



City of Seattle Boards & Commissions Notice of Appointment

| | | |
|---|---------------------------|---|
| Appointee Name: <i>Tiffany Kelly-Gray</i> | | |
| Board/Commission Name: <i>Equitable Development Initiative Advisory Board</i> | | Position Title: <i>Member</i> |
| <input checked="" type="checkbox"/> Appointment OR <input type="checkbox"/> Reappointment | | City Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No |
| Appointing Authority: <input type="checkbox"/> City Council <input type="checkbox"/> Mayor <input checked="" type="checkbox"/> Other: <i>EDI Advisory Board</i> | | Term of Position: * 3/1/2023 to 2/28/2026 <input checked="" type="checkbox"/> <i>Serving remaining term of a vacant position</i> |
| Residential Neighborhood: Central District | Zip Code: 98122 | Contact Phone No.: [REDACTED] |
| <p>Background: Tiffany Kelly-Gray's is a dedicated community advocate and visionary leader with extensive experience across various sectors, including community empowerment, that reflects her commitment to equity. With a rich history of advocacy and strategic leadership in Seattle's Central District, Tiffany's appointment comes as a significant addition to the board, reflecting the EDI's commitment to fostering community-led actions that prevent displacement of historically marginalized communities.</p> <p>As the Impact Director at Byrd Barr Place, Tiffany has been instrumental in shaping the organization's fund development strategy and fostering strong relationships with both existing and new investors. Her efforts have been pivotal in combating displacement and addressing persistent inequities in Seattle's Central District, particularly through Byrd Barr Place's acquisition of their historic fire station home base, empowered through support from the Equitable Development Initiative (EDI). Tiffany's dedication to equity and social justice is evident in her efforts at Byrd Barr Place, where she has led initiatives to meet community needs and empower systemic advocacy. She is committed to implementing financial literacy programs and offering technical support tailored to community needs.</p> <p>Tiffany holds a Bachelor of Arts in Digital Cultures & Technology from Seattle University. Her core skills and competencies include cross-functional leadership, project management, continuous process improvement, community engagement, strategic planning, budgeting, financial acumen, partnerships, relationship management, and data analysis. Earlier in her career, Tiffany gained valuable financial acumen and strategic leadership experience as a Wealth Manager at Merrill Lynch (2006-2008) and a Community Lender at Fifth Third Bank (2004-2006). These roles provided her with a solid foundation in financial management and client relationship building.</p> | | |

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

As a longtime resident of Seattle’s Central District, Tiffany has deep ties to the community and a personal commitment to preventing displacement. She is active in promoting diversity, equity, and inclusion through her board service and community initiatives. Her focus is on providing wealth opportunities and preventing economic inequities among marginalized communities. Tiffany's professional journey is marked by a deep commitment to social justice, equity, and community empowerment. Since September 2021, she has served as the Community Navigator and Director of Economic Development at the Central Area Collaborative. In this role, Tiffany directs economic empowerment programs, manages budgets, oversees program outcomes, and leads staff development, all aimed at enhancing economic opportunities for residents in Seattle’s Central District. In addition to her professional roles, Tiffany has been a Board Trustee at The Bertschi School since 2019, where she chairs the Diversity, Equity, and Inclusion committee. She leads the hiring task force and collaborates with the Director of Diversity on initiatives involving parents and staff, reinforcing her commitment to equity in educational environments.

Looking ahead to her role on the Equitable Development Initiative (EDI) Advisory Board, Tiffany is eager to shape EDI fund allocation criteria to further the City's Race and Social Justice Initiative goals. She aims to facilitate land ownership for BIPOC individuals in Seattle and support sustainable community development. Tiffany plans to leverage her expertise in program development, impact measurement, and community advocacy to make a meaningful difference through her service on the EDI Advisory Board.

Authorizing Signature (original signature):


DR. Mark R. Jones, Ph.D. (Jun 6, 2024 13:47 PDT)

Date Signed (appointed):

06/06/2024

Appointing Signatory:

Dr. Mark R. Jones

Board Vice Chair

Tiffany Kelly-Gray

Visionary and dedicated professional leveraging extensive leadership experience spanning diverse industries. Effectively defines long-term strategy, assessing priorities through conducting research into stakeholder needs and evaluating data, establishing objectives, and both proposing and championing a range of compelling initiatives to achieve those targets.

Builds and maintains long-standing relationships with internal and external stakeholders, community partners, and various other parties to initiate and seamlessly execute events, programs, workshops, and other initiatives to progress strategic interests. Transformational change agent, influencing stakeholders to promote positive change across the organization through enhanced structure, workflows, and processes.

CORE SKILLS & COMPETENCIES

- ◆ Cross-Functional Leadership
- ◆ Project Management
- ◆ Continuous Process Improvement
- ◆ User Experience Design

- ◆ Long-Term Strategic Planning
- ◆ Verbal & Written Communication
- ◆ Vendor Sourcing & Management
- ◆ Consensus Building

- ◆ Stakeholder Engagement
- ◆ Requirements Gathering
- ◆ Budgeting & Financial Acumen
- ◆ Partnerships & Relationship Management

Technical Acumen: Microsoft Office Suite Python HTML Java

Authorized to work in the US for any employer

Work Experience

Impact Director

Byrd Barr Place - Seattle, WA
May 2023 to Present

As Byrd Barr Place's impact director, Tiffany works closely with the CEO and management team to develop and implement the organization's fund development strategy, cultivating trusting relationships among existing and new investors.

Community Navigator- Director of Economic Development

Central Area Collaborative - Seattle, WA

September 2021 to Present

As the Community Navigator and The Economic Development Director, I'm responsible for directing all operations of Economic Empowerment. Develop, operationalize, and administer economic empowerment programs in the Central Area which will expand and strengthen customers' economic opportunities and involvement within their community.

Core responsibilities include:

Program management and development to include budget, contractual, and outcome metrics.

Supervision, training, and development of staff to provide respectful, responsive, and effective services to our customers and communities.

Outreach to the public using effective communication to maintain trust, confidence, and respect of customers, partners, funders, community, management, and co-workers.

To support, bolster and Fulfill new initiatives and Grants.

Board Trustee

The Berschi School

2019 to Present

Board member and Chair of the Diversity, Equity, and Inclusion committee focused on fulfilling an executive mandate to promote diversity within the staff of this private school. Acts as the lead of the hiring task force, working in partnership with the interim Head of School to oversee all hiring for staff. Liaises with the Director of Diversity to align parent initiatives with staff initiatives, facilitating a range of workshops and events to promote diversity, and engage the parents and community.

Airbnb Property Owner

Airbnb

2012 to Present

One of the first Airbnb hosts within the Seattle area. Purchased a duplex and spearheaded all renovations to enhance the property value and ready it for guests, hiring contractors and overseeing the overall design. Currently oversees this duplex and all bookings while ensuring complete client satisfaction.

Wealth Manager

Merrill Lynch

2006 to 2008

Fifth Third Bank

Community Lender

2004 to 2006

AREAS OF PROVEN PERFORMANCE

Demonstrated the following transferrable skills over a diverse career spanning multiple industries:

- **Strategic Leadership:** Equipped with extensive experience developing and executing short and long-term strategies, primarily as a Board Trustee, substantiating strategies through focus groups and workshops to identify primary needs. Collaborates with various department heads to ensure cohesiveness of strategy and drive a seamless execution to fulfil executive mandate.
- **Consensus Building:** Leverages extensive influence, proposing new initiatives and operational improvements through formal business cases and securing stakeholder buy-in. Key transformational

change agent within the organization promoting consistent progress forward to fulfil long-term objectives.

- **Financial Acumen:** Develops and manages budgets for specific initiatives, and showcases a strong financial acumen due to previous experience within the banking sector. Demonstrates a strong understanding of investment strategies and other critical concepts to optimize spend and maximize returns.
- **Project Management:** Establishes project schedules, budgets, and manages both throughout the life cycle, leading cross-functional technical and non-technical teams to drive timely completion and full alignment with requirements. Directs the overall vision for these initiatives while promoting achievement through combining creativity with
- **Vendor Sourcing & Management:** Sources and negotiates with vendors and suppliers to secure resources and services for specific initiatives. Manages these vendors to ensure fulfilment of contractual obligations and timely completion of work.
- **Data Extraction & Analysis:** Effectively collects, organizes and analyzes both qualitative and quantitative data, utilizing this information to inform strategy through securing valuable insights on priorities.
- **Continuous Process Improvement:** Applies a genuine dedication toward improving organizational processes and structure through developing new positions, streamlining workflows, and implementing various protocols to maximize success of fulfilling strategic objectives.
- **Partnerships & Relationship Management:** Builds and maintains long-standing, integrity-rooted relationships with key community partners and various other internal and external stakeholders, representing the organization. Leverages these partnerships to initiate and execute collaborative initiatives, mutually beneficial to fulfilling strategic objectives.

Education

Bachelor of Arts in Digital Cultures & Technology

Seattle University

Skills

- Cross functional leadership
- Project management
- User research
- Strategic planning
- Budgeting and Finance
- User Experience (UX)
- Requirements Gathering
- Senior Leadership
- JavaScript
- Business Analysis
- Financial Acumen
- User Interface (UI)
- Usability

- Java
- Program development
- Management
- Relationship management
- Supervising experience

Links

<http://TIFFANYKELLYGRAY.COM>

Certifications and Licenses

FINRA License

Equitable Development Initiative Advisory Board

13 Members: Pursuant to *Ordinance 119887*, *all* members subject to City Council confirmation.

- a) Initial members in positions 3, 6, 9, 12, and 13 shall be members of the Equitable Development Initiative's Interim Advisory Board as of the effective date of this ordinance
 - b) The initial terms for positions 1, 3, 4, 6, 8, 10, and 13 shall be one year
 - c) The initial terms for positions 2, 5, 7, 9, 11, and 12 shall be two years
 - d) All subsequent terms shall be for three years. With the exception of initial positions 3, 6, 9, 12, and 13 no member shall serve more than two consecutive three-year terms
- **3** City Council-appointed
 - **3** Mayor-appointed
 - **7** Other Appointing Authority-appointed (specify): Initial appointments by Interim Advisory Board, subsequent appointments by Advisory Board

Roster:

| *D | **G | RD | Position No. | Position Title | Name | Term Begin Date | Term End Date | Term # | Appointed By |
|----|-----|----|--------------|----------------|---------------------|-----------------|---------------|--------|--------------|
| | | | 1. | Member | Denise Perez Lally | 3/1/2022 | 2/28/2025 | 1 | Mayor |
| | | | 2. | Member | Evelyn Allen | 3/1/2023 | 2/28/2026 | 2 | Mayor |
| | | | 3. | Member | John Rodriguez | 3/1/2022 | 2/28/2025 | 1 | Mayor |
| | | | 4. | Member | Lindsay Goes Behind | 3/1/2022 | 2/28/2025 | 1 | City Council |
| | | | 5. | Member | Fynniece Glover Jr. | 3/1/2023 | 2/28/2026 | | City Council |
| | | | 6. | Member | Kaleb Germinaro | 3/1/2024 | 2/28/2027 | 2 | City Council |
| | | | 7. | Member | Mark R. Jones | 3/1/2022 | 2/28/2025 | 2 | Board |
| | | | 8. | Member | Jamie Madden | 3/1/2024 | 2/28/2027 | 2 | Board |
| | | | 9. | Member | Tiffany Kelly-Gray | 3/1/2023 | 2/28/2026 | 1 | Board |
| | | | 10. | Member | Diana Paredes | 3/1/2022 | 2/28/2025 | 1 | Board |
| | | | 11. | Member | Eliana Horn | 3/1/2023 | 2/28/2026 | 1 | Board |
| | | | 12. | Member | Jennell Hicks | 3/1/2023 | 2/28/2026 | 2 | Board |
| | | | 13. | Member | Sophia Benalfew | 3/1/2022 | 2/28/2025 | 1 | Board |

SELF-IDENTIFIED DIVERSITY CHART

| SELF-IDENTIFIED DIVERSITY CHART | | | | | (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) | (9) |
|---------------------------------|------|--------|-----------------------|----------|-------|-------------------------------|---------------------|---|-------|--------------------------------|---------------------|-------------------|-------------|
| | Male | Female | LGBTQ/ Transgender | NB/ O/ U | Asian | Black/ African American | Hispanic/ Latino | American Indian/ Alaska Native | Other | Caucasian/ Non- Hispanic | Pacific Islander | Middle Eastern | Multiracial |
| Mayor | 1 | 2 | 1 | | | 1 | 1 | | | | | | 1 |
| Council | 2 | 1 | | | | 2 | | 1 | | | | | |
| Other | 4 | 3 | | 1 | 1 | 4 | 1 | | | 1 | | | |
| Total | 6 | 7 | | | | | | | | | | | |

Key:

*D List the corresponding *Diversity Chart* number (1 through 9)

G List gender, **M= Male, **F**= Female, **T**= Transgender, **NB**= Non-Binary **O**= Other **U**= Unknown

RD Residential Council District number 1 through 7 or N/A

Diversity information is self-identified and is voluntary. 3