

North Carolina League of Municipalities  
Nominating Committee  
Raleigh, NC

Dear Members of the Nominating Committee,

I am honored to submit my candidacy for Second Vice President of the North Carolina League of Municipalities. I appreciate your consideration and the opportunity to serve an organization that plays a critical role in advancing and protecting the interests of North Carolina's cities and towns.

Over the course of more than two decades in municipal government and a career in private business ownership, I have developed a practical understanding of the challenges facing local governments—particularly the need to balance fiscal responsibility, service delivery, and long-term sustainability. As a small business owner, I was directly responsible for managing financial risk, including insurance coverage, workforce obligations, and capital investment decisions. Those same principles apply in municipal governance, where disciplined stewardship and thoughtful planning are essential to maintaining strong, resilient communities.

As a member of the Winston-Salem City Council since 2001 and Chair of the Finance Committee since 2009, I have helped guide our city through significant economic and operational challenges, including the Great Recession and the COVID-19 pandemic. Throughout these periods, we maintained essential services and preserved our financial strength, including our AAA bond rating. This experience has reinforced my belief in the importance of sound financial management, especially as municipalities face ongoing pressures related to property taxes, infrastructure needs, and growth management.

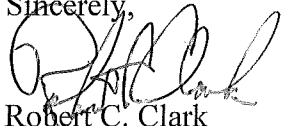
I also bring a strong commitment to collaborative governance. In an increasingly complex policy environment, advancing municipal priorities requires constructive engagement with state leaders, the development community, and other stakeholders. I have consistently worked across political and institutional lines to find practical solutions, and I believe that approach is essential to strengthening relationships and ensuring that municipalities have a clear and effective voice in Raleigh and Washington.

My service on statewide boards and commissions under multiple administrations, as well as my current role on the League's Board of Directors, has provided me with a broader perspective on the diverse needs of North Carolina's communities—from small towns to larger cities. I am particularly committed to supporting the League's efforts in sharing best practices, strengthening municipal operations, and helping communities prepare for and respond to challenges such as economic disruption and natural disasters.

I would be honored to continue serving the League in a leadership capacity and to contribute to its mission of supporting strong, well-managed municipalities across North Carolina.

Thank you for your consideration.

Sincerely,



Robert C. Clark

Robert C. Clark  
2815 Country Club Road  
Winston-Salem, NC 27104

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## EXECUTIVE SUMMARY

Experienced municipal leader and former business owner with over 25 years of service in local government, including long-standing leadership in municipal finance and governance. Proven record of guiding a major North Carolina city through economic downturns while maintaining fiscal stability and service continuity. Brings a unique combination of private-sector operational experience, public-sector leadership, and statewide governance engagement.

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## LEADERSHIP EXPERIENCE RELEVANT TO NCLM

- **Municipal Finance & Governance:** Chair, Winston-Salem Finance Committee since 2009; extensive experience overseeing municipal budgeting, financial policy, and long-term fiscal planning.
  - **Crisis & Economic Management:** Helped guide the City through the Great Recession and COVID-19 pandemic while maintaining essential services and preserving a AAA bond rating.
  - **Statewide Leadership:** Appointed by multiple governors to statewide boards and commissions; experience working across administrations and policy environments.
  - **Board Governance & Risk Oversight:** Independent director for community banks; experience in fiduciary oversight, financial risk management, and regulatory compliance.
  - **NCLM Engagement:** Current member of the NCLM Board of Directors; experience contributing to League initiatives and governance.
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## GOVERNMENT EXPERIENCE

### City of Winston-Salem – City Council Member (West Ward)

2001 – Present

- Serving over 25 years representing the West Ward.
- Chair, Finance Committee (2009 – Present).
- Member, Public Works and Housing Committees.
- Led and supported policy decisions addressing infrastructure, housing, and fiscal management.
- Known for collaborative, solutions-oriented leadership across political lines.

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## STATE & REGIONAL SERVICE

### **Winston-Salem State University – Board of Trustees**

Served two four-year terms (appointed under Governors McCrory and Cooper)

- Chair, Audit Committee
- Contributed to institutional oversight, financial governance, and strategic planning.

### **North Carolina Commission on Volunteerism and Community Service**

Appointed under Governors Perdue, McCrory, and Cooper

- Served as Chair
- Provided leadership on statewide service initiatives and community engagement.

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## PRIVATE SECTOR EXPERIENCE

### **Leesona Corporation – President & Owner**

- Owned and operated a manufacturing business specializing in textile equipment.
- Managed all aspects of operations including financial management, workforce leadership, insurance and liability coverage, and strategic planning.
- Developed practical expertise in balancing revenue, expenses, and operational risk—experience directly applicable to municipal governance.

### **Banking Experience**

- Independent Director, NewBridge Bank (2005–2015)
- Independent Director, Triad Business Bank (2018–Present)
- Provided oversight on financial performance, regulatory compliance, and risk management.

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## NCLM EXPERIENCE

- Member, NCLM Board of Directors (current term)
- Former Chair, NCLM Finance Committee
- Current member, Building Committee
- Active participant in League governance and policy discussions impacting municipalities statewide.

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## **EDUCATION**

**Wharton School, University of Pennsylvania**

MBA, Finance

**University of the South (Sewanee)**

Bachelor of Arts, Economics

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## **COMMUNITY SERVICE**

- Served on numerous nonprofit boards including:
  - St. Paul's Church
  - Chamber of Commerce
  - Better Business Bureau
  - Sawtooth Center
  - RiverRun International Film Festival
  - Twin City Development Foundation
  - Forsyth Country Day School
- Active volunteer with Samaritan Inn and other community initiatives.

## **CORE STRENGTHS**

- Fiscal discipline and financial oversight
- Collaborative, bipartisan leadership
- Practical problem-solving
- State and local policy alignment
- Risk management and governance
- Commitment to strong, well-managed communities



# *City of Winston-Salem*

OFFICE OF THE MAYOR

POST OFFICE BOX 2511 • WINSTON-SALEM, NC 27102

J. ALLEN JOINES  
MAYOR

April 3, 2026

North Carolina League of Municipalities  
434 Fayetteville Street, Suite 1900  
Raleigh, NC 27601

Dear Members of the Nominating Committee

It is with great enthusiasm and a deep sense of professional respect that I recommend Robert Clark for the position of Second Vice President of the North Carolina League of Municipalities. Having served alongside Robert for over 25 years, I have witnessed firsthand leadership that is increasingly important in these uncertain times - one defined by fiscal discipline, bipartisan bridge-building, and a tireless commitment to the residents of Winston-Salem.

Robert's tenure on the Winston-Salem City Council has been defined by his steady hands during turbulent times. He helped steer our city through some of the most daunting challenges in modern history, including:

- Navigating complex budget shortfalls while maintaining essential services during both the 9-11 recession and the Great Recession of 2008-2012.
- Balancing public health mandates with the economic survival of our local business community during Covid.
- Managing the demands of a rapidly evolving urban landscape including the affordable housing crisis.

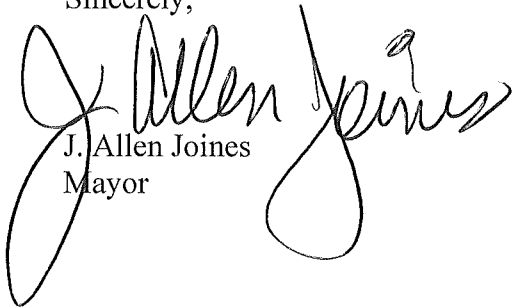
In an era of political polarization, Robert stands as a model of collaborative governance. Despite being the sole Republican member of our City Council, he has earned the trust of his Democratic colleagues, who have repeatedly appointed Robert as Chair of the Finance Committee. His reputation for "working the problem" rather than the politics has made him an indispensable asset to our city's financial health. The problems he's seen, solved and led us through are the same problems seen across the state, in small towns and mid-sized cities like ours. I know Robert will bring experience, level-headedness and leadership that will serve all the members and municipalities of the League.

Robert's influence and expertise extend well beyond the borders of Winston-Salem. Recognizing his diverse skillset, I had the privilege of recommending him to several key statewide bodies at the request of the three Governors, including:

- Winston-Salem State University Board of Trustees, 8 years.
- North Carolina Commission on Volunteerism and Community Service, 8 years.

Robert possesses the temperament, experience, and vision necessary to serve the League with distinction. He is an effective leader who understands that the best solutions are found through consensus and shared purpose. I give him my highest recommendation without reservation.

Sincerely,



J. Allen Joines  
Mayor



*City of Winston-Salem*  
*North Carolina*  
27102

COUNCIL MEMBER  
NORTH WARD

WWW.NORTHWARD.CITYOFWS.ORG

To: The NCLM Nominating Committee  
North Carolina League of Municipalities  
Dear Members of the Nominating Committee,

March 20, 2026

In local government, we often talk about "reaching across the aisle," but Councilman Robert Clark actually lives it. As a Democrat, Mayor Pro Tempore and North Ward Council member of Winston-Salem, I have worked side-by-side with Robert for over 15 years. While we sit on different sides of the political spectrum, we have never sat on different sides when it comes to the well-being of our citizens. It is my distinct pleasure to strongly support his candidacy for Second Vice President of the NC League of Municipalities. He will bring accountability, problem-solving and steady clarity to the organization just as he has to our city.

As the Chair of our Finance Committee, Robert handles our city's taxpayer dollars with a level of transparency and responsibility that has earned the respect of every single member of this Council. His strong financial skills have allowed the City to maintain its AAA bond rating through both the Great Recession and Covid. We have relied on his careful stewardship time and time again, and his leadership is trusted, proven and solid.

Robert possesses a rare gift for listening to all perspectives. I have seen him sit through heated debates where emotions run high, remaining calm and observant. Robert analyzes problems from multiple angles and offers pragmatic solutions that bridge the gap between ideology and reality. He works problems, and unlike some other politicians does not kick the can down the road. Instead, he delivers practical guidance that serves the greater good.

The NC League of Municipalities needs a leader who understands that city problems are not "Red" or "Blue" - they are about infrastructure, housing, and economic vitality. Robert doesn't just tolerate different viewpoints; he actively seeks them out because he understands that's how stronger policies are built.

Robert has my full confidence. His ability to bring people together is exactly what we need at the state level to ensure all our North Carolina cities and towns thrive.

Sincerely,

Denise "DD" Adams

Mayor Pro Tem, North Ward Council member