing about this synergy and to enact a plan of action from conversation to results. This commitment extends to participating in those conversations, vocally and visibly promoting the Commission and Department, and facing the harsh realities and crucial conversations required to reach goals.

C. Please review the role and responsibilities of the Commission, which are set forth in Part I of this application. Then, please attach a statement of no more than 500 words explaining why you want to serve on the Commission Parks and Recreation and why you believe you should be nominated to do so.

(Please see attached Statement of Interest in Nomination)

Section 4. Resume: Please attach to this application an up-to-date resumé. Include your name, but do **not** include any personal contact information (street address, phone number, e-mail address) that you do not wish to be publicly available. On the resume, please provide the following information:

- Your employment history – employers, job titles and responsibilities, and dates of employment. If you have been self-employed, include that information.
- Your education or training – schools attended, degrees attained, and dates.
- Your community and professional organizations, affiliations, and activities.
- Optional: Any additional information that you consider relevant to this application.

2012 Application, Parks and Recreation Commission

Applicant: Thurman Martin

➔ **Part II. Section 3. Response C. -- Statement of Interest in Nomination**

Given the roles and responsibilities of the Commission on Parks and Recreation, I am highly motivated to submit my application for nomination.

As adopting standards and guidelines play a principal role in the Commission's duties to the City and its constituents, I offer that fifteen years of business management, fiscal and managerial policy implementation, and procedural development and enforcement have instilled in me the sense of order, keen eye for details, and rigorous analysis that lend themselves naturally to development and adoption of such standards and guidelines. Moreover, I welcome the opportunity to expand on this knowledge as part of my professional development as I learn to apply these principles to our City's land and facilities. Not dependent on past experience alone, but on continuing education and lifelong learning, I look forward to reaching out to my mentors – including retired city planning professionals – for guidance and understanding along this new journey.

Regarding preservation of green space, watershed management, and sustainability, one of my hallmark characteristics is creative recycling, reusing materials, and reducing waste. I view the Commission's duties in these areas as a way to increase my personal knowledge of the subjects and to provide a foundation to continue educating neighbors and communities about these and other aspects of our City's natural resources and resource management facilities. In this way, I look forward to my nomination as a means of spreading the reach of the messages and marketing around these subjects critical to maintaining natural balance of our ecosystem.

Another key way in which I foresee my nomination as mutually beneficial is in assisting and advising the Commissioner and private organizations selected to promote, support, and enhance the image of the Fairmount Park System. As a communications and marketing professional, much of what I've seen, learned, and practiced in supporting and promoting small to medium businesses and nonprofit agencies, can be applied and expanded to heighten public perception of our City and the Department of Parks & Recreation. Beyond aiding in the development of a more appealing public image for the Fairmount Park System and other City parks and facilities, experience in moving businesses, both profit and nonprofit, from startup through growth has given me insights into creative ways to expand and diversify revenues and expenditures for business initiatives and for community and youth programs.

Finally, a place among this Commission will culminate years of credibility and trust-building among grassroots community activists and organizers, including efforts funded by the City's own Department of Human Services, as exemplified in Equal Partner In Change (EPIC) Stakeholder meetings throughout the City. This built-in credibility has deep impact among stakeholders interested in Commission and Department activities and proves a welcome liaison between Department officials and local constituents. If nominated, my commitment is to see that these and other features remain mutually beneficial and to uphold the integrity and sanctity of this Commission's mission and goals.

Thurman Martin

Community Development · Youth Advocacy · Economic Development

Highly energized background in motivating youth through success stories and positive mentorship. People-oriented communication, goal-oriented achievement and dynamic leadership skills led to seats on board of directors of community service organizations servicing area youth. Possess a "lead by example" attitude, strong will to share knowledge and abilities and desire to help youth reach their full potential and achieve success. Aggressive, eager to learn new skills and develop existing ones.

Summary of Qualifications

- Twelve (12) years serving on boards of directors for community and youth development organizations; actively identifying resources and opportunities for development of young people, their families, and their communities at large; and developing business and finance strategies for budding social service nonprofits.
- Ten (10) years' extensive experience in business management, marketing, office practices, sales and customer service; well informed and up to date on leadership, sales, and customer service workshops and training; well versed on GAAP, internal controls, and administrative office management; high organization and effective communication skills in providing executive and administrative support, transcending profit and non-profit, small- to mid-size, and various business structures.
- Strong computer background with extensive technical experience in Intuit Quicken, QuickBooks, and Sage Peachtree accounting software; Intuit and ADP payroll; Intuit Turbo Tax; Microsoft, Corel, Star, and Open Office Suites; AppleWorks; FileMaker Pro/Go, ETO Solutions, nFocus KidTrax database systems; Quark Xpress; Adobe Creative Suites; Dreamweaver; Internet Explorer, Mozilla, Safari, Opera browsers; Windows, Macintosh, and Linux-based OS; and client- and web-based e-mail systems. Expert mobile device integration, knowledgeable of mobile operating systems and applications.

Career Highlights

- Appointed to Secretary of the Friends of the McPherson Square Library, following grassroots community organizing efforts with Friends of the Free Library, Inc.; Parks and Recreation Department; Kensington Equal Partners In Change (EPIC) Stakeholders; Impact Services; and numerous other community residents, partners, and elected officials. Friends group has been instrumental in bringing services and quality of life improvements to the both McPherson Square Library and McPherson Square Park, among other community revitalization efforts.
- Filmed and edited youth agency's first video production with WorkReady employees as part of the students' summer service learning project. Learned about and trained others on use of state-of-the-art video recording equipment and Final Cut Studio software. Renewed relationship with Philadelphia Youth Network and other agencies to establish and extend youth employment opportunities in and around Philadelphia (2012).
- Founded NF™ Magazine (NorFilly Online News Source), organizing youth from Philadelphia, PA and the tri-state area into a team of representatives to report positive youth news, publish an online community calendar, promote the website (NorFilly.com) through a guestbook, and evaluate the project's effectiveness using online surveys; deployed more than 120 volunteers concurrently during project's five-year stint. Reorganizing this news source through newly founded nonprofit organization (2012).
- Founded middle school newsletter "Clemente News" with handful of students, growing the project into the school's largest after-school program with the development of Escritor X™ Creative Writers After-School Program that served more than 10% of student body in its three-year run (c. 200 student contacts). Provided CWASP programming to ASPIRA/Hostos Summer Camp and NorthEast Treatment Centers (NET) students under contract.

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Professional Development

BUSINESS & MARKETING ADVISOR Miss Puerto Rico Pennsylvania Pageant, Inc., Philadelphia, PA	MAR 2011 – PRESENT
INFORMATION TECHNOLOGY/FISCAL COORDINATOR ASPIRA, Inc. of Pennsylvania, Philadelphia, PA	JUN 2004 – MAY 2011
FREE LANCE COMMUNITY/YOUTH NEWS REPORTER Community Focus Newspaper, Philadelphia, PA	JUL 2001 – JAN 2004
COMMUNITY/YOUTH NEWS EDITOR Al Día Newspaper, Inc., Philadelphia, PA	Nov 2000 – Dec 2001
INFORMATION TECHNOLOGY NETWORK SPECIALIST Roberto Clemente Middle School, Philadelphia, PA	SEP 1998 – JUN 2004
PRESIDENT & CEO Martin Picturesque Enterprises, LLC CamCobra.com, Philadelphia, PA	JUL 1997 – PRESENT

Professional & Community Affiliations

SECRETARY, BOARD OF DIRECTORS Friends of McPherson Square Library, Philadelphia, PA	MAR 2012 – PRESENT
MEMBER Metropolitan Philadelphia Entertainment Group (MPEG), Philadelphia, PA	AUG 2011 – PRESENT
MEMBER, RECORDER Kensington EPIC Stakeholders, Philadelphia, PA	JUL 2011 – PRESENT
FOUNDER & CEO NF™ Magazine NorFilly.com, Philadelphia, PA	JAN 2004 – MAY 2009
SECRETARY, BOARD OF DIRECTORS Centro Pedro Claver, Inc., Philadelphia, PA	JUL 2000 – JUL 2002
MEDIA & COMMUNICATIONS COORDINATOR, PUBLIC RELATIONS Co-founder, Youth Drug & Violence Prevention Task Force	APR 2000 – JUN 2004

Education

Business Administration/Accounting, Community College of Philadelphia, Philadelphia, PA	2011 - present
Supervisor Training Series, United Way of Southeastern PA	May 2010
ADP Certified (Pay eXpert and Time/Labor Manager), Fort Washington, PA	Oct 2008
QuickBooks User Certification, QuickBooks 2006	Jun 2006
High School Diploma 3.9 GPA, Faith Tabernacle School, Philadelphia, PA	1994-1998

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Section 5. Optional supporting materials. You are invited to submit up to three letters of recommendation. You may submit them along with your application or separately. If you have not submitted them by the time that Council holds its public hearing for applicants, please bring the letters with you and submit them when your name is called.

Section 6. Signature. Please sign on the line immediately below. If you are submitting your application by e-mail directly from your computer, type your name instead.

Thurman Martin

Section 7. Date. Indicate the date that you are submitting this application:

5/1/2012

If you are selected to serve on the Commission on Parks and Recreation, you will be required to file the City's annual financial disclosure form. You will also be subject to ethics laws applicable to City boards and commissions (and to the jurisdiction of the Philadelphia Board of Ethics). In addition, the Mayor's Executive Order No. 3-10 requires that appointees to City boards and commissions be in compliance with tax laws and all City fines and fees; in that connection, you will be required to complete a "Tax Clearance Application," which will authorize the City's Department of Revenue to confirm that you are in compliance (or have entered into a voluntary payment agreement).

If you have questions about the application process, please contact
Theresa Brunson at 215-686-3424 or
Hal Fichandler at 215-686-7667.

This is the last page of the application.