

City of Seattle



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Director Department of Neighborhoods

Confirmation Packet
May 19, 2015

Kathy Nyland



City of Seattle
Edward B. Murray
Mayor

May 19, 2015

The Honorable Tim Burgess
President, Seattle City Council
Seattle City Hall, 2nd Floor
Seattle, WA 98104

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Dear Council President Burgess:

I am pleased to transmit to the City Council the following confirmation packet for my appointment of Kathy Nyland as Director of the City's Department of Neighborhoods.

The materials in this packet are divided into two sections:

A. Kathy Nyland

This section contains Ms. Nyland's appointment and oath of office forms, her resume, and the press release announcing her appointment.

B. Background Checks

This section contains the report to the Mayor's Office on Ms. Nyland's background check.

Kathy Nyland is a proven innovator and committed advocate for Seattle's neighborhoods. She is a natural for the Department of Neighborhoods with a long track record of leadership in our community, beginning with her service on several community councils. She founded the Georgetown Merchants' Association and chaired Seattle's City Neighborhood Council before serving as Councilmember Bagshaw's Chief of Staff.

Ms. Nyland has served as a trusted senior policy advisor on neighborhoods and land use since I took office in 2014. I have relied extensively on her knowledge and expertise and she was integral in the City's successful Neighborhood Summit last April. Today, she continues to build on strong relationships with community leaders around the City. I very much look forward to her continued counsel and leadership and I strongly urge you to confirm her as the Director of the Department of Neighborhoods.

Office of the Mayor
Seattle City Hall, 7th Floor
600 Fourth Avenue
PO Box 94749
Seattle, Washington 98124-4749

Tel (206) 684-4000
Fax: (206) 684-5360
Hearing Impaired use the Washington Relay Service (7-1-1)
www.seattle.gov/mayor

The Honorable Tim Burgess
May 19, 2015
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If you have any questions about the attached materials or need additional information, please contact Deputy Mayor Kate Joncas at 206-684-3790, or via e-mail, at kate.joncas@seattle.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "E. B. Murray". The signature is fluid and cursive, with a large loop at the end.

Edward B. Murray
Mayor

SECTION

A



City of Seattle
Edward B. Murray
Mayor

May 11, 2015

Kathy Nyland
Seattle, WA 98124
Transmitted via e-mail

Dear Kathy,

It gives me great pleasure to appoint you to the position of Director of the Department of Neighborhoods (Executive 3), effective June 2, 2015 at an annual salary of \$136,972.

Your term of office is coterminous to my term as Mayor. Your appointment as Director is subject to City Council confirmation; therefore, you will need to attend the Council's confirmation hearings.

Your contingent offer letter provided employment information related to the terms of your employment, benefits, vacation, holiday and sick leave. If you have questions about your employment with the City of Seattle please contact Susan Coskey, Human Resources Director, at 206-615-1622.

I look forward to working with you in your role as Director and wish you success. We have much work ahead of us, and I am confident that the Department of Neighborhoods will thrive beyond expectation under your leadership.

Sincerely,

Edward B. Murray
Mayor

cc: Department of Human Resources



**CITY OF SEATTLE - STATE OF WASHINGTON
OATH OF OFFICE**

STATE OF WASHINGTON

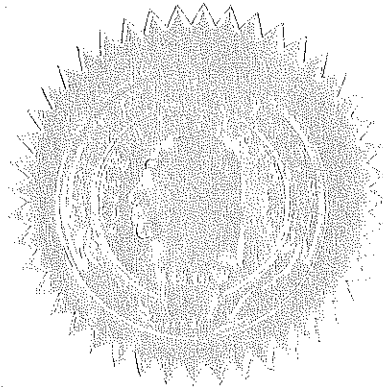
COUNTY OF KING

I, Kathy Nyland, swear or affirm that I possess all the qualifications prescribed in the Seattle City Charter and the Seattle Municipal Code for the position of Director of the Department of Neighborhoods; that I will support the Constitution of the United States, the Constitution of the State of Washington, and the Charter and Ordinances of the City of Seattle; and that I will faithfully conduct myself as *Director of Department of Neighborhoods*.

Kathy Nyland


**Subscribed and sworn to before me
this 20th day of July, 2015**

Monica Martinez Simmons, City Clerk





City of Seattle Department Head Notice of Appointment

Appointee Name: <i>Kathy Nyland</i>		
City Department Name: <i>Department of Neighborhoods</i>		Position Title: <i>Director</i>
<input checked="" type="checkbox"/> Appointment <i>OR</i> <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>Specify appointing authority</i>		Term of Office: <i>06/2/15 to 12/31/2017</i>
Legislated Authority: <i>SMC 3.35.020</i>		
Background: Kathy Nyland is a proven innovator and committed advocate for Seattle's neighborhoods. She is a natural for the Department of Neighborhoods with a long track record of leadership in our community, beginning with her service on several community councils. She founded the Georgetown Merchants' Association and chaired Seattle's City Neighborhood Council before serving as Councilmember Bagshaw's Chief of Staff. Ms. Nyland has served as a trusted senior policy advisor on neighborhoods and land use since I took office in 2014. I have relied extensively on her knowledge and expertise and she was integral in the City's successful Neighborhood Summit last April. Today, she continues to build on strong relationships with community leaders around the City.		
Date of Appointment: <i>05/19/2015</i>	Authorizing Signature (original signature): 	Appointing Signatory: <i>Edward B. Murray</i> <i>Mayor</i>

KATHY NYLAND



PROFILE: Government Liaison, Outreach and Engagement Specialist, Community Advocate

Versatile public servant with an entrepreneurial spirit who has accomplished that rare trifecta- beating city hall, working with city hall, and working at city hall. Result-driven professional who guides, influences and lobbies decision makers. Detail-oriented visionary who focuses on the small picture while working towards the big picture. Strategic thinker who develops and implements a long-term plan. Relationship builder who values partnerships and believes that even opposing camps share common ground. Trusted advocate bettering communities and elected officials since 2003.

Government Liaison:

- Work effectively with other departments, divisions, and political leaders to build consensus, achieve goals and priorities, develop appropriate policy issues and resolve matters of mutual concern.
- Political acumen to handle complex situations and multiple responsibilities while simultaneously mixing long-term projects with the urgency of immediate demands.
- Proven ability to make sound decisions and produce high-quality results under tight deadlines.

Community Center Management Model: *Spearheaded a nine-month analysis of Seattle's Department of Parks and Recreation's Community Center system, resulting in an annual savings of \$1.2M to the General Fund. This collaborative process involved several city departments, labor unions, and community groups. The alternative operation and staffing model embraced best management practices and shifted allocated hours to a user-based approach.*

Outreach and Engagement Specialist:

- Strategic know-how in determining the best methods to balance competing interests and goals among and between multiple stakeholders, while encouraging a constructive and continuing dialogue.
- Ability to frame issues, develop messages, and implement strategies for desired outcomes, and adopt effective courses of action.

Zero Waste Policy: *In response to Seattle Public Utilities' plan to build a third intermodal waste transfer station in South Seattle, developed a Zero Waste strategy, an alternative, comprehensive policy which emphasized recycling and reuse rather than shipping our refuse to a landfill. Led a grass-roots coalition that successfully lobbied adoption of this policy, resulting in a savings of +\$70M. Side note: we may or may not have been responsible for the questionable trend of singing one's testimony during public hearings. For that, I apologize.*

Community Advocate

- Adept at mobilizing community resources, engaging broad public participation in programs and projects, and identifying established and emerging community leaders and engaging their involvement.
- Relationship Manager who develops and maintains working partnerships with key stakeholders, and has the ability to communicate, facilitate, and resolve conflicts.

Neighborhood Revitalization: *Beleaguered and feeling marginalized by a series of unfavorable policy proposals, devised and embarked on a re-branding campaign for the Georgetown neighborhood. Crafted a strategic communications plan that reintroduced Georgetown to Seattle, focusing on historic relevance and emerging art and business districts, shifting our “weaknesses” to strengths, and highlighting our quirks. As a result, Georgetown was named a ‘top neighborhood’ in Seattle Magazine (2006), a selected site on Bravo’s Top Chef (2012), and has been featured in numerous publications from The Stranger to the New York Times. Georgetown transformed from a neighborhood that you pass through to a destination you go to, home to the oldest settlement in King County, an active business district, and festivals (multiple!) that draw thousands.*

Experience:

- **Office of Policy and Innovation, Office of the Mayor, Seattle: 2014 – present**
Senior Policy Advisor
Conduct research and analysis on public policy and budget issues; evaluate proposed policy initiatives; draft legislation and make recommendations for Seattle’s Office of Policy and Innovation (OPI) in the Mayor’s Office. Policy liaison for multiple city departments – helping review and drive policy decisions, workflow, and problem-solving.
- **Office of City Councilmember Sally Bagshaw, Seattle: 2010 – 2013**
Chief of Staff
Advise Councilmember on issues of policy, politics and management, including local, regional, state and federal issues. Recommend strategic initiatives and analyze proposed policies and legislation. Oversee staff to ensure that goals and objectives are met in a timely manner; track and manage budgets, prioritize several diverse accounts, monitor and meet deadlines and responsibilities.
- **Consultant, Seattle: 2007 – 2010**
Strategic communications planning.
Assisted a variety of clients with messaging, framing positions and outreach and engagement efforts.
- **Fred Hutchinson Cancer Research Center, Seattle: 2003 – 2007**
Event Planning/Administrative Manager
Managed more than 50 events each year from development to execution, including everything from booking speakers to coordinating travel and developing collateral and publicity.
- **Entrepreneurial ventures: 1990 – 2009**
Founder of A La Card, a greeting card company
Responsible for all aspects of business: production, design, marketing and finances. Grew business from one local account to distribution to 200+ stores across the country.

Co-owner of george
Responsible for marketing and public relations campaigns. george was featured in Seattle’s *Tablet*, *The Beacon Hill News*, *Seattle Magazine*, *Seattle PI*, *Sunset Magazine*, *Seattle Magazine*, the 2005 Seattle edition of “eat. shop. seattle.” and was NWsource.com recipient of their “best of” contest (twice!).

Civic Experience:

- Selected participant on City Accelerator's cohort focusing on public engagement, 2015
- Urban Land Institute Rose Center Fellow, 2015
- Featured instructor at People's Academy of Community Engagement (PACE) leadership training, 2012-2014
- Georgetown Community Council, Director, 2006 – 2011, Chair in 2012
- Precinct Committee Officer, elected, 2008 and 2012 (appointed 2010)
- Member of the selection committee for the open District 8 King County Council seat, 2009
- City Neighborhood Council, member, 2007 – 2008, Chair in 2009
- Greater Duwamish District Council, member 2007-2010, Chair 2008-2009
- Georgetown Merchants' Association, co-founder, Chair 2006 – 2009
- Appointed member of the Seattle 's Parks and Green Space Levy Advisory Committee, 2008
- Monthly columnist for South Seattle Beacon News, *Low Down in Georgetown*, 2007-2008
- Recognized as 'civic leader' in the Puget Sound Business Journal, 2007

Education:

- The University of California, Berkeley



City of Seattle
Edward B. Murray, Mayor

NEWS RELEASE **FROM THE OFFICE OF THE MAYOR**

FOR IMMEDIATE RELEASE:

Contact: Jason Kelly, Mayor's Office Press Secretary, 206.684.8379
Sara Wysocki, Sustainability & Environment, 206.233.7014
Lois Maag, Neighborhoods, 206.615.0950

Mayor names new directors at Sustainability & Environment, Department of Neighborhoods

Bernie Matsuno steps down after four years at DON

SEATTLE (May 8, 2015) – Seattle Mayor Ed Murray today named Jessica Finn Coven to serve as director of the Office of Sustainability & Environment (OSE) and Kathy Nyland to serve as director of the Department of Neighborhoods (DON). Bernie Matsuno, who has served as director of DON since 2011, will be stepping down effective June 2.

Finn Coven comes to OSE after serving as Washington Director of Climate Solutions since 2011. Previously she worked at the U.S. Climate Action Network and Greenpeace. She serves on the board of directors of Washington Conservation Voters and Puget Sound Sage.

"Jessica brings deep connections to Seattle's environmental community," said Murray. "Her commitment to environmental justice will lend strength to Seattle's new Equity and Environment Initiative. The benefits of progressive environmental policy must reach all our diverse communities more equitably, including low-income families, immigrants and people of color."

"Anyone who knows Jessica appreciates her deep knowledge of environmental policy," said Rashad Morris of the Bullitt Foundation. "Her commitment to economic and racial equity makes this an especially strong choice as Seattle works to bridge issues of sustainability and social justice."

"Seattle has long been a proof point that we can create more broadly shared prosperity by prioritizing a clean and healthy environment," said Finn Coven. "Mayor Murray has been a leader throughout his career on sustainable transportation solutions and equitable responses to climate change. I'm absolutely thrilled to join his team and to be part of Seattle's next chapter in clean energy development and ensuring the health of all Seattle's family."

Finn Coven will be paid \$132,000 and start at OSE on June 12. Finn Coven replaces Jill Simmons, who announced her decision to step down as director of OSE in April.

Nyland is currently a senior policy advisor on land use and planning in the Mayor's Office of Policy and Innovation. She is a former chief of staff to City Councilmember Sally Bagshaw. Before joining city government, she served on several community councils, founded the Georgetown Merchants' Association and chaired Seattle's City Neighborhood Council.

"During my first year as mayor, Kathy has become a trusted advisor," said Murray. "Her personal history as a community advocate, her strong relationships with neighborhood leaders throughout the city, and her policy acumen make her the natural choice to step into this role. I look forward to her leadership in community conversations on private development, public investments and support for vibrant neighborhoods in our city."

"I am honored by this opportunity to continue to serve the Mayor and the city in this new role at the Department of Neighborhoods," says Nyland. "I've long believed that our communities are our strongest resources and I look forward to bringing more voices to the table. We want to support and strengthen all our neighborhoods in Seattle."

Nyland joins DON on June 2 and will earn \$136,000.

Matsuno came out of retirement to serve as director of Seattle Department of Neighborhoods, intending to serve only a few months, but staying on for more than four years. She developed and expanded new community programs at DON, including the People's Academy for Community Engagement (PACE) and the Public Outreach and Engagement Liaison (POEL) program to expand civic engagement, especially in underrepresented communities.

"Bernie has been a true champion of our neighborhoods and a helpful advisor to me on community issues and needs," said Murray. "She has advocated effectively for the community to have a greater voice in City government and their neighborhood – an important role that the department will sustain."

"I'm very appreciative of the opportunity to serve in Mayor Murray's administration, but I am looking forward to this new chapter in my life," said Matsuno. "I'm excited about this transition and intend to continue my professional work for the people of Seattle, as well as volunteer in my community."

"Bernie Matsuno was one of my first and best hires 27 years ago," said Jim Diers, former DON director. "Bernie initiated a powerful leadership development program and innovative outreach strategy to ensure that all voices are heard. I'm excited that Bernie is passing the torch to Kathy Nyland, someone who I have long admired for her leadership of the Georgetown neighborhood. I know that she believes deeply in the department's mission and I can't wait to see what she does in taking it to the next level."

Matsuno will continue to lend her expertise to future City community-engagement projects.

SECTION

B



City of Seattle

Edward B. Murray, Mayor

Seattle Department of Human Resources

Susan L. Coskey, Director

Date: May 19, 2015

To: Adam Schaefer, City Budget Office

From: Melissa Beatty, HR Manager, Seattle Department of Human Resources

Subject: **BACKGROUND CHECK – Kathy Nyland**

The HR Department has received a copy of Kathy Nyland's background check run by A-Check Global. There were no findings that would impact the employment eligibility of Ms. Nyland.

cc: Personnel File

