City of Seattle
Notice of Appointment

Name: Priya Frank		☐ **Executive Appointment** ☐ **Reappointment** ☒ **Legislative Appointment** ☐ **Agency Appointment** ☐ **PDA Council** ☐ **PDA Constituency**
Residential Neighborhood: Cedar Heights	**Zip Code:** 98125	**Contact Phone No.:** 206.851.6303
Appointed to: Seattle Arts Commission		**Date of Appointment:** November 3rd, 2014
Authority (Ord., Res.): Ordinance #124539		**Term of Office:** 2 years **From:** January 1st, 2015 **To:** December 31st, 2016

Background:

Ms. Frank has worked as an arts administrator in Seattle for the past 9 years, having been recruited by the University of Washington's Vice Provost for Diversity to oversee planning for the *Seattle Fortune's Bones Project*, a year-long series of artistic and cultural performances and discussions to be held city-wide around the topics of medical ethics and reconciliation in the African American community; having co- founded the Seattle Women of Color in the Arts Gathering group; and serving as Art Director for LUCID Lounge in the University District. Ms. Frank also works as the Assistant Director for Advancement at the University of Washington Office of Minority Affairs & Diversity in Seattle.

Authorizing Signature:	**Name and Title of Officer Making Appointments:** Nick Licata, Chair, Seattle City Council Finance and Culture Committee

PRIYA FRANK

[redacted]

OBJECTIVE

To obtain a leadership position with an arts organization that shares my commitment to empowerment and social change through innovative programs emphasizing access, engagement, education, and inclusion.

QUALIFICATIONS

Arts Education: Nine+ years fostering academic and public engagement within Seattle's arts, cultural, and educational communities

Fundraising: Over nine years of experience managing donor programs and fundraising campaigns. Responsible for major gifts, endowments, planned giving, annual fund, cultivation, and stewardship processes.

Community Engagement: Established reputation for building and sustaining strong and successful partnerships across diverse constituencies. Active in local community organizations focused on equity and social justice.

Cultural Competency: Master of Arts in Cultural Studies degree specialized in the impacts of marketing/media on representation, identity formation, and stereotyping, and how arts organizations can effectively provide a space for diverse audiences to participate in teaching, dialogue, empowerment and collaboration processes.

Event Management: 10+ years planning and management of innovative audience, student, donor and community building events including fundraising dinners, auctions, broad-based engagement activities, donor benefit events and performances.

Communications: Demonstrated oral and written skills in the areas of marketing, public relations, social media, community outreach, fundraising, and overall excellent patron service. Bachelor of Arts degrees in Communications and American Ethnic Studies-Media Studies focus.

Budgetary Skills: Development and management of department budget and financial reporting. Effective utilization of resources through budget cuts and limited funding to implement meaningful initiatives and events.

Leadership: Seasoned relationship-builder working across a network of diverse stakeholders and providing advisory support on a variety of committees and boards. Supervisory experience including hiring, training, evaluation, and mentorship of work study assistants and volunteers. Successful in nurturing an environment valuing multiculturalism, collaborative inquiry, teambuilding and problem-solving.

Proficiency: Microsoft Office Suite, Advance, Tessitura, Basecamp, Final Cut Pro.

Interpersonal Strengths: Organized, highly motivated with the ability to facilitate dialogue and inspire others, enthusiastic, team-oriented, sense of humor, and thrive in a setting with a variety of people and personalities.

EDUCATION

University of Washington-Bothell 2009-2011 (3.92 GPA, while working full time)
Master of Arts in Cultural Studies

University of Washington-Seattle 2001-2004
Bachelor of Arts degrees in Communications and American Ethnic Studies-Media Studies focus

Shoreline Community College 1998-2001
Associate of Arts and Sciences Degree

WORK HISTORY

LUCID Lounge, Seattle
LUCID is a lounge in the University District that aims to provide a safe space for artists to take risks, express themselves, and create opportunities for dialogue through visual arts and cultural performances.

Art Director, December 2012 to present
Event Designer/ Collaborator, 2010 to present

Research, design, and develop art exhibits, paired with month-long thematic programming based around contextualization of the work. Design innovative educational materials and installations for audience engagement, providing inclusivity in the art making process. Attract new constituents by facilitating partnerships with local non-profit organizations, with a portion of the proceeds from art sales going to the partner. Scout and book artists. Collaborate with artists to create content for press releases and promotional materials. Create art guides that explore the artist's work, passions and meanings. Develop outreach strategies and initiate partnerships with community organizations, tying philanthropy to the promotion of LUCID to new constituents. Cultivate relationships with local businesses and secure event sponsorships. Work with LUCID owner to create specialized food and cocktail menus emphasizing exhibit themes. Organized successful post show parties with international dance companies to further engage audiences and introduce dance companies to the local art scene.

University of Washington Office of Minority Affairs & Diversity (OMA&D), Seattle
OMA&D's mission is to ensure the access and academic success of diverse populations through the advancement of knowledge, academic excellence, diversity, and the promotion of values, principles, and a climate that enriches the campus experience for all.

Assistant Director for Advancement, July 2012-present

BROAD BASED CONSTITUENT RELATIONS, DIVERSITY& INCLUSION: Project Manager for community/campus wide initiative called the Seattle Fortune's Bones Project. Department liaison for UW Alumni Association's Multicultural Alumni Partnership board, the group responsible for UW's Annual Bridging the Gap Breakfast. Create briefing materials on behalf of OMA&D for UW President and VP for Diversity. Support annual Celebration fundraising event through securing of corporate and community sponsorships, participating in scholarship review and selection processes, collaborating with student scholars, and conducting follow-up with donors and students. Provide data and connections to diverse community members, and training as needed to support other advancement units. Conduct interviews with students and donors and write articles for departmental e-newsletters, blogs, and UWAA's publication, *Viewpoint*. Create and maintain community, campus, and corporate partnerships with the purpose of broadening student engagement. Provide concierge services to corporations and community organizations, providing them with opportunities to navigate UW resources and systems more effectively. Manage student interns. Developed Philanthropy Days for Diversity, a program introducing students to philanthropy through monthly engagement events. Developed a Community Partners program, assessing the effectiveness of outreach activities for maximum impact.

FUNDRAISING: Manage a portfolio of donors and major gift prospects, tracking all aspects of their engagement to ensure highly personalized stewardship and cultivation, while maintaining strict confidentiality. Conduct research, write grant proposals, and provide informational materials needed to increase supporter involvement to secure private gifts and grants, including endowments, planned giving, direct engagement and solicitation activities with supporters. Build relationships with current and prospective donors who have affinity with OMA&D programs to grow scholarship funding. Lead strategic planning sessions on building campaigns (i.e. Instructional Center). Coordinate and implement annual giving activities to attract new donors to OMA&D programs and upgrade current donors to new levels of giving. Establish annual goals, objectives and strategies for OMA&D's advancement activities. Regularly evaluate programs, assess progress toward goals, and report on results. Develop and manage effective strategic long-range plans, including annual goals, programs and budget in order to target diverse constituent populations, ranging from donors, patrons, and board members to UW alumni, high-level administrators, and government officials.

University of Washington (UW) World Series at Meany Hall for the Performing Arts, Seattle

UWWS presents live performances and arts education opportunities that provide the Seattle community with access to international artists for civic and cultural engagement purposes.

Individual Giving, January 2005 –July 2012

PUBLIC RELATIONS/COMMUNITY OUTREACH: Manage the development and production of department outreach events. Represent the department at community events and meetings and interact with the public. Facilitate and host arts education opportunities for donors and patrons. Collaborate with other UW departments and community organizations to introduce and cultivate cultural partnerships with the UW World Series. Act as lead contact with media, including responding to media inquiries, identifying media opportunities for special events. Proactive in the creation of an outreach program aimed to broaden local access to international artists and provide a space to discuss larger social and political issues through programming. In its first year alone this resulted in over 50 partnership successes, including Blacks at Microsoft, Central District Forum for Arts & Ideas, Seattle-Surabaya Sister City Association and the UW Office of Minority Affairs & Diversity. Assist in staffing of advisory board members, coordinate board meetings and all other aspects of board relations. Contribute to the development and implementation of strategic plans focused on fundraising initiatives and integrating these initiatives into overall operations, aimed at cultivating, soliciting, and stewarding donors, local businesses, and community organizations.

COMMUNICATIONS: Develop, edit and monitor a variety of public information, marketing, promotional, outreach and advertising materials, including brochures, electronic newsletters and communications, press releases, web copy, social media, reports, presentations, and invitations. Serve as a department spokesperson and communicate to internal and external audiences as an authoritative representative on issues related to the department's programs and services for the purpose of garnering support and developing partnerships. Review and edit proposals, prepare reports for donor recognition publications and events and participate in the UW's prospect management and tracking system. Assess organization and audience needs and feedback. Evaluate effectiveness of communication programs and make recommendations for improvements as needed. Created and lead cultural competency committee for review and editing of marketing collateral. Arrange and conduct interviews with donors, funders, volunteers and artists. Arrange artist appearances. Prepare briefing materials and correspondence on behalf of the department and Director. Photograph events for use in electronic and print content. Manage messaging through creation of lobby exhibits focused on arts education and cultural awareness.

FUNDRAISING: Exceeded donor giving goals by at least five percent each year from 2005 – 2009, 2011 and 2012, while assuming responsibilities of Director of Advancement during staff transition. Oversee mail/online solicitations, major donor campaigns, student calling fund drive, gift processing and follow up activities. Created a donor giving club to attract potential donors and upgrade current donors to new levels of giving. Manage multiple donor databases. Analyze monthly development activity and evaluate fundraising strategies and goals on an ongoing basis. Supervise staff responsible for data entry, donor recognition activities and other advancement efforts.

EVENT MANAGEMENT: Lead and direct the production of event fundraisers and activities that support UW World Series' mission and private support. Leverage events and arts education opportunities to cultivate relationships with UW and city officials, Seattle Arts Commission members, media, high level donors, and community partners at over 36 donor events per year. Develop, plan and manage over 150 intermission receptions, post-show events, galas, board and audience engagement events. Manage event budgeting. Recruit and manage key volunteers to ensure successful fundraising events. Coordinate permits and management of vendor agreements, event attendees and donor relations. Cultivate relationships and manage sponsorship efforts including sponsorship prospects, proposals and sponsorship packages, contributing to the securing of over $118,000 in in-kind donations.

University of Washington Medical Center, Seattle

Pediatric Care Center, June 2003 – February 2006
UW Physicians Network, October 2003 – January 2005
UW Medical Center – Roosevelt, October 1999 – June 2003

ADMINISTRATIVE: Managed referral processing and patient coordination in fast paced environment. Managed medical record scanning program ensuring online access. Oversaw the production of departmental policy publications. Served patients with diverse needs by scheduling special appointments, obtaining referrals, and coordinating communication and follow up with physicians. Designed marketing materials ensuring quality of care.

RESEARCH: Wrote successful grants to improve quality of care in facility. Traveled to multiple clinics and presented research reports while soliciting patient feedback. Communicated key policies to patients, such as the confidential study participation process.

COMMUNITY AFFILIATIONS

On the Boards
Board Member, 2013-present; Diversity Committee Member, 2011- present; Curator for 12 Minutes Max program, 2013

Seattle Women of Color Arts Gathering Group
Co-Founder, 2012 – present

Women of Color in the Arts (National Organization)
Member, 2012-present

University of Washington Department of Communication Alumni Board
Immediate Past-President- 2012 – 2013; Board member, 2009- 2013

Association for Performing Arts Presenters Emerging Leaders Program
Participant and Alum, 2012-present

UW Bothell Graduate Women of Color Collective
Founding member, 2010- present; UW Women of Color Collective Conference presenter, 2011

Leadership Tomorrow
Arts Day Artist Panel Moderator- January 2013

Seattle Art Museum
Remix Activity Creator- November, 2012

Arts & Social Change Symposium
Panelist for Arts Critics Panel- October 2012

South Asian Literary Association
2012 Conference research assistant/editor

UW Alumni Association
Scholarship Review Committee, 2011

Central District Forum for Arts & Ideas, Henry Art Gallery, Burke Museum of Natural History, Alliance for Global Justice, The Lions Club
Special Events/Communications volunteer, 2005- present

Dress for Success Seattle
Organized Suit Drive- 2011; Professional Women's Group Community Outreach Coordinator, 2004-2006

Save Our Wild Salmon
Community Relations/Media Intern, 2001-2002

SEATTLE ARTS COMMISSION (SAC) NOVEMBER 2014

- 16 Commissioners serve up to 3 two-year terms *(initial term of less than 2 years counts as one of the three terms maximum).*
- 7 appointed by Mayor; 7 appointed by City Council; 1 appointed by SAC .
- 1 Get Engaged member, City Boards and Commissions program, appointed by Mayor for 1-year maximum term.
- All appointments subject to City Council confirmation.

D*	G	Position No.	Name	Appointed	Term Ends	Term #	Clerk File	Appointed By
(2)	m	1	Jonathan Cunningham	05/28/2014	12/31/ 2015	1-	313877	Mayor
(1)	f	3	Terri Hiroshima	10/01/2012	12/31/ 2014	2-	312569 312672	Mayor
(5)	f	5	Tracy Rector	12/03/2012	12/31/ 2014	1	312671	Mayor
(6)	m	7	Jeff Benesi	12/23/2011	12/31/ 2015	2	311988 313653	Mayor
(6)	m	9	Gian-Carlo Scandiuzzi	05/04/2011	12/31/ 2014	2-	311533 312684	Mayor
(2)	f	11	Vivian Phillips	07/23/2013	12/31/ 2014	1-	313165	Mayor
(3)	f	13	Kelly Rodriguez	11/14/2014	12/31/ 2016	1	pending	Mayor
(1)	f	16	Amy Piñon	09/29/2014	09/01/ 2015	1	Get Engaged 313985	Mayor
(6)	f	2	Perri Howard	12/05/2011	12/31/ 2015	2	311887 313474	Council
(6)	m	4	Michael Seiwerath	03/15/2010	12/31/ 2015	3-	310458 312133 313454	Council
(2)	f	6	Sharon N. Williams	10/16/2013	12/31/ 2015	1	313318	Council
(1)	f	8	Priya Frank	11/03/2014	12/31/ 2016	1	pending	Council
(6)	m	10	Billy O'Neill	06/18/2012	12/31/ 2016	3-	312414 312668 pending	Council
(1)	f	12	Huong T. Vu	12/05/2011	12/31/ 2015	2	311888 313455	Council
(3)	f	14	Jerry Garcia	08/5/2013	12/31/ 2016	2-	313131 pending	Council
(6)	f	15	Fidelma McGinn	02/24/2010	12/31/ 2015	3	310463 312156	SAC

***Diversity** (- means less than full initial term)

Appt. Authority	Men	Women	Vacant	Minority	(1) Asian-American	(2) African-American	(3) Hispanic Latin	(4) Native-American	(5) Other**	(6) Caucasian
Mayor	2	6	0	5	2	2	2	0	1	2
Council	2	4	0	3	2	1	1	0	0	3
SAC	0	1	0	0	0	0	0	0	0	1
Get Engaged	0	1	0	1	1	0	0	0	0	0
Total	4	12	0	9	5	3	3	0	1	6

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

Nick Licata
Seattle City Council

3 November 2014

Priya Frank
12542 35th Avenue Northeast #206
Seattle Washington 98125

(delivered via email)

Dear Ms. Frank,

On behalf of the Seattle City Council, I am delighted to appointment you to the Seattle Arts Commission. Your term will run from January 1, 2015 to December 31, 2016.

Your appointment will be presented for confirmation by the full City Council after a recommendation is provided by the Council's Finance and Culture Committee.

My staff member, Frank Video, will be in touch with you to verify the dates of both your Committee hearing and your confirmation by the full Council. Frank can be reached at 684.8849 Mondays through Thursdays.

Please note that you will be expected to attend the Council Committee meeting in order to discuss with Councilmembers your interest in serving on the Commission.

As with any civic volunteer position, membership on the Seattle Arts Commission requires commitment, time, and energy. I very much appreciate your willingness to serve.

Sincerely,

Nick Licata

Nick Licata
Chair, Seattle City Council Finance and Culture Committee

CC: Michael Seiwerath, Chair, Seattle Arts Commission
Randy Engstrom, Director, Seattle Arts Commission
Elisheba Johnson, Liaison, Seattle Arts Commission
Pedro Gomez, Boards and Commissions Administrator, Mayor's Office
Frank Video, Legislative Aide, Councilmember Licata
Wayne Barnett, Executive Director, Ethics and Elections Commission

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