

#13

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CITY OF SEATTLE

2012 AUG 24 PM 1:52

City of Seattle  
Notice of Appointment

CITY CLERK

<b>Name:</b>  <b>ROBERT STRONG</b>		<input type="checkbox"/> Executive Appointment (X) Reappointment  <input type="checkbox"/> Legislative Appointment (X) Agency Appointment PDA Council <input type="checkbox"/> PDA Constituency
<b>Residential Neighborhood:</b>  Capitol Hill	<b>Zip Code:</b>  98102	<b>Contact Phone No.:</b>  (206) 654-3259
<b>Appointed to:</b>  Museum Development Authority Council		<b>Date of Appointment:</b>  July 12, 2012
<b>Authority (Ord., Res.):</b> SMC 3.110		<b>Term of Office:</b> 3-years <b>From:</b> Confirmation <b>To:</b> July 12, 2015 KP

**Comments** (Brief Bio in this area, also mention if this is a first appointment or a reappointment):

Bob was born and raised in Seattle. He graduated from Lakeside High School. He attended Occidental College and graduated from the University of Washington with a BA in English. Bob has served on several boards. In addition to being Senior Vice-President of Investments at Ragen MacKenzie, he is currently Treasurer of the museum's Board of Trustees. In this latter role, he has contributed significant time and counsel to the museum in regard to its recent debt financings, including that supported by the MDA. This experience will prove most useful as we move forward with the completion of the museum's capital projects, given the MDA's valuable role in the process.

Bob will undoubtedly be a valuable member of the MDA. Your confirmation of this candidate's reappointment is requested.

**Authorizing Signature:**

**Name and Title of Officer Making Appointments:**

President  
SIM Board of Trustees



Minutes

Welcome

- Winnie Stratton, President, welcomed the committee to the meeting and called for approval of the May 29 expanded executive committee meeting minutes. The motion was made, seconded and approved.

President's Report

- Winnie began her report with an announcement of the **Institute of Museum and Library Services (IMLS)** feature of SAM's **Art Goes to School** program. Art Goes to School is a program developed in 2009 and led by teaching artists with the goal to grow the museum's capacity to serve more students with art experiences; updating and developing new resources for teachers.
- Sales for the upcoming **Set the Table for SAM** event continues to grow and currently **projected to sell out at 600 guests**. To-date SAM has fulfilled its goal of doubling attendance with 53 tables total, compared to 2011 with 26 tables and 309 guests in attendance. In an effort to maximize revenue, table hosts are encouraged to ask invited guests to make a full-tax deductible gift to SAM.
- A push for Trustees to **renew their Contributors Circles memberships** by the upcoming June 30 fiscal year-end was made.
- Winnie called on **Bob Cundall, Chief Operating Officer**, to provide updates on the MDA and Cultural Access Fund:
  - On behalf of the **Museum Development Authority (MDA)**, Bob presented the re-nomination of SAM Trustee, **Bob Strong**, to the MDA Council. Bob has served on the council representing SAM since 2006. The motion to re-nominate Bob was made, seconded and approved.
  - Bob gave an update on the **Cultural Access Fund** initiative in which former Deputy Mayor, **Tim Ceis** recently proposed a **strategic plan** for the CAF mapping out the next three years to set the stage for long-term funding for cultural institutions. Participating institutions would be asked to commit to a total of \$3M in dues per year to help fund the plan; of that total, SAM would provide \$10K per year in dues.
- Winnie briefly reported on the recent **Elles Special Preview** event in which over 100 people attended generating community support in anticipation for the show.
  - **Maryann Jordan**, Vice Director, reported on the current plans for promotion which included the marketing campaign as well as the special fund appeal titled, Wall of Women, in which donations can be made in a woman's honor and the donor/honoree's names will be listed on a wall to be highlighted in the Brotman Forum of SAM.
- Winnie gave a **Board Governance** report and presented the following Trustees for re-election to a 2<sup>nd</sup> three-year term:

○ Philip Isles	○ Stewart Landefeld
○ Cliff Burrows	○ Gwen McCaw
○ Watson Blair	○ Michael Parham
○ Daniel Friedman	
- The following Trustees were presented for re-election to a **third three-year term and forego rotation** for 2012-2013:
  - **Betty Hedreen**

Seattle Art Museum  
Executive Committee Meeting  
June 20, 2012, 12:00 – 1:30 p.m.  
Arnold Board Room

Confidential

○ Robert Kaplan

- The motion to re-elect all Trustees was made, seconded and approved unanimously.

**FY13 Operating Budget Presentation**

- **Bob Cundall**, Chief Operating Officer, presented to the committee the proposed **FY13 Operating Budget** that was recently adjusted to reflect more conservative revenue projections based on previous feedback provided by the Finance Committee.
- **Jennifer Aydelott**, **Director of Development**, also presented a re-forecasted summary of contributed revenue for both FY12 and FY13.

**Ancestral Modern Admissions Results**

- Lastly, Winnie reported on the preliminary admissions results for *Ancestral Modern* -- attendance has been off to a slow start however as mentioned earlier, projections are to be adjusted to fall in line with the re-forecasted FY13 budget expectations. A promotional campaign is also planned to launch and help push attendance.
- It was also noted that through a recently conducted visitor survey, results found that about 50% of SAM's audience visits the museum through word of mouth. For the future, staff will be looking at ways to provide Trustees with promotional blurbs to pass on to friends and family about the show.

**Executive session** was held and all staff were excused.

**Trustees in attendance:** Winnie Stratton, Charlie Wright, John Frank, Barney Ebsworth, Bob Strong, Stewart Landefeld, Maggie Walker, Stan Savage, Michael Corliss, Christine Nicolov, Scott Morris, Andrea Thoreson.

**Staff in attendance:** Jennifer Aydelott, Bob Cundall, Nick Dorman, Laureen Hoo, Sandra Jackson-Dumont, Maryann Jordan, Lauren Mellon, Richard Heine.

# **BOB STRONG**

Seattle, Washington

## *Employment History*

### **Sr. Vice President – Investment Advisor/ Investments**

McAdams Wright Ragen, Inc 2010 – Present

Seattle, Washington

### **Sr. Vice President – Investments,**

Ragen Mackenzie (formerly Cable Howse and Ragen) 1983 – 1999

Seattle, Washington

### **Vice President – Name of Division/Dept, Investments**

Blyth Eastman Dillon/ Paine Webber 1979 – 1983

Seattle, Washington

## *Professional and Community Affiliations*

Member of Board of Trustees – Seattle Art Museum, 1996 – Present

Treasurer and Chair of Finance Committee – Seattle Art Museum, 2003 – Present

Museum Development Authority Council – Seattle Art Museum, 2009 – Present

Member of Board of Directors – Rainier Scholars, 2012 – Present

## *Education*

B.A. in English, University of Washington (Seattle, WA)

## Museum Development Authority

*August 2012*

9 members: Per RCW 35.21.730 and Seattle Municipal Code (SMC) 3.110.010; appointed as follows; subject to City Council confirmation; 3-year terms.

- 3 (one each year) Appointed by Mayor
- 3 (one each year) Appointed by Seattle Art Museum
- 3 (one each year) Appointed by MDA Council (may not be members of SAM Board of Trustees)

D	G	Name	First Appointed	Current Term Ends	Term #	Represents / Position	Appointed by
3	F	Rosita Romero		07/12/13		Member	Mayor (1)
	F	Margaret K. Walker		07/12/13		Member	Seattle Art Museum
	F	Dorothy H. Mann		07/12/13		Member	MDA Council
	M	Henry McGee		07/12/12		Member	Mayor (2)
	M	Robert Strong	2006	07/12/15	3rd	Member	Seattle Art Museum
	M	Douglas A. Raff	1999	07/12/15	5th	Chair	MDA Council
2	M	Robert J. Flowers		07/12/14		Member	Mayor (3)
	M	Douglas Norberg		07/12/14		Member	Seattle Art Museum
	M	J. Thurston Roach		07/12/14		Treasurer	MDA Council

### Diversity:

App. Authority	Men	Women	Vacant	Minority	(1)	(2)	(3)	(4)	(5)	(6)
					Asian American	African American	Hispanic	Native American	Other	Caucasian
Mayor	2	1	0			1				
<b>Total</b>	<b>6</b>	<b>3</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>5</b>

\* Other includes diversity in any of the following: race, gender and/or ability



# City of Seattle

Michael Patrick McGinn, Mayor

**Executive Department – Office of Intergovernmental Relations**

Marco Lowe, Director

August 16, 2012

TO: Monica Martinez Simmons, City Clerk  
Seattle City Council

FROM: Kenny Pittman, OIR, 684-8364 *KP*

RE: Re-Appointments to the Museum Development Authority (MDA) Council

CC: Frank Video, Legislative Assistant to Councilmember Nick Licata

FILED  
CITY OF SEATTLE  
2012 AUG 24 PM 1:34  
CITY CLERK

I am happy to forward the following re-appointments for a confirmation hearing before the Committee on Housing, Human Services, Health, & Culture:

	Name	Term Ends	Succeeding
Museum Development Authority	Douglas A. Raff	07/11/2015 (3-Year Term)	Re-appointment by MDA Council
	Robert Strong	07/11/2015 (3-Year Term)	Re-appointment by Seattle Art Museum

The Museum Development Authority (MDA) is governed by a nine (9) member board, consisting of three (3) Mayoral appointments, three (3) MDA board appointments, and three (3) Seattle Art Museum appointments, per Seattle Municipal Code (SMC) 3.110. All appointments are for three-year terms and subject to City Council confirmation.

cc: Julie Cramer, Mayor's Office, Boards & Commissions