



TO: Honorable Mayor and Council Members
FROM: Council Member Blaylock, District 10
DATE: August 22, 2023
SUBJECT: Board, Commission and Committee Appointment

Request your consideration to appoint the following individual to the below listed board with a *partial* term effective August 22, 2023 and ending October 1, 2024.

Aston Haswell – (Partial) – Pedestrian and Bicycle Advisory Commission.

The respective application is attached and resume, if provided. The original copy will be maintained in the City Secretary's Office.

Alan Blaylock
Council Member District 10 ★ 200 Texas Street ★ Fort Worth, Texas 76102
(817) 392-8810

Application

Profile

Which Boards would you like to apply for?

11 MEMBER Pedestrian and Bicycle Advisory Commission: Submitted

Aston _____ Haswell _____
First Name Last Name

aston@velocafeshop.com _____
Email Address

9801 Sinclair St. _____
Street Address

Fort Worth _____ TX _____ 76244 _____
City State Postal Code

Mobile: (901) 238-8080 _____
Primary Phone Alternate Phone

Velo Cafe, LLC dba Cadence _____
Cyclery of Keller Owner _____
Employer Job Title

Spouse Employer and Job Title

Cook Childrens

What district do you live in? *

District 10

Length of time as a Fort Worth resident

10 years

Question applies to multiple boards

This board requires that you are a resident of Fort Worth. Are you a Fort Worth resident? *

Yes

Did you register with Appointment Project?

Yes No

Interests & Experiences

Describe any qualifications, expertise or special interests that relate to your possible appointment?

I have lived in Fort Worth since 2013. I am an avid cyclist who uses these pedestrian and cycling paths regularly. I also own and operate a bicycle shop nearby in Keller where I come in contact with thousands of other users of these paths.

[Aston_Haswell_Resume_080823.pdf](#)

Upload a Resume

Commitment

Recognizing that serving on a board, commission or committee is often time consuming, most meet on a monthly basis, are you committed to attending all regularly scheduled meetings? *

Yes

If required by law, do you agree to complete all financial statements required for the appointed board, commission or committee? *

Yes

Have you ever been a member of a City of Fort Worth board, commission or committee before? If so, please indicate the board, commission or committee and approximate dates of service:

No

Have you taken the State of Texas Open Meeting Act training?

Yes No

Conflicts of Interest

Do you, your spouse or a member of your immediate family, own or work for a company that has a current contract with the City of Fort Worth?

Yes No

Do you, your spouse or any immediate family member, individually or on behalf of company/business entity have any pending bids, proposals or negotiations with the City?

Yes No

Do you, your spouse or a member of your immediate family routinely come before the Board or Commission you are applying for?

Yes No

Are you or your spouse, either individually or on behalf of a business entity, involved in any pending bids, proposals or negotiations in connection with a city contract?

Yes No

Do you represent the private interests of others in criminal or civil litigation or a claim to which the City or an employee of the City is a party?

Yes No

Do you or a member of your immediate family have ownership interest in any property that is the subject of a condemnation proceeding, planning and zoning proceeding or any other administrative or court proceeding in which the City of Fort Worth or its agencies are interested parties?

Yes No

Do you or your spouse, either individually or through your employers, have any pending claims against the City?

Yes No

Have you had any convictions of criminal offenses other than parking or traffic tickets?

Yes No

Civic Engagement & Education

What civic or community endeavors have you been involved in? (Please list names of organization(s), positions held, dates of service and whether your service was provided on a compensated or voluntary basis.)

Some involvement with local Rotary club and donating time and other resources to various local community groups.

What is your educational background?

Bachelors in Marketing and Economics - University of Mississippi Master of Business Administration - University of Memphis

Demographics

Ethnicity

Caucasian/Non-Hispanic

Gender

Male

09/03/1986

Date of Birth

Are you a registered voter?

Yes No

Aston David Haswell

9801 Sinclair St. • Fort Worth, TX 76244 • 901-238-8080 • aston@velocafeshop.com

EDUCATION

The University of Memphis

Masters of Business Administration, MBA

Memphis, TN

December 2010

The University of Mississippi

Bachelor of Business Administration

Major: Marketing, Minor: Economics

Oxford, MS

May 2008

SUMMARY

With an MBA and fourteen years of retail oriented sales, management, and leadership experience, my education and experience only slightly prepared me for business ownership. For five years now, I have operated a successful retail bicycle and coffee shop that has grown significantly and been a benefit to local cycling community. In addition to professional experience, cycling is a personal passion. I spend many hours riding on our local roads and paths. From personal passion and business, have built a large local network of cycling enthusiasts in the area.

EXPERIENCE

Velo Café, LLC dba Cadence Cyclery of Keller

Owner

Currently operating a successful retail bicycle store

- All the hats
 - Daily operation, sales, service, hiring, training, finances, taking out the trash, etc.

Keller, TX

January 2018-Current

Velo Vino, LLC dba El Wine Chateau

Owner

Currently operating a successful and rapidly growing retail wine shop and wine bar

- Took a dying business and made it relevant and vibrant again

Keller, TX

January 2022-Current

Pacline Property Group, LLC

Principle

Property management group

Fort Worth, TX

January 2021-Current

The Trade Group

Retail Business Development Manager

Design and manufacturing of trade show exhibits, retail displays, fixtures, and POP materials

- Launched new division focused on retail merchandising
 - Oversight of all efforts: marketing, sales, project management, etc
- Work closely with customers and prospects to understand their objectives, taking a consultative approach to selling

Carrollton, TX

October 2016-2018

Chippenhook / Vassi Design Group

Senior Business Development Executive

Design and manufacturing of retail displays, fixtures, packaging, and POP materials

- Generate leads and prospect customers via multitude of methods and channels, including maintaining existing client relationships, trade shows, industry outreach, etc.
- Cross functional team leader; motivate and manage daily work flow and focus team
- Develop customer relationships to grow sales with existing customers

Lewisville, TX

September 2013 - July 2016