



# City of Seattle Boards & Commissions Notice of Appointment

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|---|----------------------------------|--|
| <b>Appointee Name:</b><br><i>Mikhael Mei Williams</i>   |                                  |  |
| <b>Board/Commission Name:</b><br><i>Seattle Arts Commission</i>   |                                  | <b>Position Title:</b><br><i>Member</i>  |
| <input checked="" type="checkbox"/> <b>Appointment</b> OR <input type="checkbox"/> <b>Reappointment</b>   |                                  | <b>Council Confirmation required?</b><br><input checked="" type="checkbox"/> Yes<br><input type="checkbox"/> No  |
| <b>Appointing Authority:</b><br><input type="checkbox"/> Council<br><input checked="" type="checkbox"/> Mayor<br><input type="checkbox"/> Other: <i>Fill in appointing authority</i>  | <b>Date Appointed:</b>           | <b>Term of Position: *</b><br>1/1/2019<br>to<br>12/31/2020<br><br><input checked="" type="checkbox"/> <i>Serving remaining term of a vacant position</i> |
| <b>Residential Neighborhood:</b><br><i>Central Seattle</i>  | <b>Zip Code:</b><br><i>98112</i> | <b>Contact Phone No.:</b><br>[REDACTED]  |
| <b>Background:</b><br>As a Seattle native, Mikhael Mei Williams credits the city's vibrant arts and cultural landscape as the impetus for her nearly 20-year career promoting arts and cultural organizations and events across the private, nonprofit, higher education and public sectors. She holds a Master of Public Administration from the University of Southern California School of Policy, Planning, and Development where she studied abroad in Berlin, Germany exploring the impact arts and cultural events have on the economic revitalization and social vibrancy of cities.<br>Currently, Ms. Williams oversees marketing for Vulcan Arts + Entertainment's two large-scale annual events, Upstream Music Fest + Summit and Seattle Art Fair and all content development and digital/social strategy across the Vulcan Arts + Entertainment portfolio. She has previously held marketing leadership positions at One Reel, AEG Presents, Maryland Institute College of Art (MICA), Hammer Museum at UCLA, Long Beach Museum of Art and Sundance Film Institute. She is the current vice chair on the One Reel board of directors and previously served as a board member for The Vera Project. |                                  |  |
| <b>Authorizing Signature (original signature):</b><br>   |                                  | <b>Appointing Signatory:</b><br>Jenny A. Durkan<br><i>Mayor of Seattle</i>   |

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 CITY OF SEATTLE  
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 CITY CLERK

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

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### QUALIFICATIONS SUMMARY

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Accomplished and entrepreneurial senior-level marketing professional with extensive experience in strategic planning, project management, and leadership in the development of comprehensive marketing, branding, and event strategies. Equal parts marketing strategist and tactician for nearly 20 years for arts and entertainment venues and organizations across private, corporate, nonprofit, and public sectors.

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### AREAS OF EXPERTISE

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- Strategic Marketing
- Comprehensive Communications
- Project Management
- Omnichannel Strategy
- Content Development
- Branding & Design
- Digital & Social Media Strategy
- Community Engagement
- Event Planning & Management
- Advertising & Media Buying
- Promotional Strategy
- Partnerships

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### EDUCATION

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UNIVERSITY OF SOUTHERN CALIFORNIA: *Master of Public Administration*

May 2004

UNIVERSITY OF WASHINGTON: *Bachelor of Arts, Cultural Anthropology*

August 1998

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### PROFESSIONAL EXPERIENCE

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VULCAN INC.

Seattle, WA

**Marketing Manager, Arts + Entertainment Division**

Feb. 2017 – Present

Key member of leadership team responsible for the development of comprehensive marketing strategies for Vulcan Arts + Entertainment marque events: Upstream Music Fest + Summit, Seattle Art Fair, and year-round event brand Upstream Presents. Manage over \$1M budget across advertising channels, brand development, social media and digital marketing to raise brand awareness, grow engagement, and increase revenue. Produce all content for omnichannel marketing strategy and align events and brand with strategic community partnerships to increase brand awareness and inspire customer loyalty. Oversee all digital and social media marketing across entire Vulcan Arts + Entertainment portfolio including: Cinerama, a state-of-the-art movie theater, and nonprofit organizations Museum of Pop Culture (MoPOP), Flying Heritage and Living Computers: Museum + Labs.

Key Accomplishments: Developed and implemented an integrated, omnichannel marketing strategy for the first two Upstream Music festivals (2017 & 2018). Maximized budget through strategic influencer marketing campaigns with artists and guest curators; developed a creative content strategy, which included artist spotlight series, guest curator highlights, and video content which increased brand awareness, fan engagement, and drove ticket sales and revenue. Developed a content and social media marketing strategy for Seattle Art Fair 2017 and 2018 which dramatically increased engagement and GA ticket sales. Exceeded ticket sales and increased revenue in both 2017 and 2018.

BUMBERSHOOT MUSIC FESTIVAL

Seattle, WA

**Consultant**

2011 – Present

Contracted by One Reel (2011, 2012, 2013, 2014) and AEG Presents (2015, 2016, 2017, 2018) to oversee over 350 members of the media onsite during the three-day event. Manage media check-in process, credential distribution, facilitate artist interviews and performance photography at all music stages. Manage an onsite staff of 8 media escorts and volunteers.

CITY OF SEATTLE: OFFICE OF FILM, MUSIC & SPECIAL EVENTS

Seattle, WA

**Creative Industries Advocate | Manager, Seattle Music Commission**

Nov. 2014 – Feb. 2017

Responsible for project management, community engagement, special events planning, marketing, policy development and advocacy for Seattle's creative industry sectors. Managed and had direct oversight of the Seattle Music Commission and the planning and execution of key Music Commission initiatives and events.

Key Accomplishments: Revamped office marketing and communications – produced new collateral materials, oversaw website content development, and revised outreach and content strategy for Music Commission programs – increasing brand awareness and community engagement in the work of the Commission. Produced monthly Film + Music + Interactive Happy Hour events and the annual City of Music Career Day and Music Safety Summit events.

VOTIV, INC.

Seattle, WA

**Director of Digital Marketing Strategy**

July 2014 – Oct. 2014

In charge of the development and implementation of all online, social media, email, and mobile marketing strategies and partnerships across Motiv Inc. record label and management artist roster. Worked directly with artists, management, labels and agents on the design, creation, content strategy, and execution of GTM strategies for album releases, video premieres, and tours.

AEG PRESENTS, PACIFIC NORTHWEST

Seattle, WA

**Regional Marketing Manager, Clubs**

Jan. 2011 – July 2014

Oversaw marketing and promotions of 350-450 concerts AEG produced annually in clubs throughout the Pacific Northwest (Washington, Oregon, Idaho, Vancouver, BC). Responsible for the planning and execution of all marketing strategies including media buying, social media, content development, and promotions. Worked directly with artists, management, label representatives, and agents to develop strategic marketing plans to align with artist objectives in order to maximize outreach and engagement and increase ticket sales.

Key Accomplishments: Led complete overhaul of regional marketing—developed regional promoter brand “Showbox Presents”, rebranded all marketing and outreach collateral, created an integrated regional website and completely revamped email marketing. Developed a renowned social media strategy – growing social media base from 7K to over 100K – which was routinely highlighted within AEG Presents corporate headquarters for creative social media initiatives, content and fan engagement. Provided AEG with new, cohesive, and highly effective promotional tools which led to increased ticket sales, heightened brand awareness and increased consumer loyalty.

ONE REEL, FESTIVALS DIVISION

Seattle, WA

**Marketing & Communications Director**

2010

Department head responsible for oversight and management of all marketing, advertising, media relations, social media, print and website content/design, departmental budget and 11-member team for the organization’s signature events: The Family 4<sup>th</sup> at Lake Union and Bumbershoot: Seattle’s Music & Arts Festival.

Key Accomplishments: As primary spokesperson, conducted record number of print, radio, and television interviews which led to dramatic increase in media coverage of key Festival initiatives. Led the planning, development and execution of 40 new, low- to no-cost events for the marketing campaign, “40 Ways to Celebrate Bumbershoot’s 40th Festival” by creating new, strategic partnerships. Developed integrated marketing, advertising, social media, and public relations campaign for Bumbershoot 2010 that resulted in Festival Mainstage tickets selling out in advance for the first time.

MARYLAND INSTITUTE COLLEGE OF ART (MICA)

Baltimore, MD

**Director of Media Relations**

Sep. 2007 – May 2009

Senior member of communications team within MICA’s Office of Advancement responsible for the development and management of all external communications as well as primary spokesperson for the College.

Key Accomplishments: Developed and launched a social media strategy for the College which resulted in the largest exhibition opening night reception in MICA history with over 1000 in attendance. Launched MICA’s redeveloped, interactive and dynamically responsive website. Supervised content creation, social media strategies to engage public, and the development of interactive media and content for the website. Established new relationships with key public constituents including local government, business associations, alumni and parent groups, and local, national and international media outlets which led to a direct increase in editorial features of the College. Led the planning of campus-wide special events which increased public visitors and student engagement.

**VOLUNTEER EXPERIENCE**

ONE REEL

Seattle, WA

Vice President, Board of Directors

Sep. 2017 – Present

BUMBERSHOOT ADVISORY BOARD

Seattle, WA

Jointly managed by Seattle Center, City of Seattle, AEG Presents, and One Reel

Jan. 2015 – Present

THE VERA PROJECT

Seattle, WA

President, Board of Directors

Sep. 2013 – Feb. 2018



# Seattle Arts Commission Roster

16 Members: Pursuant to ordinance 121006, all members subject to City Council confirmation, 2-year terms:

- 7 City Council-appointed
- 7 Mayor-appointed
- 1 Commission-appointed
- 1 Get-Engaged

## Roster:

| *D | **G | RD | Position No. | Position Title        | Name                         | Term Begin Date | Term End Date | Term #          | Appointed By |
|----|-----|----|--------------|-----------------------|------------------------------|-----------------|---------------|-----------------|--------------|
| 2  | F   | 3  | 1.           | At-Large              | Sharon Williams              | 01/01/18        | 12/31/19      | 3 <sup>rd</sup> | City Council |
| 2  | M   | 2  | 2.           | At-Large              | Quinton Morris               | 01/01/19        | 12/31/20      | 2 <sup>nd</sup> | City Council |
| 1  | F   | 2  | 3.           | At-Large              | Priya Frank                  | 01/01/19        | 12/31/20      | 2 <sup>nd</sup> | City Council |
| 1  | F   | 2  | 4.           | At-Large              | Cassie Chinn                 | 01/01/18        | 12/31/19      | 2 <sup>nd</sup> | City Council |
| 2  | F   | 1  | 5.           | At-Large              | Dawn Chirwa                  | 01/01/18        | 12/31/19      | 2 <sup>nd</sup> | City Council |
|    | F   | 3  | 6.           | At-Large              | Chieko Phillips              | 01/01/18        | 12/31/19      | 1 <sup>st</sup> | City Council |
| 3  | M   | 3  | 7.           | At-Large              | Juan Alonso- Rodriguez       | 01/01/18        | 12/31/19      | 2 <sup>nd</sup> | City Council |
| 6  | M   | 1  | 8.           | At-Large              | Steven Galatro               | 01/01/18        | 12/31/19      | 2 <sup>nd</sup> | Commission   |
| 6  | F   | 6  | 9.           | At-Large              | Sarah Wilke                  | 01/01/19        | 12/31/20      | 2 <sup>nd</sup> | Mayor        |
| 2  | F   | 1  | 10.          | At-Large              | Jescelle Major               | 01/01/19        | 12/31/20      | 2 <sup>nd</sup> | Mayor        |
| 6  | F   | 3  | 11.          | At-Large              | Kayla DeMonte                | 01/01/20        | 12/31/21      | 1 <sup>st</sup> | Mayor        |
| 2  | M   | 1  | 12.          | At-Large              | James Miles                  | 01/01/19        | 12/31/20      | 1 <sup>st</sup> | Mayor        |
| 2  | M   | 2  | 13.          | At-Large              | Jonathan Cunningham          | 01/01/18        | 12/31/19      | 3 <sup>rd</sup> | Mayor        |
| 9  | W   | 3  | 14.          | At-Large              | Mikhael Mei Williams         | 01/01/19        | 12/31/20      | 1 <sup>st</sup> | Mayor        |
| 4  | F   | 3  | 15.          | At-Large (Substitute) | Tracy Rector (Ashraf Hasham) | 01/01/17        | 12/31/18      | 3 <sup>rd</sup> | Mayor        |
| 8  | F   | 7  | 16.          | Get-Engaged           | Sheila Ghaibi                | 09/01/19        | 8/31/20       | One             | Mayor        |

## SELF-IDENTIFIED DIVERSITY CHART

|              | (1)      | (2)       | (3)         | (4)           | (5)      | (6)                    | (7)             | (8)                           | (9)                            |                        |                  |                |             |
|--------------|----------|-----------|-------------|---------------|----------|------------------------|-----------------|-------------------------------|--------------------------------|------------------------|------------------|----------------|-------------|
|              | Men      | Women     | Transgender | Other/Unknown | Asian    | Black/African American | Hispanic/Latino | American Indian/Alaska Native | Other (Specification Optional) | Caucasian/Non-Hispanic | Pacific Islander | Middle Eastern | Multiracial |
| Mayor        | 2        | 6         |             |               |          | 4                      |                 | 1                             |                                | 3                      |                  |                | 1           |
| Council      | 2        | 5         |             | 1             | 2        | 2                      | 1               |                               |                                |                        |                  |                |             |
| Other        | 1        |           |             |               |          |                        |                 |                               |                                |                        |                  | 1              |             |
| <b>Total</b> | <b>5</b> | <b>11</b> |             | <b>1</b>      | <b>2</b> | <b>6</b>               | <b>1</b>        | <b>1</b>                      |                                | <b>3</b>               |                  | <b>1</b>       | <b>1</b>    |

## Key:

- \*D List the corresponding Diversity Chart number (1 through 9)
- \*\*G List gender, M = Male, F= Female, T= Transgender, U= Unknown, O= Other
- RD Residential Council District number 1 through 7 or N/A

Diversity information is self-identified and is voluntary.