



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Monisha Singh		
Board/Commission Name: Seattle Special Events Committee		Position Title: Citizen Representative
<input checked="" type="checkbox"/> Appointment OR <input type="checkbox"/> Reappointment		Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Appointing Authority: <input type="checkbox"/> Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>	Date Appointed: 4/13/2017	Term of Position: * 4/1/2017 to 3/31/2018
Residential Neighborhood: Belltown	Zip Code: 98121	Contact Phone No.: <div style="background-color: black; width: 100px; height: 15px;"></div>
Background: Monisha is currently the Events and Programs Manager at Chinatown-International District Business Improvement Area, and manages Lunar New Year Celebration, Dragon Fest, and Night Market, and other marketing and promotional events. She focuses on facilitating economic growth and awareness about the Chinatown-International District, while maintaining the core identity of the neighborhood. Previously, Monisha managed the Tree Lighting Celebration at Westlake Center for 6 years. In addition to event production and management, Monisha brings with her experience in property management, operations, marketing, and retail leasing. Monisha has a BA in Communication from the University of Washington.		
Authorizing Signature (original signature): 		Appointing Signatory: Edward B. Murray Mayor of Seattle

FILED
 CITY OF SEATTLE
 2017 APR 19 PM 3:02
 CITY CLERK

*Term begin and end date is fixed and tied to the position and not appointment date or appointee.

EXPERIENCE:

Chinatown-International District Business Improvement Area Seattle, WA

Events and Programs Manager: June 2015 - Present

- Manage major street festivals: Lunar New Year Celebration, Dragon Fest, and Night Market, with an annual attendance of 60,000 and annual sponsorship income of \$175,000.
- Manage and oversee all aspects of events and festivals, including work plans, timelines, budgets, partnerships, sponsorship revenue, creative materials, entertainment, permitting, vendors, event subcontractors, and volunteers.
- Develop marketing and promotional strategies to drive traffic to local businesses, promote and support stakeholders in their marketing efforts.
- Oversee and manage contracts for district-wide public space maintenance programs designed to ensure a clean and safe environment
- Grant writer reporter for multiple grants valued over \$50,000 in 2016 and \$75,000 in 2017
- Manage social media, communication to the public and stakeholders

General Growth Properties, Westlake Center Seattle, WA

Marketing and Business Development Coordinator: March 2008 – June 2016

- Event Project manager for the annual Tree Lighting Ceremony at Westlake Center, with attendance of 25,000 each year, and oversaw an average of \$50,000 in sponsorship revenue and maintained a budget of \$120,000 each year for the event.
- Oversaw and implemented over 150 events and promotions, securing an average of \$125,000 per year for sponsored events, local and corporate events, community events, and merchant events.
- Responsible for pre and post-event facilities maintenance with in-house vendors such as Security, Housekeeping, Maintenance and outside vendors such as sound, lighting and production managers, while maintaining the integrity of the property, and providing value to clients and sponsors.
- Implemented and led programs to generate incremental revenue, enhance the overall shopping experience for customers, maximize the sales productivity for merchants and represent Westlake Center as a premier shopping destination in the Seattle area.
- Manage local and corporate Marketing activities, social media and website content to drive traffic to retailers and enhance the value of asset and partnerships.
- Oversee the Business Development Program including all tenant relations, move-in/move-out, visual merchandising and lease management for temporary tenants.

America SCORES, Seattle, WA

Volunteer Event Coordinator: January 2010 – June 2010

- Responsible for auction item procurement, contracting with local vendors and merchants, and canvassing leads for potential donors.
- Facilitated creative planning to meet and exceed fundraising goals for the annual America SCORES gala.

Allied Advertising, Publicity & Promotions, Seattle, WA

Marketing and Promotions Intern: March 2007- June 2007

- Led promotional screenings of upcoming films from production companies such as Paramount, Miramax and Warner Bros. with 300 - 400 attendees
- Contacted and collaborated with local media representatives, local retailers, universities and organizations for promotions.

Carney Badley Spellman, P.S., Seattle, WA

Law Library Assistant: October 2004 – September 2006

- Catalogued and routed legal materials, managed billings and accounts, corresponded with publishing and distributing companies, and worked with King County Law Library to main the firm's in-house law library

Office and Asbestos Clerk: January 2007 – March 2008

- Coordinated firm marketing projects, produced marketing materials, organized onsite fundraising events for local charities, and firm staff and attorney events and retreats.
- Managed legal files for the Asbestos department, assisted with trial preparations and many highly confidential cases.

SKILLS:

Microsoft Office Suite: Excel, Word, Publisher, Outlook; Salesforce.com, Adobe Acrobat, Wordpress

EDUCATION:

University of Washington, Seattle, WA

B.A. in Communication; Minor in International Studies- South Asia: September 2003 – June 2007

- Dean's List Honors 2004, 2005

References available upon request.

Special Events Committee

20 Members: Pursuant to *SMC 15.52.020*, 5 members subject to City Council confirmation, 1-2-year terms:

- 0 City Council-appointed
- 5 Mayor-appointed (4 citizen representatives, 1 Chair)
- 15 Other Appointing Authority-appointed (specify):
 - A representative of the Mayor, the City Budget Director, the Fire chief, the Police Chief, the Superintendent of Parks and Recreation, King County Metro Transit Division, Seattle-King County Health Department, Washington State Liquor and Cannabis Board, and the Directors of Economic Development, Transportation, Construction and Inspections, Finance and Administrative Services, Seattle Center, Seattle Public Utilities, and Neighborhoods

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
N/A	N/A	N/A	1.	Representative of the Mayor		N/A	N/A	N/A	Mayor
N/A	N/A	N/A	2.	Representative of the City Budget Director	Ben Noble	N/A	N/A	N/A	City Budget Director
N/A	N/A	N/A	3	Representative of the Office of Economic Development	Brian Suratt	N/A	N/A	N/A	Director of Office of Economic Development
N/A	N/A	N/A	4.	Representative of the Fire Chief	Michael Frediani	N/A	N/A	N/A	Fire Chief
N/A	N/A	N/A	5.	Representative of the Police Chief	Michael Nolan	N/A	N/A	N/A	Police Chief
N/A	N/A	N/A	6.	Representative of Parks and Recreation	Kyle Griggs	N/A	N/A	N/A	Director of Parks and Recreation
N/A	N/A	N/A	7.	Representative of the Director of Transportation	Kate Leitch	N/A	N/A	N/A	Director of Transportation
N/A	N/A	N/A	8.	Representative of the Director of Construction and Inspections	Dan Goodman	N/A	N/A	N/A	Director of Construction and Inspections
N/A	N/A	N/A	9.	Representative of the Director of Finance and Administrative Services	Kim Brady	N/A	N/A	N/A	Director of Finance and Administrative Services
N/A	N/A	N/A	10.	Representative of the Department of Neighborhoods	Frank Nam	N/A	N/A	N/A	Director of Neighborhoods
N/A	N/A	N/A	11.	Representative of the Seattle-King County Health Department	Rosemary Byrne	N/A	N/A	N/A	Director of Seattle-King County Health
N/A	N/A	N/A	12.	Representative of the King County Metro Transit Division	Glenn Bartolome	N/A	N/A	N/A	Metro Transit Division of King County

N/A	N/A	N/A	13.	Representative of the Seattle Center	Lance Miller	N/A	N/A	N/A	Seattle Center
N/A	N/A	N/A	14.	Representative of Seattle Public Utilities	Sheryl Anayas	N/A	N/A	N/A	Director of Seattle Public Utilities
N/A	N/A	N/A	15.	Representative of the Washington State Liquor and Cannabis Board	Tim Thompson	N/A	N/A	N/A	Director of the Washington State Liquor and Cannabis Board
9	M	4	16.	Citizen Representative	Oliver Little	04/01/2017	03/31/2018	3	Mayor
1	F	4	17.	Citizen Representative	Monisha Singh	04/01/2017	03/31/2018	N/A	Mayor
6	M	N/A	18.	Citizen Representative	Tom C. Anderson	04/01/2017	03/31/2018	5	Mayor
6	F	4	19.	Alternate Citizen Representative	Lisa Fraser	04/01/2017	03/31/2018	5	Mayor
6	M	1	20.	Chair	Christopher Swenson	04/01/2017	03/31/2018	2	Mayor

SELF-IDENTIFIED DIVERSITY CHART

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)				
	Men	Women	Transgender	Unknown	Asian	Black/ African American	Hispanic/ Latino	American Indian/ Alaska Native	Other (Specification Optional)	Caucasian/ Non- Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor				15	1					3			1
Council													
Other													
Total				15	1					3			1

Key:

- *D List the corresponding *Diversity Chart* number (1 through 9)
 - **G List *gender*, M = Male, F= Female, T= Transgender, U= Unknown
 - RD Residential Council District number 1 through 7 or N/A
- Diversity information is self-identified and is voluntary.*