

C.F. 314057

City of Seattle Notice of Appointment

Name: Heyward Watson		<input checked="" type="checkbox"/> Appointment <input type="checkbox"/> Reappointment
		<input checked="" type="checkbox"/> Executive <input type="checkbox"/> Legislative <input type="checkbox"/> Agency <input type="checkbox"/> PDA Council <input type="checkbox"/> Other:
Residential Neighborhood: Queen Anne	Zip Code: 98109	Contact Phone No.: (206) 856-5564
Appointed to: Capitol Hill Housing PDA Council		Date of Appointment: 8/19/2014
Authority (Ord., Res.): SMC 3.110		Term of Office: 3-years From: Confirmation To: April 1, 2017
Comments: Heyward Watson has a 30+ year career in housing and community development. Most recently Mr. Watson was senior project officer with BC Housing in Burnaby, B.C., where he planned and managed a portfolio of social housing, group home and special facility development projects. From 2006 to 2011, Mr. Watson was Executive Director of Impact Capital. Under Heyward's leadership, Impact Capital revised its lending policies, focused on broader community development, and rededicated its efforts to create effective partnerships. Heyward served on the Seattle Housing Authority Board from 2008 to 2012, where he helped develop housing policy to provide long-term rental housing and rental assistance to low-income people in Seattle. From 1995 to 2006, Heyward worked for Fannie Mae, where he focused on community development issues including creating access to housing opportunities in underserved communities throughout Washington State. From 1988 to 1995, Heyward was Director, Homeownership Programs at the Washington State Housing Finance Commission. This is Mr. Watson's 1 st Term.		
Authorizing Signature: 		Name and Title of Officer Making Appointments: Mayor Edward B. Murray

FILED
CITY OF SEATTLE
2014 AUG 21 PM 4:14
CITY CLERK

July 15, 2014

Mayor Edward B. Murray
PO Box 94749
Seattle, WA 98124-4987

Dear Mayor Murray,

RE: Board Membership Letter of Interest

I am writing to inform you that I am very excited about the possibility of joining the Capitol Hill Housing Board.

I am a thoughtful and high integrity person, who is dedicated to the improvement of my community, through creating partnerships that benefit all partners.

I have over 25 years of experience helping people transform dreams for their neighborhoods, lives and careers into reality. I am a seasoned business executive in both the non-profit and for-profit arenas.

I believe that Capitol Hill Housing is an organization that truly understands what community engagement is. I believe that community engagement is the ability to include the voices of those that are served and those in the community that will be affected by the decisions that the organization makes.

The ability to marry the business aspects of providing affordable housing with the human need for community inclusion has been a stalwart attribute of Capitol Hill Housing. I am looking forward to being able to contribute to the continued success of the organization.

Sincerely,

Heyward Watson

HEYWARD WATSON

SEATTLE, WA 98109

OBJECTIVE:

Seeking a management position that utilizes my experience in strategic direction development, team building with diverse community partners, community development and financial management.

PROFESSIONAL EXPERIENCE

BC HOUSING | VANCOUVER, BC (2012-2014) CONTRACT SENIOR PROJECT OFFICER

- Managed a portfolio of 12 housing projects ranging from \$1.5MM to \$35MM from inception through all phases of construction development, to warranty and occupancy permit.
- Delivered 27% of 733-unit production for Lower Mainland Region for Development Services for the Program Year 2013.
- Delivered 83% of projects on time and within budget for the 2013 Program year.
- Worked collaboratively with 12 project sponsors and partners, including societies, private sector developers, industry specialists, contractors, government ministries and other agencies in achieving project objectives.

IMPACT CAPITAL | SEATTLE, WA (2006-2011) EXECUTIVE DIRECTOR

- Steered the vision and direction of this \$24.5M financial services and intermediate lending nonprofit organization, providing credit, financial and technical services to community development organizations.
- Developed and reestablished the Board Committee System from 7 Committees to 3 fully functioning Committees.
- Directed the creation of a website and a quarterly electronic newsletter which raised external communications exposure by 25%.
- Renegotiated \$10MM worth of investments to Impact Capital which allowed the organization to retain it's lending pool at \$20.5MM during the economic downturn.
- Created policies and procedures that secured a 20% reduction in operating costs for 2010.
- Negotiated the Memorandum of Agreement with Local Initiatives Support Corporation (LISC), establishing Impact Capital as an affiliate of LISC in the Northwest.

FEDERAL NATIONAL MORTGAGE ASSOCIATION (FANNIE MAE) | SEATTLE, WA (1995-2006) DIRECTOR (1999-2006), DEPUTY DIRECTOR (1995-1999)

- Directed the Community Development Office of this financial services company with \$4 billion in revenue.
- Designed mortgage products for housing finance agencies to originate \$100M in down payment assistance for mortgages nationally between 1996 and 2001.
- Responsible for forging and maintaining business relationships with nonprofit organizations, mortgage lenders and government entities, fulfilling housing requirements of underserved communities.

- Developed Congressional relationships and tracked relevant legislative issues.
- Served as liaison to company departments requiring community representation and presented new business development proposals to local private and public sector entities.
- Expanded this office's coverage from the City of Seattle to eight counties in the Puget Sound region; further expanding to the States of Washington, Alaska and Hawaii, to accomplish key investment plan goals.
- Grew loan volume and customer base by actively soliciting qualified business from unconventional partners such as the Urban League, International District Housing Alliance and government agencies.
- As Deputy Director, promoted public awareness of Fannie Mae's housing and community development activities; helped improve the organization's public image in the States of Washington, Alaska and Hawaii.
- Assisted Corporate Relations in identifying, creating and capitalizing on media opportunities that included the appearance of U.S. Senator Maria Cantwell at the HomeChoice 100 Celebration in Spokane, Washington.
- Ranked as the organization's first Deputy Director to be promoted to Director within Housing and Community Development.

WASHINGTON STATE HOUSING FINANCE COMMISSION | SEATTLE, WA (1988-1995)
DIRECTOR, HOMEOWNERSHIP PROGRAMS

- Served in a senior management capacity role for this housing finance agency; led the development of, and formulated policy for innovative programs assisting first-time homebuyers state-wide.
- Advanced work on housing policy issues affecting minority populations.
- Conducted presentations to the Board of Directors on new program ideas and status.
- Prepared and administered a \$300,000 departmental budget.
- Compiled loan delinquency reports and designed homebuyer education seminars to reduce delinquency.
- Developed fund allocation system to maximize mortgage revenue bond issue fund usage from 85% under the lender allocation to 98% through the "First Come First Serve" system.
- Principal participant in structuring mortgage revenue bond offerings that ranged from \$20M to \$40M; drafted and concluded contracts with lenders and program administrators.
- Served as Human Resources Director charged with applying state regulations to hiring, corrective action and employee training/development policies and procedures; created training programs on the mortgage origination business, and instituted employee recognition and recruitment programs for professional staff.

FIRST MUTUAL SAVINGS BANK | BELLEVUE, WA (1983-1987)
ASSISTANT VICE PRESIDENT & MANAGER

- Provided oversight of the bank's Construction Loan Department; responsible for developing and implementing procedures governing construction loan underwriting; marketed the bank's Custom Construction Program to loan officers; scheduled and coordinated loan closing and servicing activities; informed executive committee on construction lending program progress.
- Revived the Construction Loan Department's production from under \$100K to more than \$12M in an 18-month period, including custom and spec construction; built a competitive and profitable Custom Construction Program that accounted for 70% of the department's revenue stream.
- Developed contractor approval criteria to mitigate risk during construction; formulated loan origination strategy that expanded the program to several markets and price points, reducing exposure to market downturns.

EDUCATION & CREDENTIALS

- **Antioch University** | Seattle, WA | Master of Science in Business Management
- **Harvard University** | Cambridge, MA | Senior Executive Program
- **University of Washington** | Seattle, WA | Bachelor of Arts, Sociology

PROFESSIONAL DEVELOPMENT:

- Washington State Executive Programs
- School of Mortgage Banking

BOARD APPOINTMENTS & PROFESSIONAL AFFILIATIONS:

- Sound Families Initiative | Board of Advisors, Member-At-Large
- Habitat for Humanity Seattle/South King County | Chair, Executive Committee
- Washington State Affordable Housing Advisory Board | Chair
- Seattle Housing Authority | Board of Commissioners, Member-At-Large
- Washington Higher Education Finance Authority | Chair
- Seattle Mortgage Bankers | former Board Member
- Seattle Mortgage Bankers Association | CRA Committee, former Co-Chair
- FNMA Housing Impact Advisory Council | Western Regional Officer, former Member

Capitol Hill Housing Improvement Program (CHHIP)

Public Development Authority

July 28, 2014

No less than eleven (11) and no more than (15) members: Per Seattle Municipal Code Ch. 3.110, all subject to City Council confirmation, 3-year terms – PURSUANT TO CHH CHARTER AND RULES.

-  Appointed by Mayor
- 8 to 12 Appointed by PDA Council (per revised Charter/approved on 7/12/2011)

D*	G	Position No.	Name	Originally Appointed	Term Ends	Term #	Position	Appointed By
6	M	5	Paul Breckenridge	05/14/14	04/01/17	1	Member	PDA Council
6	F	3	Alice Quaintance	04/01/05	04/01/15	4	Chair	PDA Council
2	M	15	Heyward Watson	06/01/14	04/01/17	1	Member	Mayor
6	F	10	O'Donnell, Sharron	08/10/10	04/01/16	2	Treasurer	PDA council
6	F	4	Chapel, Paige	10/01/03	04/01/16	4	Member	PDA Council
6	F	9	Pamela Banks	10/14/13	04/01/17	1	Member	PDA Council
6	F	13	Dunn, Liz	01/01/05	04/01/17	4	Member	Mayor
6	M	6	Malone, Michael	11/01/07	04/01/17	3	Member	PDA Council
6	M	8	Roewe, Matt	04/01/10	04/01/16	2	Member	PDA Council
6	F	7	Ben-Shmuel, Rachel	01/01/11	04/01/16	2	Member	PDA Council
6	F	2	Hillenbrand, Catherine	07/01/10	04/01/15	2	Secretary	PDA Council
6	M	1	Dana Behar	04/01/11	04/01/17	2	Member	PDA Council
6	M	12	Robert Schwartz	11/01/11	04/01/15	1	Member	Mayor
6	F	14	Farin Houk	11/01/11	04/01/15	1	Member	PDA Council
6	M	11	Drew Porter	01/01/12	04/01/15	1	Member	PDA Council

Note: All future Constituency appointments will be appointed by the PDA Council and confirmed by City Council per CHHIP's revised/approved Charter.

Diversity

		(1)	(2)	(3)	(4)	(5)	(6)			
	Men	Women	Vacant	Minority	Asian-American	African-American	Hispanic Latin@	Native-American	Other**	Caucasian
Mayor	2	1	0				0	0		
PDA Council	5	6	0				0	0		
Total	8	7	0	1		1	0	0	0	14

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