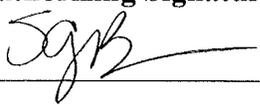


#6

City of Seattle Notice of Appointment

Name: Beth Purcell		<input 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: Central	Zip Code: 98122	Contact Phone No.: N/A
Appointed to: Parks and Green Spaces Levy Oversight Committee		Date of Appointment: January 19, 2012
Authority (Ord., Res.): Ord. 122749		Term of Office: From: January 19, 2012 To: December 31, 2015
Background: Ms. Purcell is a landscape architect and parks supporter. She is on the board of the Seattle Parks Foundation, co-chairing the Neighborhood Parks and Green Connections Committee. She chaired the Parks for All Citizens Committee that developed the Levy and was originally appointed to the Oversight Committee as a representative of that committee. Ms. Purcell is a former Seattle Parks and Recreation employee, working as a neighborhood liaison for the department and as a program manager. Combining an in-depth understanding of the Levy and the intent of the original citizens committee with knowledge of Parks and project management make Ms. Purcell an excellent Oversight Committee member. She understands the lay of the land, asks the hard questions and fully represents the people of Seattle in ensuring strong Levy oversight.		
Authorizing Signature: 		Name and Title of Officer Making Appointments: Sally Bagshaw, Seattle City Councilmember



Beth S. Purcell

Relevant Experience

Purcell Planning & Design, Seattle WA *Principal*

2002-present

Purcell Planning and Design is a Seattle based Landscape Architectural and Urban Design firm focusing on innovative design and sustainable solutions. Services offered include planning, design and project management for residential and public space initiatives in the Pacific Northwest.

Seattle Parks Foundation, Seattle WA *Board Member*

2005-present

The Seattle Parks Foundation is an independent nonprofit organization that improves, expands, and creates parks and green spaces, building a more vibrant community. The Parks Foundation is known nationwide as a leader in creating new partnerships and securing private resources to improve urban parks and green spaces. Since 2001 the Foundation has completed 29 projects, secured over \$28 million, and successfully advocated for nearly \$200 million in public funding for urban parklands. Currently the Parks Foundation has many projects underway, including the final phase of Lake Union Park, a 12-acre waterfront park in the heart of Seattle.

Roles and responsibilities:

- Chair of the Neighborhood Park and Green Connections Committee (NPGC) which focuses on creating an equitable distribution of accessible parks throughout the city. NPGC works with multiple public agencies within the City and State as well as private donors to enhance and improve existing public spaces throughout Seattle.
- Represent the Board on all aspects of the Parks and Green Spaces Levy including Citizen Advisory Committee, *Parks for All* Campaign and the Citizen Oversight Committee.
- Member of the Executive and Advocacy Committees.

Department of Parks and Recreation, Seattle, WA

Senior Staff, Superintendent's Office

1999-2000

Coordinated the development and passage of \$200 million voter approved levy by working with citizens and elected officials to create the financial and development package. Responsibilities included:

- Selected over 200 park acquisition and development projects for funding.
- Advised the Mayor and staff on overall strategy and options for structuring the levy.
- Served as primary media contact and spokesperson for print, radio and television.
- Analyzed and recommended policy direction, conducted public education and outreach presentations and wrote speaking points for elected officials.
- Managed the work of the citizen's advisory committee.

Neighborhood Development Specialist

1995-1999

The Neighborhood Development program was designed to foster relationships with Seattle's neighborhoods by providing assistance for community initiated park projects and planning efforts. As the pioneer staff member of this program, roles and responsibilities included:

- Served as Parks Department liaison, community outreach and organizer to 37 communities involved in the neighborhood planning program. This neighborhood driven process resulted in plans to guide city investment in urban centers throughout the city.
- Served as coordinator within the Parks Department to provide review and feedback to the Department of Neighborhoods on all neighborhood plans as they pertained to existing Park Department policies, plans and priorities.
- Created the Grey to Green Program that leveraged grants, City funding and community contributions of funding and labor to redevelop asphalt covered school grounds into green spaces to benefit school children and other park users. Coordinated with outside agencies including Seattle Housing Authority and Seattle Public Schools on the successful negotiation of long term leases for public use.
- Created the Park Opportunity Fund which provided funds for small public projects with high impact.
- Served as primary contact and project manager on community initiated park projects. Led community groups through planning, design, funding and many implementation phases.
- Represented Parks Department on the Seattle Public Utilities (SPU) Interdepartmental Team on Reservoir Lidding Projects. Worked with SPU and various community groups to identify opportunities, develop plans, secure funding and implement improvements that were congruent with SPU's Reservoir Lidding Plan and the Parks Department's Comprehensive Plan.

Beth S. Purcell

(continued)

Barker Landscape Architects, P.S. Seattle, WA

1992-1995

Landscape Architect

Barker Landscape Architects focuses on civic projects and recognizes that community participation is an essential part of a successful and innovative project. Roles included:

- Lead designer, project manager and community organizer on public parks and development projects for the cities of Seattle, Bellevue and Kirkland.
- Key projects included: Bellevue Botanical Gardens, Carkeek Park Environmental Playground, Madrona Beach Restoration, I-90 Wetlands, Ponds and Boardwalk mitigation projects.

Community Leadership

Parks and Green Spaces Levy

Citizen Oversight Committee Member

2009- present

The Citizen Oversight Committee is appointed by the Mayor and City Council to help ensure successful implementation of the projects and programs included in the levy. Responsibilities include:

- Advise on expenditures and allocations for each budget year.
- Establish criteria and an application process, and make recommendations on allocations for the Acquisition and Development Opportunity Fund.
- Review expenditure of levy proceeds and interest earnings.

Chair, Citizen Committee

2008

Appointed by City Council President Conlin to chair a 28 person Citizen Committee to develop a set of recommendations regarding renewal of the expiring ProParks Levy. Responsibilities included:

- Lead public outreach and public hearings
- Coordinated work of the Citizen Committee with City Council members, Council central staff, and the consultant team
- Facilitated Committee recommendations which included a package of proposed options for parks, open space, boulevard, trail, green infrastructure, and recreation projects

Central Area Development Association *Community Member*

1992-1995

The Central Area Development Association (CADA) is a Community Based Development Organization established to revitalize the Central Area of Seattle. CADA's work resulted in the Central Area Action Plan which was one of the first Neighborhood Plans in the City of Seattle. The plan identified revitalization goals for the Central Area.

Roles included community member and participant in process including design input on various neighborhood improvement projects including park, transit, streetscape and trail projects throughout the Central Area.

Madrona Community Council *Community Member*

1992-present

Madrona is one of Seattle's treasures – a diverse neighborhood just east of downtown. The Madrona neighborhood has evolved into a neighborhood rich with culture, business and recreational opportunities. Madrona has an active community council that relies on volunteers to maintain a vibrant community.

Involvement includes an active member of the Madrona Community Council as well as spearheading several major community projects and programs. Specific projects include the Madrona Beach, Madrona Playground Renovation, the Madrona Barbeque festival and Madrona Neighborhood Appreciation Day.

Education

University of Wisconsin, Madison, WI - Bachelor of Science Landscape Architecture, Urban Design emphasis

2008 Parks and Green Spaces Levy Oversight Committee: December 13, 2011

16 members: 8 appointed by Mayor, confirmed by the City Council
8 appointed by City Council

Representation shall include:

Representative from Park Board

Representatives from diverse neighborhoods

Initially, four representatives from the Park and Green Spaces

Levy Citizens' Advisory Committee

(Mayor appoints two and City Council appoints two)

All appointments are subject to City Council confirmation.

Terms:

Terms will be **3-year terms**, except initial appointments which will include:

- Five members will have initial 1-year terms
- Five members will have initial 2-year terms
- Six members will have initial 3-year terms

		<u>Term Ends</u>	<u>Position</u>	<u>Appointed By</u>
Sharon H. Lee	NE	12-31-14	At-large	City Council
Alec Stephens	SE	12-31-14	At-large	City Council
Dorsol Plants	SW	12-31-14	At-large	City Council
Donna Hartman-Miller	NE	12-31-13	At-large	City Council
Michael Maddux	CE	12-31-13	At-large	City Council
Joyce Pisanont	CW	12-31-13	At-large	City Council
Douglas Dunham	NW	12-31-12	At-large	Mayor
Terry Holme	SE	12-31-12	Park Board Rep.	Mayor
Don Harper	CW	12-31-12	At-large	Mayor
Beth Purcell	SE	12-31-11	Citizen Committee Rep.	City Council
Pete Spalding	SW	12-31-11	At-large	City Council
Bruce Bentley	SW	12-31-11	Citizen Committee Rep.	Mayor*
Dennis Canty	NW	12-31-11	At-large	Mayor*
Shanon Kearney	CE	12-31-11	At-large	Mayor*
William Brosseau	NW	12-31-11	At-large	Mayor*
Vacant		12-31-10	At-large	Mayor

*To be reappointed to a second 3-year term.

	Men	Women	Minority TOTAL	(1) Asian	(2) African American	(3) Hispanic	(4) Native American	(5) Other
Mayor	5	1	1		1			
Council	5	4	3	2	1			
Total	10	5	4	2	2			