City of Seattle

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CITY OF SEATTLE
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CITY CLERK

OFFICE OF ARTS & CULTURAL AFFAIRS
Director

Confirmation Packet
March, 2013

Gregory Randall (Randy) Engstrom

Mike McGinn, Mayor
City of Seattle

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March 25, 2013

The Honorable Sally Clark
President, Seattle City Council
Seattle City Hall, 2nd Floor
Seattle, Washington 98104

Dear Council President Clark:

I am pleased to transmit to the City Council the following confirmation packet for my appointment of Randy Engstrom as the Director of the Department of Arts & Cultural Affairs (OACA).

The materials in this packet are divided into two sections:

A. <u>Gregory Randall (Randy) Engstrom</u>
Appointment and oath of office forms, resume, and press release

B. <u>Background Checks</u>
Background check report

Mr. Engstrom has served as the Acting Director of OACA since October, 2012, and has worked effectively to stabilize operations and improve confidence in department leadership and staff morale.

Mr. Engstrom has been a passionate advocate and organizer for cultural and community development for over 10 years. He served as the Chair of the Seattle Arts Commission after two years as Vice-Chair and was also the Chair of the Facilities & Economic Development Committee for many years. Randy was the Founding Director of the Youngstown Cultural Arts Center, a community space offering youth and community member's access to arts, technology and cultural resources, and also a founding member of Stronghold Arts Collective, an artist live/work project comprising neighboring houses, collectively owned by resident artists. In recognition of his achievements, Randy received the Emerging Leader Award from Americans for the Arts and was one of Puget Sound Business Journal's 40 under 40.

Randy is a graduate of the Evergreen State College, Olympia, WA, and he received his Executive Masters in Public Administration at the University of Washington's Evans School of Public Affairs.

Seattle City Hall, 7th Floor
600 Fourth Avenue
PO Box 94749
Seattle, WA 98124-4749

Tel (206) 684-4000
Fax (206) 684-5360
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E-mail: mike.mcginn@seattle.gov

Randy is a terrific asset to the City of Seattle, the City Council and the Mayor and I urge you to confirm him.

If you have any questions about the attached materials or need additional information, please contact Jaline Quinto, Council Liaison to the Mayor at 684-4021.

Sincerely,

Mike McGinn
Mayor of Seattle

SECTION

A

City of Seattle
Notice of Appointment

Name: ***Gregory Randall (Randy) Engstrom***	☒ **Executive Appointment** ☐ **Legislative Appointment**
Appointed to: *Director, Office of Arts & Cultural Affairs*	**Date of Appointment:** *March 25, 2013*
Authority (Ord., Res.): *SMC 3.4.810*	**Term of Office** **From:** *Confirmation* **To:** *Mayor's Discretion*
Comments:	
Authorizing Signature:	**Name and Title of Officer Making Appointment:** ***Mike McGinn, Mayor***

CITY OF SEATTLE - STATE OF WASHINGTON
OATH OF OFFICE

STATE OF WASHINGTON

COUNTY OF KING

I, *Gregory Randall (Randy) Engstrom*, confirm that I am the person appointed on *March 25, 2013*, and confirmed by the City Council on *[City Clerk will insert date]*, to the position of *Director of the Office of Arts & Cultural Affairs*, of the City of Seattle, in the State of Washington, and that I possess all the qualifications prescribed for said position by the Charter of the City of Seattle; that I will support the Constitution of the United States; and the Constitution of the State of Washington; and the Charter and Ordinances of the City of Seattle; and that I will faithfully conduct myself as *Director of the Office of Arts & Cultural Affairs*.

_____

Subscribed and sworn to before me
this _____ day of _____, 2013

(affix seal)

_____
Monica Martinez Simmons, City Clerk

Randy Engstrom

PROFESSIONAL EXPERIENCE

***Founder and President* – Reflex Strategies, Seattle WA**
2011-Present
Conceive, develop, and manage a consulting firm that specializes in strategic planning, facilitation and organizational development for cultural and community based organizations and public agencies. Projects include:

- *Capitol Hill Housing*: Help a local public development association plan and create 12th Avenue Arts, a multi-user arts facility in Seattle's Capitol Hill Neighborhood
- *4Culture:* Work with King County's arts agency to steward, facilitate and create and operational plan for the historic Washington Hall building as it is transformed into a dynamic cultural performance and gathering space in Seattle's Central District
- *Kellogg Foundation:* Develop a replication manual and training curriculum for the youth-led Food Empowerment Education Sustainability Team (FEEST) program; run a series of trainings in Detroit and New Orleans to assist in their development of a similar program
- *Central District Forum for Arts and Ideas:* Act as Interim Director and lead an organizational turnaround bringing financial and operational sustainability the Seattle's only organization dedicated to presenting the work of Black Artists
- *Public Health Seattle-King County*: Facilitate meetings with grantees, governance team, and Public Health staff in order to create a strategic framework and business plan for the Communities Putting Prevention to Work grant from the Centers for Disease Control

***Founding Director* - Youngstown Cultural Arts Center, Seattle, WA**
2005- 2011
***Deputy Director* - Delridge Neighborhoods Development Association (DNDA), Seattle, WA**
2009 - 2011
Establish and oversee all operational aspects of a 25,000 sq ft Cultural Arts Center comprised of various hourly and daily rental spaces as well as 7 year-round tenant organizations

- Act as a liaison and facilitator between DNDA, the Artist tenants, the Cultural Center tenants and program partners, community organizations and the wider arts community
- Oversee more than 20 staff including the Program Director, Operations Director, Rental Manager, House Managers, Technical Staff and Interns
- Prepare financial reports and develop the Center's annual operating budget ($350,000-$550,000)
- Oversee the maintenance and utilization of facilities which include the theater, media lab, recording studio, and workshop
- Manage the preparation, coordination and implementation of special events and programs
- Oversee fundraising and development efforts
- Develop, recommend and implement long-range planning
- Develop and plan partnerships

***Chair* - Seattle Arts Commission, Seattle, WA**
2011 - 2012
***Chair, Facilities and Economic Development Committee* - Seattle Arts Commission, Seattle, WA**
2005 - 2010
Serve as advisor to the Mayor's Office of Arts and Cultural Affairs on matters related to the value of arts and culture throughout Seattle

- Promote greater public participation and access to arts and culture
- Advocate for the role of arts and culture in civic life and for the value of arts education
- Review proposed budgets for the Office of Arts and Cultural Affairs and comment as the budget is submitted to the Mayor
- Establish linkages between economic vitality and the cultural community
- Develop and advocate for City arts-friendly public policy
- Advocate for affordable live/work and commercial space for arts and culture

- Work with community panels to review applications for City's Civic Partners and Youth Arts funding programs
- Co-Chair the Cultural Overlay District Advisory Committee (CODAC)
- Create and advocate for recommendations that support the preservation and expansion of cultural facilities throughout the city

***Interim Director* - King County Food and Fitness Initiative (KCFFI)**
2009-2010
Lead a multi-sector systems and policy change collaborative, as part of a Kellogg Foundation funded national initiative, from its planning phase to its $1.2 Million implementation

- Serve as conduit and primary relationship steward between national funder, local stakeholders, and regional media
- Manage staff, youth, volunteers, and agency partners to meet the goals and objectives of the KCFFI Community Action Plan
- Facilitate all Leadership Council and Strategy Action Team meetings
- Prepare and manage all budgets
- Ensure that youth and community voices are represented in all facets of the work
- Work with Initiative partners to prepare a successful Communities Putting Prevention to Work (CPPW) application for Public Health Seattle King County; Awarded $150,000
- Build and maintain strategic partnerships across the food and fitness sectors, both regionally and nationally

***CEO/Co-Founder* - Static Factory Media, Seattle, WA**
2003-2005
Conceive, launch, and manage a multimedia artist development company that's services include a performance venue, record label, recording studio, design house, and web services

- Build and maintain relationships with member and investors (20 individuals; $250,000 raised)
- Act as the public face and representative of the company
- Track and manage the financial progress and development of the company
- Maintain future vision and plan further programs and partnerships
- Manage all staff (8 full time, 10 part time), and run all staff meetings
- Organize and manage annual meeting of the company
- Develop and foster long term relationships
- Build and maintain strategic partnerships, including Capitol Hill Arts Center, Decibel Festival, Burning Man, and Consolidated Works
- Establish organizational structure and delegate responsibilities to various staff

***Program Manager* - Fremont Unconventional Centre, Seattle, WA**
2001- 2002
Program a unique event and performance space created to support the fundraising initiatives and activities of non-profit organizations in King County

- Develop and oversee event design and production services
- Provide lighting and audio-visual consultation for clients
- Cultivate relationships with prospective corporate and non-profit clients
- Assist in development of long-term strategy for the expansion of facilities and services

***Program Director* - KAOS Community Radio, Olympia, WA**
1998-1999
Manage, support and oversee local and national radio programming for a community-based radio station

- Manage and direct programming schedule of over 150 on-air personalities
- Produce regular concerts and promotional events
- Assist News and Music departments with content creation and distribution
- Facilitate pledge drives in conjunction with other staff

EDUCATION

Masters in Public Administration
December 2009, The University of Washington, Evans School of Public Affairs

Bachelor of Arts in Public Affairs
June 1999, The Evergreen State College, Olympia, WA

AWARDS

Americans for the Arts: ***Emerging Leader Award*** (2009)
Puget Sound Business Journal: ***40 Under 40*** (2009)
Seattle Weekly: ***Best Anti-Isolationist*** (2009)
City Arts Magazine: **Future 20: The Advocate** (2011)

VOLUNTEER EXPERIENCE

Washington Bus Educational Fund- *Board President* (2008 - present)
One Reel – *Board Member (2011 - present)*
City Arts Festival – Neighborhood Captain (2011)
Delridge District Council - *Board Member* (2008 - 2011)
Puget Sound Food Policy Regional Council - *Member* (2010 - 2011)
Creative Crossroads Advisory Committee - *Member* (2009 - 2011)
4Culture Real Estate Task Force - *Member* (2008-2009)
Artopia Festival/Georgetown Carnival- *Production Manager* (2006-2009)
Cultural Overlay District Advisory Committee - *Co-Chair* (2008-2009)
Emerging Arts Leaders of Seattle - *Founding Member* (2007-2009)
Greater Duwamish District Council - *Board Member* (2006-2008)
Ignition Northwest - *Founding Board Member* (2005-2008)
The Machine Project - *Public Relations Manager* (2004-2005)
The Fremont Fair - *Booking Manager* (2004)

City of Seattle
Office of the Mayor

News

For Immediate Release
March 25, 2013

Contact: Aaron Pickus, Mayor's Office
Tel: (206) 233-2650

Mayor McGinn submits Randy Engstrom for confirmation as Director of Arts & Culture

Engstrom has served as acting director since October 3, 2012

SEATTLE – Today Mayor Mike McGinn submitted legislation to the City Council to confirm Randy Engstrom as permanent director of the Office of Arts & Culture. Engstrom has served as the acting director since October 3, 2012.

"Our arts community is a critical part of our local economy and cultural vibrancy," said McGinn. "Randy has done a great job engaging with the community as acting director and I urge the City Council to confirm him as permanent director."

Engstrom has deep experience and success working in the Seattle arts community. He has over a decade of grassroots arts and culture experience beyond consulting, having founded Static Factory Media, a multi-media artist development company, and acted as the Founding Director of Youngstown Cultural Arts Center. He has also served as a chair to the Seattle Arts Commission, and previously served as a board member of One Reel and board President at Washington Bus Education Fund.

A number of accolades support his past work - City Arts Magazine named him "The Advocate" in December of last year, he was an Americans for the Arts Emerging Leader in 2009 and was also named to Puget Sound Business Journal's "40 under 40" in 2009.

Engstrom holds a Masters in Public Administration from the University of Washington Evans School and a BA in Public Administration from Evergreen State College.

About the Office of Arts & Cultural Affairs
The Office of Arts & Cultural Affairs supports the health and vitality of our city by providing access to arts and culture, advancing the role of the arts in our community, and advocating for issues that affect the entire cultural community. The 16-member Seattle Arts Commission, citizen volunteers appointed by the mayor and City Council, supports the city agency.

All Mayor's Office press conferences, town halls and general public meetings are archived by Seattle Channel. Many town halls and press conferences are also broadcast live to the web.

Sign up for The Reader, our office newsletter, at our website. And learn more about your neighbors and the mayor's activities on our blog.

@MayorMcGinn **Mayor Mike McGinn**

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SECTION

B

City of Seattle
Finance & Administrative Services

MEMORANDUM

DATE: February 27, 2013

TO: Julie Tobin

FROM: Rhea Reynolds, Senior Personnel Specialist RR

SUBJECT: Criminal History Check – Gregory Randall Engstrom

The Finance and Administrative Services Department, Human Resource Division has completed the criminal history and background review for Gregory Randall Engstrom. There were no findings that would impact the employment eligibility of Gregory Randall Engstrom.

Fred Podesta, Director
Finance & Administrative Services
700 Fifth Avenue, 52nd floor
PO Box 94689
Seattle, WA 98124-4689

Tel (206) 684-5212
Fax (206) 684-7898
TDD (206) 615-0476
fred.podesta@seattle.gov

Seattle City Council

April 2, 2013

Randy Engstrom, Interim Director
Office of Arts and Cultural Affairs
PO Box 94748
Seattle, WA 98124-4748

Re: City Council Expectations for Randy Engstrom, Director of the Office of Arts and Cultural Affairs

Dear Mr. Engstrom:

Congratulations on being nominated for appointment as Director of the Office of Arts and Cultural Affairs (OACA) by Mayor McGinn. To be successful, City Councilmembers believe department directors must work constructively with both the Executive and Legislative branches. A positive working relationship requires a director to be responsive to Council needs and priorities.

To that end, as part of the Council's confirmation process, this letter is intended to communicate our expectations for your job performance following your confirmation as Director of OACA. Expectations provide a basis for Council evaluation of a director's performance during his or her confirmation process. The Council expectations listed below are intended to enhance your accountability to the Council. Council expectations are also intended to supplement the Mayor's expectations and your responsibilities established in Seattle Municipal Code.

A copy of this letter will be placed in the Clerk File containing Mayor McGinn's request for your appointment as Director of OACA.

I. City Council General Expectations for Randy Engstrom as Director of OACA

A. <u>Relationship with Council</u>. You are expected to maintain a constructive working relationship with the Council, as demonstrated by:

1. Prompt and complete responses to Council information inquiries.
2. Pro-active updates on policy development, operational concerns and financial matters of significance, so that the Council is informed of significant changes or controversies before the information reaches the media and/or before the Executive submits a request for Council action.
3. Dependable implementation of policy direction provided by the Council.
4. Assistance in the research and development of Council policy initiatives.

B. **<u>Management Skills</u>**. In addition to the duties outlined for the Director of OACA in Seattle Municipal Code 3.14.815, you are expected to demonstrate strong commitment to the following Council priorities:

1. **Public communication**
   a. Conduct inclusive outreach to relevant stakeholders.
   b. Implement a strong ethic of customer service.
   c. Make information available so that the public can track the department's performance in delivering services.
2. **Organizational management**
   a. Coordinate productively with other City departments.
   b. Maintain strong working relationships with other governmental entities.
   c. Operate within budget constraints and pro-actively manage expenditures.
   d. Provide a fair and equitable approach to the award of City contracts.
   e. Continue to improve and enhance the role of the Seattle Arts Commission in achieving their duties outlined in Seattle Municipal Code 3.14.830. Particular attention should be paid to involving the Seattle Arts Commission in budgetary duties, as outlined in SMC 3.14.815 and 830.
3. **Personnel management**
   a. Develop and maintain strong morale among employees.
   b. Provide an inclusive work environment that offers equitable opportunities for all.
   c. Address issues of succession planning and the professional development of existing staff.
4. **Service delivery, including both routine operations and emergent situations**
   a. Ensure that on-going, day-to-day services are provided effectively and efficiently, and that the department tracks its performance in delivering such services.
   b. Make certain the department is able to deal with localized emergencies or service disruptions and has thoroughly planned how to manage its operations in case of a City-wide emergency.

II. Specific Expectations for Randy Engstrom as Director of OACA for 2013 – 2017

During the term from 2013 to 2017, Mr. Engstrom is expected to implement (and provide regular progress reports on) the following Council expectations:

A. **Cultural Overlay District Advisory Committee (CODAC) Recommendations.** Work with the Seattle Arts Commission to develop an implementation plan for the CODAC recommendations accepted by the City Council in August, 2009, and described in Council Resolution 31155.

B. **Arts and Cultural Space Development.** Work with the Seattle Arts Commission, City departments, other governmental offices, artists, arts and cultural organizations,

and property developers and owners to advance the retention of existing and the development of new long-term affordable space for arts and cultural uses.

C. **Public Engagement.** Actively engage and collaborate with Seattle residents, businesses, nonprofits, and other groups with an interest in arts and culture, including heritage and preservation groups. Provide clear communication to the public and create opportunities for open dialogue about OACA projects and programs.

D. **Race and Social Justice.** Advance the City's Race and Social Justice Initiative. Advance arts and culture projects and programs that appeal and are accessible to individuals with diverse racial, ethnic, and socioeconomic backgrounds.

The City Council looks forward to working cooperatively with you to ensure that OACA continues to stimulate a diverse and lively arts and cultural environment in Seattle.

Sincerely,

Sally Clark, President
Seattle City Council

Nick Licata, Chair
Housing, Human Services, Health, and Culture Committee

cc: Michael McGinn, Mayor, City of Seattle
Seattle City Council Members