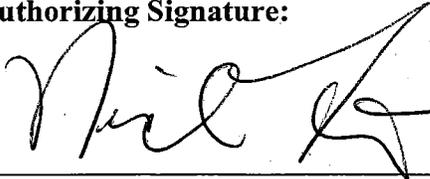


14

CF 312665

**City of Seattle
Notice of Appointment**

Name: <i>Ezra Basom</i>		<input type="checkbox"/> Executive Appointment <input type="checkbox"/> Reappointment <input checked="" type="checkbox"/> Legislative Appointment <input type="checkbox"/> Agency Appointment <input type="checkbox"/> PDA Council <input type="checkbox"/> PDA Constituency
Residential Neighborhood: <i>Beacon Hill</i>	Zip Code: <i>98108</i>	Contact Phone No.: <i>n/a</i>
Appointed to: <i>Housing Levy Oversight Committee</i>		Date of Appointment: <i>December 17, 2012</i>
Authority (Ord., Res.): <i>Ordinance 123013</i>		Term of Office: From: <i>Confirmation</i> To: <i>June 30, 2014</i>
Background: <i>Ezra has experience on several citywide Seattle campaigns, working to mobilize hundreds of volunteers and coordinate multiple volunteer teams. He also has a background in strategic planning, fund development, event planning, and campaign management.</i> <i>Ezra is currently enrolled in the Master of Public Administration program at Seattle University. He received his Bachelor of Arts in Political Science at San Francisco State University.</i> <i>Ezra currently serves on the King County Conservation Voters as Board Member and Treasurer. He is also the site coordinator for the Dakota P-Patch Community Garden.</i>		
Authorizing Signature: 		Name and Title of Officer Making Appointments: <i>Nick Licata, Councilmember and Chair of the Housing, Human Services, Health, and Culture Committee</i>

Ezra Basom

NON PROFIT MANAGEMENT & CAPACITY BUILDING

Executive Management

- Managed day to day operations at Allied Arts including, development, outreach, capacity building, communications, and board facilitation. Served as the Executive Director of Allied Arts during the transitional period to an all volunteer organization.
- Financial management, budgeting, grant and donor management for Allied Arts, Delridge Neighborhoods Development Association and Positive Futures Network.
- Lead staff for the development departments at Delridge Neighborhoods Development Association and Positive Futures Network.
- Trained and worked one-on-one with development staff at Washington Toxics Coalition to guide the fundraising planning and implementation.

Strategic Planning

- Facilitated annual strategic planning at Allied Arts, including writing the strategic plan, planning and facilitating the annual retreat, and facilitating the board and committee adoption.
- Created and managed a development plan at The Positive Futures Network, working with the Executive Director, Board Outreach Committee and staff.
- Created written campaign plans with timelines and fundraising plan for numerous political campaigns.
- Treasurer for the Board of King County Conservation Voters. As the treasurer, taking on a fiduciary role for the organization, serving on the executive committee, and playing a lead role in fundraising.

Capacity Building

- Recruited board members at Allied Arts. At several organizations worked with board members one-on-one, as a board, and in committees to take on leadership roles in program work and fundraising.
- Implementation of a chapter organizing plan, including recruitment and organizing of new chapter board members for Allied Arts and the Public Square Initiative.
- Managed a major donor task force of staff and board members to implement long term cultivation of over 100 major donors for the Positive Futures Network.
- Developed strategic partnerships between Allied Arts and other non profit organizations. Examples of organizational partnerships include a funded grant from the NEA (three organizational partners); Design for Livability Conference (four organizational partners), and participation in the Smart Growth Caucus (eight primary organizations).

COMMUNICATIONS & OUTREACH

Communications

- Branding and message development for Allied Arts, community festivals and political campaigns.
- Produced printed and email newsletters for Allied Arts. Launched a new website for Allied Arts and created a website for the 2006 Metro Transit Now Campaign.
- Festival publicity for four community festivals, including the creation of 20 page programs, posters and media and community relations.
- Printed materials for non profits and political campaigns including event invitations, fundraising direct mail, political direct mail and collateral materials.

Outreach and Public Relations

- Served as the staff for an Elected Official and managed the daily operations of the office. Front line reception for all inquires, constituent correspondence, case management and serving as the liaison between the legislator, constituents, legislators, state officials, legislative staff and stakeholders.
- Public relations for four community festivals and numerous political campaigns including creating press releases and working with the media.
- Planning, facilitation and recruitment for a Speakers Bureau for the 2000 Seattle Parks levy, including message training, materials preparation and presentations to over 100 community groups.

Ezra Basom

NON PROFIT FUNDRAISING

Strategic Planning

- Financial management and revenue projections for Washington Toxics Coalition, Allied Arts, Delridge Neighborhoods Development Association and Positive Futures Network.
- Created and managed a development plan at Washington Toxics Coalition, Allied Arts and Positive Futures Network.
- Wrote fundraising plans for numerous political campaigns.

Board Facilitation and Major Donor Cultivation

- Worked with the board to engage them in fundraising and fulfill fundraising commitments at Allied Arts.
- Managed a major donor task force of staff and board members to implement long term cultivation of over 100 major donors for Positive Futures Network.
- Created custom packets and other support materials for soliciting end of year gifts and making direct appeals for the major donor program at Positive Futures Network.

Grant Proposals and Tracking

- Created a database for tracking grants and facilitated grant proposals and required progress reports for over 20 active grants at Delridge Neighborhoods Development Association (DNDA).
- Successfully raised over \$100,000 for DNDA from grants with to Seattle Foundation, United Way of King County, Archdiocesan Housing Authority, and the Seattle Office of Economic Development.
- Successfully raised \$77,000 for Allied Arts from a capacity building grant from a private family foundation, a grant from Seattle Foundation, and a grant from the National Endowment for the Arts.

Membership and Monthly Giving

- Managed an ongoing direct mail program at Positive Futures Network and Allied Arts.
- Built a monthly donor program at Positive Futures Network from less than a dozen people to 325. The program today has over 900 people.

Event Planning and Coordination

- Produced two community festivals, two times each, including significant sponsorship fundraising, publicity, planning and event production.
- Recruited sponsors and table captains for the annual Allied Arts Gala and worked with board members and support staff to produce the event.
- Produced numerous events including, Beer & Culture Nights for Allied Arts, 10th Anniversary Celebration and numerous major donor cultivation events for Positive Futures Network, and numerous campaign kick off and house parties for political campaigns.

Database Development

- Studied Microsoft database development at Bellevue College and subsequently built numerous Access databases for projects and campaigns.
- Managed major database transition and development in Salesforce for Washington Toxics Coalition
- Worked with a staff programmer to design and manage a Filemaker Pro database for the development program at Positive Futures Network.

Ezra Basom

POLITICAL CAMPAIGN MANAGEMENT

Strategic Planning

- Campaign director and advisor to candidates, including writing campaign plans, and overseeing the campaign budget, timeline, fundraising, field and campaign strategy for multiple campaigns.
- Message development for candidates and issue campaigns for use in written materials and presentations.
- Targeting research for multiple campaigns for use in paid media, base building and field.
- Facilitation of campaign committees, including working with campaign steering committees and fundraising committees for several candidates and issue campaigns.

Campaign Management

- Campaign management and coordination, including being the hands on manager, creating campaign momentum, and implementing the field program, base building, fundraising, scheduling, and committee facilitation for several local candidates and issue campaigns.
- Managed multiple candidates running for office, including keeping the candidate focused on the campaign objectives, and managing their tasks and time.

LOBBYING & COMMUNITY ORGANIZING

Lobbying

- As staff for State Representative Ed Murray, worked with stakeholders, elected officials, legislative and agency staff as his sole legislative assistant. Built support for the agenda of an elected official and worked on key pieces of legislation. The Safe Schools Bill is one notable example.
- As a board member for King County Conservation Voters, joined the cabinet of the 2010 coalition Streets For All Seattle, and co-led the political strategy effort and Seattle City Council lobbying effort for funding for pedestrian, bicycling and transit improvements.
- Successfully organized a letter signed by 31 local elected officials and lobbied local elected officials to support the Transit Rescue Coalition and the enactment of the 2011 Congestion Reduction Charge for Metro Transit by King County.

Grassroots Organizing

- Served as the Field Director for several citywide Seattle levy campaigns, the 2000 Seattle Parks Levy and 2001 Seattle Schools Levies. As the Field Director mobilized hundreds of volunteers and coordinated multiple volunteer teams. For the 2001 Seattle School Levies, recruited and coordinated over 100 volunteer teams who made 70,000 volunteer phonebank calls.
- Coordinated the Save Our Valley community mobilization campaign to build support for a tunnel alignment and increased investment in Rainier Valley during the 1999 Sound Transit light rail alignment decision. The campaign turned out hundreds of people to several community hearings and local events. A \$50 Million mitigation fund was created when the surface alignment was selected.

POLITICAL MEDIA

Paid Media

- Created printed materials for non profits and political campaigns including event invitations, fundraising direct mail, political direct mail and collateral materials. Work on printed materials has included writing, graphic design, print production and mailhouse coordination.

Earned & Electronic Media

- Website and email newsletter creation for several campaigns including creating the copy and coordinating the design for the 2006 Metro Transit Now campaign website.
- Creation of op-eds, letter to the editors, organizational endorsements and letters of support for several campaigns.

Ezra Basom

PROJECTS & POSITIONS

Non Profit Management and Development

Washington Toxics Coalition (October 2011 - Present), Contract Development Support
Delridge Neighborhoods Development Association (May 2009 - November 2009),
— Interim Director of Fund Development
Allied Arts of Seattle (October 2007 - March 2009)
— Executive Director (1/2009 - 3/2009), Outreach & Development Director (10/2007 - 12/2008)
The Positive Futures Network, YES! Magazine (June 2004 - September 2007), Development Coordinator

Campaign Management and Field

Bellevue Parks Yes (2002 Bellevue Park Bonds), Campaign Manager
Schools First (2001 Seattle School Levies), Field Director
Neighbors For Seattle Parks (2000 Seattle Parks Levy), Field Director

Staff for an Elected Official

State Representative Ed Murray (September 1999 - June 2000), Legislative Assistant

Political Consulting

Monorail Now 2004 Campaign, Contract Consultant
Seattle Districts Now 2003 Campaign, Contract Fundraising
Yes For Dupont 2003 Tax Levy Campaign, Contract Consultant
Adrian Moroles, 2003 Candidate for Seattle School Board, Lead Consultant
Susan Harmon, 2003 Candidate for Seattle City Council, Lead Consultant
Darryl Smith, 2003 Candidate for Seattle City Council, Lead Consultant (2002)
Pat Davis, 2001 Candidate for Seattle Port Commission, Fundraising Consultant
Juan Cotto, 2001 Candidate for Seattle School Board, Lead Consultant
Thomas Whittemore, 1999 Candidate for Seattle City Council, Lead Consultant
Larry Weldon, 1999 Candidate for Seattle Port Commission, Lead Consultant
Juan Cotto, 1998 Candidate for State Representative, Campaign Manager

Community Festivals

Lake City Summer Festival 2003, Festival Consultant and Publicist
Lake City Summer Festival 2002, Pioneer Days, Festival Consultant and Publicist
Rainier Valley Heritage Festival 2000, Festival Consultant and Publicist
Rainier Valley Heritage Festival 1999, Festival Organizer and Publicist

EDUCATION

Seattle University, Master of Public Administration (currently enrolled)
Bellevue Community College, Microsoft Database Programmer, Certificate of Completion
San Francisco State University, Bachelor of Arts, Political Science
Seattle Public Schools, Graduate

VOLUNTEER ACTIVITIES

King County Conservation Voters, Board Member and Treasurer, 2010 - Current
Metro Transit Congestion Reduction Charge Campaign, Coalition Building, 2011
Streets For All Seattle, 2010 Cabinet Member, Political Strategist for Council Lobbying
Dakota P-Patch Community Garden, Site Coordinator, 2010 - Current
Housing Development Consortium 2010 Advocacy Task Force, Member
B.F. Day Elementary PTSA, 2004, 2007 and 2010, Volunteer
Metro Transit Now, 2006 Campaign, Volunteer
The Urban Environmentalist Blog, 2004-2007, Author
Rainier Chamber of Commerce, 2000-2001, Volunteer
The Civic Foundation, 2000, Board Member
37th District Democrats, Vice Chair for Political Operations, 1999-2000
Southeast District Council, 1999-2000, Board Member
37th District & 43rd District Democrats, 1998 - 2012, Precinct Committee Officer
San Francisco Supervisor Mabel Teng, 1997, Legislative Intern

REFERENCES AVAILABLE ON REQUEST

Housing Levy Oversight Committee

Thirteen members: Per Ordinance 123013, all subject to City Council confirmation

- 3 Appointed by Mayor: 2-year term
- 3 Appointed by Mayor: 3-year initial term, followed by 2-year terms
- 1 City employee appointed by Mayor: 6 ½-year term
- 2 Appointed by City Council: 2-year term
- 3 Appointed by City Council: 3-year initial term, followed by 2-year terms
- 1 City employee appointed by City Council: 6 ½-year term

D*	G	Position No.	Name	Appointed	Term Ends	Term #	Position	Appointed By
6	m	1	Jerry DeGriek	1/12	12/16	1		Mayor
		2	vacant		6/14			Mayor
6	f	3	Christine Rush	6/10	6/14	2		Mayor
1	f	4	Maiko Winkler Chin	6/10	6/14	2		Mayor
6	m	5	Hal Ferris	6/10	6/13	1	Vice Chair	Mayor
6	m	6	Marty Kooistra	6/10	6/13	1		Mayor
1	m	7	Kollin Min	6/10	6/13	1		Mayor
6	f	8	Traci Ratzliff	6/10	12/16	1		Council
6	m	9	Ezra Basom	12/12	6/14	1		Council
6		10	vacant		6/14			Council
6	f	11	Nicole Macri	1/12	6/13	1		Council
1	f	12	Josephine Tamayo Murray	6/06	6/13	2	Chair	Council
6	m	13	Steve Walker	2/07	6/13	2		Council

*Diversity

	Men	Women	Vacant	Minority	(1) Asian-American	(2) African-American	(3) Hispanic Latin@	(4) Native-American	(5) Other**	(6) Caucasian
Mayor	4	2		2	2					4
Council	2	3		1	1					4
Total	6	5		3	3					8

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