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CITY CLERK

City of Seattle
Notice of Appointment

Name: Patrice Barrentine		(X) **Appointment** ☐ Reappointment ☐ Executive ☐ Legislative ☐ Agency (X) **PDA Council** ☐ Other:
Residential Neighborhood: Olympia	**Zip Code:** 98502	**Contact Phone No.:** (360) 902-2057
Appointed to: Pike Place Market Preservation & Development Authority		**Date of Appointment:** May 30, 2013
Authority (Ord., Res.): SMC 3.110		**Term of Office:** 4-Year Terms **From:** Confirmation **To:** 06/30/2016 (Note: filling remaining 3 years of 4-year term beginning 07/01/2012)

Comments:

Patrice Barrentine has over 15 years experience in food and food safety and the public and private level. Patrice is currently the Outreach & Education Coordinator, Washington State Department of Agriculture (2007 – Present). In her position, she provides expertise and outreach services in direct marketing, producer grants, farmers markets, merchandising to small local, immigrant and women farmers. Prior to 2007, Patrice was the Coordinator for the Local Farm Direct Buying Program at the Olympia Food Co-op.

Ms. Barrentine's civic involvement includes membership on several non-profit boards including Washington State Farmers Market Association, South of the Sound Community Farmland Trust, and the Evergreen Swim Club.

This will be Ms. Barrentine's first term.

Authorizing Signature:	**Name and Title of Officer Making Appointments:** James Savitt, Chair Pike Place Market PDA Council

Revised 5/13 (kp)

Pike Place Market Preservation and Development Authority (PDA)
85 Pike Street, Room 500 P: 206.682.7453 E: info@pikeplacemarket.org
Seattle, WA 98101 F: 206.625.0646 W: www.pikeplacemarket.org

SEATTLE'S OWN SINCE 1907
PIKE PLACE
MARKET

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CITY CLERK

June 3rd, 2013

Seattle City Council President Sally Clark
Clerk's Office, City Hall
P.O. Box 94728
Seattle, WA 98124-4728

Dear Council President Clark:

I am pleased to forward the documentation and required reporting for the appointment of Patrice Barrentine to the Pike Place Market PDA Council.

Please find the enclosed documents for Patrice Barrentine including a resume, memo of appointment, and notice of appointment. Additionally, I have enclosed a current Governing Council Roster, including new appointees.

We request that you keep us informed as to the status of this reappointment.

Best regards,

James Savitt
Chair, Pike Place Market PDA Council

Dianna Goodsell
Administrative Services Coordinator, Pike Place Market PDA
dianna.goodsell@pikeplacemarket.org
206.774.5238

cc: Ben Franz-Knight, Executive Director, Pike Place Market PDA
Richard Conlin's Office, Planning, Land Use & Neighborhoods Committee
Kenny Pittman, Senior Policy Advisor, Intergovernmental Relations, Office of (OIR)

Enclosures:
Patrice Barrentine Resume
Patrice Barrentine Memo of Reappointment
Patrice Barrentine Notice of Reappointment
Governing Council Roster for 2013

Patrice Barrentine

Professional Experience:

2007 – Present **Washington State Department of Agriculture** **Olympia, WA**

Outreach and Education Coordinator, Office of Compliance and Outreach, Food Safety and Consumer Services Division, March 16, 2013 -present

- **Writing the** new 7th edition of the *Small Farm Direct Marketing Handbook: Regulations and Strategies for Farm Businesses in Washington State*.
  - ✓ Incorporate photo and video examples of how regulations can be met for business viability

Lean Coordinator, 2012 – March 15, 2013

- **Agency Lean Process Improvement Development and Coordination** created a director's office program to standardize work and eliminate waste in process steps for agency programs in order to improve customer service and job quality.
  - ✓ Report to Deputy Director
  - ✓ Develop standard work and outreach to facilitate, report, and implement Lean plans for workshops in Olympia and satellite offices by working with Deputy Director, Assistant Directors, Managers and front line staff.
  - ✓ Supervise Staff in Training
- **Reports, Presentations, Participation and Policy Development in Lean for the Governor's Office on behalf of WSDA**
  - ✓ Governor's Leadership Panel on Lean, January 2012
  - ✓ Lean Leaders monthly subcabinet
    - Presentation: WSDA and Lean with WSDA Deputy Director, February 2012
  - ✓ WSDA's Quarterly Report to Governor's Office on Top 5 Priorities – focus: Lean
  - ✓ WSDA Lean Report to Governor, August 2012
- **External and Internal Collaboration: Governor's Office, State Agencies and WSDA**
  - ✓ Support Governor's office roll-out of training and practitioner development
    - Lean Practitioners monthly meeting
  - ✓ Work as a team with other agencies sharing and learning successes and challenges with Lean
  - ✓ Work with staff at all levels of the agency communicating in language and style that puts colleagues at ease

Direct Marketing Coordinator/Outreach and Education Coordinator, 2007-2012

- **Policy and Program Coordination, Oversight, and Achievement of Objectives** developed and led 7 highly successful programs delivering policy implementation and education to farm businesses and heightening WSDA's work with the industry as well as Washington State's farmers, farm products, and policies:
  - ✓*Farm Wisdom Video Series* highlighted by USDA RMA, 2011
  - ✓Farmer Education Bus Tours, 2010-2011
  - ✓*Savor Washington* Culinary AgriTourism travel itineraries and NW Backroads TV shorts, 2009-2011
  - ✓*Small Farm Direct Marketing Handbook: Regulations and Strategies for Farm Businesses in Washington State* most accessed/requested publication at WSDA, 2010
  - ✓CSAs in State Agencies, Pilot 2010, with WA Wellness, Full implementation, 2011
  - ✓*Risk Management Strategies for Farm Businesses: Information for Latino Farmers in Washington State* Spanish radio broadcasts and audio CDs, 2009

✓Women Farmer Roundtables, 2008-2009

- **Governor's Job Creation and Economic Recovery Sub-Cabinet,** 2010-2011, on behalf of WSDA Director:
  - ✓Represent and increase awareness of WA's food and agriculture industry and needs,
  - ✓Maintain working relationships with Governor's staff, agency directors and policy staff,
  - ✓Provide timely reports to Leadership on industry and agency requests.
- **Policy Formulization, Synchronization and Implementation** based on industry's feedback on small farms, direct marketing, farm-to-school, cottage food, and transportation, formed policy recommendations and implementation plans to leadership on aligning WSDA policies with:
  - ✓The Governor's Initiative on Job Creation and Economic Development
  - ✓The Governor's Small Business Executive Order
  - ✓USDA's Know Your Farmer, Know Your Food Initiative
  - ✓Puget Sound Partnership
  - ✓The Governor's Lean Executive Order
- **Represents Programs, the Agency and Establishes and Maintains Relationships** with producers, the public, government agencies and trade organizations:
  - ✓Washington State Farmers Market Association Advisor to the Board, 2007- present
  - ✓WSDA Team of the Year 2012
  - ✓Tilth Producers of Washington's Advocate of the Year, 2010 (Organic Trade Group)
  - ✓WSDA Employee of the Year, 2010
  - ✓WA State Small Business Liaison, 2010 - 2011
    - Advises farm and food businesses on regulations
    - Advises businesses on Direct, Domestic, and International marketing
    - Refers business owners to specific WSDA and USDA programs
    - Works with Department of Commerce and other agencies to recruit and retain food and agriculture businesses
    - Works with other state agencies and Secretary of State's office on improving services to and streamlining government requirements for small businesses
    - Represent food and agriculture interests to state agencies, increase awareness of ag industry
- **40 Interactive Presentations Annually** travel 25 weeks/year conducting workshops and forums for farmers and stakeholder groups around the state communicating agency policy, programs and regulations. Presented on radio programming for Latino Producers at the 5th Annual National Small Farms Conference, 2009, and successful workshops with women farmers at the National Women and Ag Conference, 2008.
- **Legislative Support** assist with and respond directly to legislative inquiries, develop policy and programmatic presentations for legislative committee hearings; testified at legislative committee hearing in support of a tax exemption for non-profits hosting farmers markets; supported testimony at legislative committee hearing regarding Lean implementation by agencies.
- **Correlating and Evaluating Materials** extensive experience writing, reviewing and editing research and final publications by staff, research universities and policy groups on direct marketing issues: Reviewer and contributor: *Washington State Farmers Market Manual*, 2007, *Guide to CSA Delivery at State Worksites*, WA Wellness, 2011, *WA State Food Policy White Paper* for the Governor, Interagency Working Group, 2011.
- **Consultant and Advisor** on agency programs, policy and business development; small farm and food processing business needs, support and product specific regulations; direct marketing such as Farmers Markets, CSAs, Farm Stands, Culinary AgriTourism, Domestic Retail, Restaurant and Institutional Sales, ability to take multiple forms of payment such as wireless POS (SNAP, debit,

credit) and FMNP checks; agency marketing and video production; strategic policy development and implementation; federal/local funding or program support; trade groups.

- **Public Relations** respond to Press inquiries, schedule interviews in timely manner (20 annually); work closely with Communications Office to offer ground-truthing expertise, industry background, history and/or innovations as concrete examples for agency speeches and press releases; editing and language choice.
- **Grant Program Oversight, Support and Involvement**
  - ✓ **USDA Specialty Crop Block Grant**
    - Hiring Team for WSDA's Administrator ($3M/annually), 2009
    - WSDA Review Team Subject Area Expertise: small and direct marketing farms, farmers markets, community supported agriculture, specialty products, 2009-present
  - ✓ **WSDA Market Promotion Program**, 2007-2009
    - Review Team
    - Contract Manager 50% of contracts
  - ✓ **USDA FMPP** recipient 2010, board member, Washington State Farmers Market Assoc.
  - ✓ **USDA RMA** 4 time grant recipient, 2007-2010
  - ✓ USDA SCBG 2 time recipient, 2010-2011

1999- 2007 Olympia Food Co-op Olympia, WA

Local Farm Direct Buying Program Coordinator

- **Program Developer and Manager** buying directly from 25+ local vegetable farms and orchards
  - ✓ **Produce Buyer/Manager** orders, merchandising, pricing and department management
  - ✓ **Chief contact** and informational support for all local produce suppliers
  - ✓ **Standard Operating Procedure Development** buyer's guide, pricing, workflow
  - ✓ **Public Relations and Marketing** buyer farm visits, featured farm slideshow at POS
  - ✓ **Conflict Resolution and Large group facilitation** responsible for hearing, responding to conflicts between farms and Co-op staff;
  - ✓ **Quantitative Research** weekly pricing analysis comparing and setting market prices
  - ✓ **Survey Development and Assessment** inquire and respond to farmer vendor needs; adjust practices as needed
  - ✓ **Train and supervise** volunteers and staff
  - ✓ **Speaker:** ***The Olympia Food Co-op: A Successful Model for Buying Locally,*** Food and Farming Trade Show, Sustainable Connections, Bellingham, WA, June 2006
  - ✓ **Keynote Speaker:** ***Fostering and Marketing Grower Buyer Relationships,*** Farm-to-Table Conference, Cascade Harvest Coalition, Mt Vernon, WA, March 2006
- ***Buy Local! at the Olympia Food Co-op*** **Program Developer**
  - ✓ **Public Relations** informational program featuring local area producers, farmers, artists, and artisans
  - ✓ **Publications Development** informational posters, brochures about the benefits of buying locally
- **Point Of Sale Database Coordinator**
  - ✓ Oversee, implement and troubleshoot Point of Sale database system
  - ✓ Policy and systems update and development
  - ✓ Primary POS Informational Support for Staff
  - ✓ Qualitative and Quantitative Research and Reports
- **Reorganization Committee**
  - ✓ Survey Development and Assessment
  - ✓ Proposal writing in a 50+ consensus decision-making environment

- ✓ Workshop and Training Development
- ✓ Scheduling Systems and Policy Development

1998-1999 **Trader Joe's, Inc.** **Cambridge, MA and Federal Way, WA**
Crew Member

- Ordering, sales and inventory of several high-volume departments
- Employee training, Customer service, Public Relations at off-site events

Education:

2000	M.P.A.	The Evergreen State College	Olympia, WA
1998	M.A.T.S.	Episcopal Divinity School	Cambridge, MA
1993	B.A.	St. Andrews College	Laurinburg, NC

- English and Religious Studies, *magna cum laude*

Non–Profit Boards:

2007 – Present	**WA State Farmers Market Association**
2005-2007	**South of the Sound Community Farmland Trust**
2003-2005	**The Evergreen Swim Club**

Pike Place Market Public Development Authority

June 3, 2013

12 members: Per RCW 35.21.730 and Seattle Municipal Code (SMC) 3.110; appointed as indicated below, subject to City Council confirmation, 4-year terms

- 4 (one each year) Mayor
- 4 (one each year) PDA Constituency
- 4 (one each year) PDA Council

D	G	Name	Last Appointed	Current Term Ends	Term #	Position	Appointed by
6	M	James Savitt	07/2010	07/2014	2nd	Chair	Mayoral
6	M	John Finke	07/2009	07/2013	5th	1st Vice Chair	Council
6	F	Ann Magnano	06/30/09	06/30/17	4th	2nd Vice Chair	Mayoral
6	F	Gloria Skouge	07/2010	06/2014	3rd	Secretary/ Treasurer	Constituency
6	M	Patrick Kerr	07/2009	06/30/13	2nd	Officer at Large	Constituency
6	M	Jackson Schmidt	06/2011	06/30/15	3rd	Officer at Large	Council
6	M	Matt Hanna	11/2008	10/01/16	2nd	Member	Mayoral
6	M	Bruce Lorig	07/2010	07/2014	3rd	Member	Council
6	F	Betty Halfon	08/2012	07/31/16	1st	Member	Constituency
5	M	David Ghoddousi	06/2011	06/30/15	3rd	Member	Constituency
6	**F**	**Patrice Barrentine**	**06/01/13**	**06/30/16**	**1st**	**Member**	**Council**
6	M	Bruce Burger	06/2007	06/15/15	3rd	Member	Mayoral

Diversity:

Appt. Authority	Men	Women	Vacant	Minority	(1) Asian-American	(2) African-American	(3) Hispanic	(4) Native-American	(5) Other	(6) Caucasian
Mayor	3	1								4
PDA Constituency	2	2							1	3
PDA Council	3	1								4
Total	8	4							1	11

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