

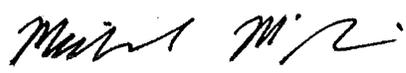
13
311865

City of Seattle

Notice of Appointment

FILED
CITY OF SEATTLE

2011 OCT 14 PM 4:37

Name: <i>Shannon Roach</i>		<input checked="" type="checkbox"/> Executive Appointment <input checked="" type="checkbox"/> Reappointment <input type="checkbox"/> Legislative Appointment <input type="checkbox"/> Agency Appointment <input type="checkbox"/> PDA Council <input type="checkbox"/> PDA Constituency
Residential Neighborhood: <i>Capitol Hill</i>	Zip Code: <i>98102</i>	Contact Phone No.: <i>(206) 834-1000</i>
Appointed to: <i>Seattle Center Advisory Commission</i>		Date of Appointment: <i>September 28, 2011</i>
Authority (Ord., Res.): <i>Ordinances 91885 and 108936</i>		Term of Office From: <i>September 28, 2011</i> To: <i>September 28, 2014</i>
Background: <i>RE-appointment</i> <i>Shannon Roach is an Executive Director at the Recording Academy (the GRAMMYS), where she leads the Pacific Northwest Chapter's efforts to celebrate, advocate for and support the music industry. PNW Chapter offers networking and professional development opportunities to industry professionals, supports emerging talent through programs such as Grammy Career Day and GrammyU, and actively advocates for the MusiCares Foundation. Shannon was previously the Managing Director of Seattle's Vera Project, a wildly popular, all-ages, youth-focused, volunteer-fueled music and arts non-profit. As the Managing Director of Vera, Shannon was responsible for developing capacity to insure organizational stability and strategic direction that is responsive to the needs and interests of the Seattle community, especially related to music, art, youth and civic engagement. Shannon's other experience includes work with such esteemed arts organizations as Redmond's Old Fire House, The Henry Gallery, and On the Boards Theater. In addition to the Seattle Center Advisory Commission, Shannon also sits on the Seattle's Music Commission and Leadership Tomorrow's Curriculum Committee. In her spare time, Shannon likes to hang out with her son Austin "Tiny" Roach, enjoy local live music and art, eat good food, and travel to places where she can swim in the ocean. Shannon has designed successful models for youth engagement and has an unwavering dedication to the power of music and the arts as means to encourage and support young people. She has brought a truly unique and invaluable perspective to the commission.</i>		
Authorizing Signature: 		Name and Title of Officer Making Appointments: Mayor Mike McGinn



Shannon Roach

A collaborative and innovative leader with extensive arts administration experience

Professional Accomplishments

Strategic Non-Profit Management

- Long-term organizational strategic planning, including the collaborative creation of a mission statement, vision, values, and five-year organizational goals.
- Design and oversight of strategic plan implementation and evaluation processes.
- Business planning coordination, including market analysis, IT strategic planning, communications strategies, staffing plan and pro-forma budgeting.
- Staff management, including human resources coordination, benefit management, staff training, personnel goal setting/evaluations and professional development.
- Board relations, including formulating policies and planning recommendations to the Board, assisting in the selection, orientation and evaluation of directors, developing and supporting Board committees, facilitating collaborative leadership between Board and Membership, and organizing board meetings and annual board retreat.
- Management of substantial program growth and scalability (during my tenure at Vera audiences increased by 229% under my direction, while the budget only increased by 94%).

Fiduciary Oversight and Fund Development

- Organizational fiduciary oversight, including budget development/reporting, fiscal systems creation/management and long-term financial planning.
- Capital building project management, fundraising and budget oversight, including a \$1.7 million project (The Vera Project) and a \$350,000 project (The Old Fire House).
- Extensive successful fundraising experience, including:
 - creation and evaluation of annual fundraising plans
 - proposal creation and evaluation for foundation grants
 - individual donor cultivation
 - lobbying for city, county and state public funding
 - relationship building for corporate and sponsor in-kind and cash support

Programming and Event Planning

- Planning and production of fundraising events, raising up to \$150,000 per event.
- Coordination of educational programs such as music camps, photography classes, professional networking panels, film workshops and studio recording classes.
- Coordination of live music events, including booking oversight, contracting, staffing, budgeting, intellectual property releases and venue management.

Marketing, Communications and Community Relations

- Annual organizational communications and promotions plan development and implementation, including collateral development, social networking, print media relations, program promotions and web content management.
- Project management for the development of an award-winning website www.theveraproject.org
- Coordination of organizational partnerships for programming, advocacy and fundraising.
- Numerous interviews and profiles with local television and print media.
- Presentations at conferences, meetings, and events to audiences ranging from public officials to music industry professionals.



Seattle Center Advisory Commission

September 2011

15 members: Per Ordinances 91885 and 108936, appointed by Mayor, confirmed by City Council; 3-year terms

1 member: *Get Engaged: City Boards and Commissions* program, appointed by Mayor, confirmed by City Council; 1-year term

D	G	Member	Position / Background	Term Ends	Serving
2	F	Dziko, Trish	Business, Education, Tech	09/28/12	2 nd term
6	F	Joncas, Kathleen	Business, Non-profit	09/28/12	2 nd term
6	F	Robar, Angela	Vice Chair, Marketing	09/28/12	2 nd term
0	--	Vacant	Vacant	09/28/12	Vacant
0	--	Vacant	Vacant	09/28/12	Vacant
6	M	Block, Bill	Chair/Cmte 2 End Homeless, Gov't, Legal	09/28/13	4 rd term
6	M	Dederer, Mark	Bank/Finance	09/28/13	1 st term
6	F	Hall, Regina	Bank/Finance, Retired, Sales	09/28/13	3 rd term
2	F	Moodie, Donna	Hospitality, Sales	09/28/13	2 nd term
6	M	Tune, Jim	ArtsFund	09/28/13	2 nd term
6	M	<i>Kaplan, Bob</i>	<i>Technology</i>	<i>09/28/14</i>	<i>2nd term</i>
6	F	<i>Levy, Jan</i>	<i>Non-profit</i>	<i>09/28/14</i>	<i>3rd term</i>
2	M	<i>Lofton, Andrew J.</i>	<i>Government</i>	<i>09/28/14</i>	<i>3rd term</i>
6	F	<i>Roach, Shannon</i>	<i>Entertainment, Education, Non-profit</i>	<i>09/28/14</i>	<i>3rd term</i>
1	F	<i>Wong-Wear, Hollis</i>	<i>Entertainment, Education, Non-profit</i>	<i>09/28/14</i>	<i>1st term</i>
6	M	Leber, Todd	(Get Engaged)	09/30/12	only

Diversity

	Men	Women	Vacant	Minority	(1) Asian-American	(2) African-American	(3) Hispanic Latin@	(4) Native-American	(5) Other	(6) Caucasian
Mayor	5	8	2	4	1	3	0	0	0	9
Get Engaged	1	0	0	0	0	0	0	0	0	1
<i>Total</i>	6	8	2	4	1	3	0	0	0	10