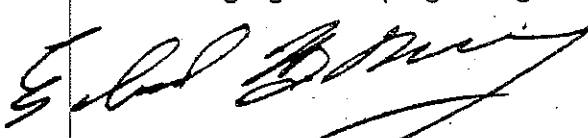




City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Cara Bertron		
Board/Commission Name: Historic Seattle Preservation and Development Authority		Position Title: Member
___ Appointment OR (X) 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:		Term of Office: 4-year term Upon Confirmation 11/30/20
Residential Neighborhood: Columbia City	Zip Code: 98118	Contact Phone No.: [REDACTED]
Legislated Authority: SMC 3.110		
Background: <p>Cara Bertron currently works as a Real Estate Lab Coordinator at the Seattle Chinatown – International District Preservation & Development Authority (SCIDpda) and has 10+ years of experience in the preservation, planning and community development field.</p> <p>Prior to working for SCIDpda, Ms. Bertron was Director, Rightsizing Cities Initiative a national action agenda for historic preservation in legacy cities. Ms. Bertron's experience includes Research Associate at the University of Pennsylvania, and separate Development and Preservation Interns in the Philadelphia area. In addition, Ms. Bertron has worked in the preservation and cultural resources field in San Francisco and Berkeley, CA.</p> <p>Ms. Bertron is an active member of Next City Vanguard and contributor to the National Trust's Forum Journal and Preservation Leadership Forum blog.</p> <p>Ms. Bertron has a Master's Degree in Historic Preservation, Certificate in Urban Redevelopment, from the University of Pennsylvania.</p> <p>This is Ms. Bertron's <u>second</u> appointment after filing the remainder of an unexpired term.</p>		
Date of Appointment:	Authorizing Signature (original signature): 	Appointing Signatory: Edward B. Murray Mayor of Seattle

Cara Bertron

PLANNING AND PRESERVATION EXPERIENCE

Co-Founder and Chair, Preservation Rightsizing Network

2013 – present

- / Facilitate meetings with 7-member board; coordinate activities of 5 volunteer committees (conferences, funding development, educational projects, policy, and communication) with committee chairs
- / Cultivate partnerships with allied organizations at the local, state, and national levels
- / Solicit website content from network members and assist with website maintenance (Wordpress)
- / Organize and facilitate multidisciplinary meetings, conference sessions, and intensive half-day and full-day workshops with 50+ participants. Tasks include planning detailed agenda; engaging established and new partners as participants and sponsors; general publicity, strategic individual outreach, and registration; and securing location, refreshments, and other logistics
- / Speak at national and statewide conferences and webinars about legacy city preservation; handle press inquiries
- / Authored national Action Agenda for Historic Preservation in Legacy Cities using results from 50-person workshop, solicited and incorporated feedback from 20 experts, played major role in organizing 200+ person release event with national press and \$12,000 in sponsorships

Real Estate Lab Coordinator, SCIDpda, Seattle, Washington

2012 – 2016

- + Develop creative ways to use historic buildings and vacant properties in the Chinatown International District to benefit community members and property owners
- + Projects include real estate feasibility studies, community plans, and proactive responses to local policy changes
- + Write and manage approximately \$400,000 in successful grant applications for property owners
- + Conduct technical assistance workshops and develop educational materials for 90+ neighborhood property owners, including limited English speakers
- + Plan activation events for up to 100 people, including National Night Out dance party, pop-up streetscape, and Park(ing) Day
- + Initiate and coordinate quarterly community open houses and neighborhood newsletters focused on neighborhood projects and events, plus relevant citywide policies; average attendance 40 people
- + Develop scope and program for Real Estate Lab in collaboration with SCIDpda colleagues, community stakeholders, and City of Seattle staff

Project Principal, independent contract with Snohomish County

2015 – 2016

- Planned and conducted 2-week historic resource scan of nearly 14,000 buildings constructed prior to 1965 across unincorporated Snohomish County
- Recruited, trained, and managed 15 surveyors in survey terminology and procedures
- Completed GIS analysis
- Authored final report and gave multiple presentations to Historic Preservation Commission and community groups
- Handled small business paperwork and insurance requirements

Director, Rightsizing Cities Initiative, PlaceEconomics

2011 – 2015

- Conducted research and surveys around historic resources and long-range planning in older industrial cities
- Developed a multivariate tool for quantifying neighborhood vitality and making context-sensitive, parcel-level decisions about rehabilitation and demolition
- Managed data-based projects to integrate built heritage in rightsizing plans
- Researched economic impacts of preservation on citywide and statewide levels to inform recommendations
- Gave speeches and conference presentations about preservation in legacy cities
- Designed and edited project reports
- Maintained company website and social media presence

Research Associate, University of Pennsylvania, Philadelphia, Pennsylvania

2011 – 2012

- Developed character studies, a historic resource survey framework capable of informing citywide planning processes and other large-scale planning initiatives
- Designed, supervised, and evaluated 1.5-week, 5-person pilot survey of more than 30,000 properties across 6 square miles with total budget under \$20,000 (including survey development)

Cultural Resource Specialist, Page & Turnbull, San Francisco, California

2006 – 2009

- Wrote preservation plan for Charleston, South Carolina (recipient of 2009 National Trust Honor Award)
- Surveyed and evaluated more than 1,000 buildings in four major historic resource surveys using GIS
- Completed Historic Resource Evaluation Reports, Secretary of the Interior's Standards for Rehabilitation project evaluations, and successful Historic Tax Credit applications

EDUCATION

M.S., Historic Preservation, Certificate in Urban Redevelopment, University of Pennsylvania

Coursework: Preservation economics, community economic development, property development, GIS

Thesis: Between a Rock and a Historic Place: Preservation in Postindustrial Urban Planning

Awarded: Elizabeth Greene Wiley Award for Outstanding Promise, departmental academic fellowships, Ilona English Travel Award, Binder Travel Fellowship

B.A., Urban Planning, Stanford University

Coursework: City planning, affordable housing, urban design, sustainability, GIS

Awarded: B.A. with Distinction, independent research grant, Phi Beta Kappa

PROFESSIONAL DISTINCTIONS

// Council member, Historic Seattle Preservation and Development Authority

// Member, Next City Vanguard

// Featured talks at Washington State preservation conference, GRAY AREA speaker series (Philadelphia), Preservation Leadership Forum national webinar

// Panelist at many national conferences, including American Planning Association, National Trust for Historic Preservation, New Partners for Smart Growth, Reclaiming Vacant Properties, National Alliance of Preservation Commissions, Legacy City Preservation, and Main Street

// Contributor, National Trust for Historic Preservation's *Forum Journal* and Preservation Leadership Forum, *Race, Poverty & the Environment* journal, and Blog 4Culture

// Completed Historic Real Estate Finance Training, National Development Council

OTHER SKILLS

// Extensive experience building relationships and facilitating community-driven projects in culturally diverse communities, low-income communities, and communities of color

// Proficient in Adobe Creative Suite, Microsoft Office, Constant Contact, Mailchimp, Wordpress, ArcGIS, and QGIS

// Seasoned copyeditor and proofreader

Historic Seattle Preservation and Development Authority

November 2016

11 members: Per RCW 35.21.730 and Seattle Municipal Code 3.110, all subject to City Council confirmation, 4-year terms:

- 3 Mayor-appointed
- 8 Other Authority-appointed (specify): (4) PDA Governing Council and (4) PDA Constituency

Roster:

*D	**G	Position No.	Position Title	Name	Term Start Date	Term End Date	Term #	Appointed By
6	M	1.	Chair	Michael Herschensohn	11/30/12	11/30/16		Constituency
	M	2.	Member	Cara Bertron	11/30/16	11/30/20	2	Mayor
	F	3.	Secretary	Kate Krafft	11/30/14	11/30/18		Constituency
	M	4.	Treasurer	Japhet Koteen	11/30/15	11/30/19		Governing Council
6	F	5.	Ex-Officio	Marcia Wagoner	11/30/12	11/30/16		Mayor
	F	6.	Member	Sharon Coleman	11/30/13	11/30/17		Constituency
2	M	7.	Member	James Fearn	11/30/12	11/30/16		Governing Council
	F	8.	Member	Mary McCumber	11/30/14	11/30/18		Governing Council
6	M	9.	Member	Peter Mills	11/30/13	11/30/17		Governing Council
	F	10.	Member	Alyssa Mehl	1/26/16	11/30/19		Mayor
	M	11.	Member	Rick Sever	11/30/11	11/30/15		Constituency

Diversity Chart:

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

Key:

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

**G List gender, M or F

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

CARA BERTRON

October 17, 2016

Seattle Office of Intergovernmental Relations
Attn: Kenny Pittman
600 Fourth Avenue, 5th Floor
P.O. Box 94746
Seattle, WA 98124-4746

Dear Kenny,

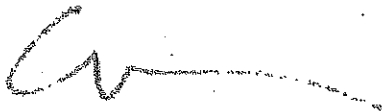
I write to express my desire to continue to serve on the Historic Seattle Council. I have a decade of diverse experience in preservation, planning, and community development, and am deeply invested in seeing Seattle continue to grow in an equitable, thoughtful way that meets present and future needs and recognizes the invaluable contributions of the city's past. I appreciate the opportunity to serve on the Historic Seattle Council over the past year—it has been a worthy way to engage in the city's development, and I hope to have the chance to continue.

I outlined my professional qualifications in my letter of interest last year, so will recap them only briefly here. I serve as the Chair of the Preservation Rightsizing Network, which works to make preservation a key tool for revitalization legacy cities like Detroit and Cleveland. Until recently, I worked as the Real Estate Lab Coordinator at SCIDpda, where I completed neighborhood-level plans and helped property owners to understand redevelopment and rehabilitation options for their historic buildings. Previously, I have worked as a survey consultant for Snohomish County and at PlaceEconomics, the University of Pennsylvania, and Page & Turnbull on a variety of cutting-edge preservation planning and historic resource survey projects.

My passion is for preservation as a flexible, creative tool to strengthen communities. I am particularly interested in working in low-income communities of color that struggle against pervasive disinvestment—or, as is more common in Seattle, that face high gentrification pressures that threaten to displace longtime residents and abruptly change the fabric of local history. I supported Historic Seattle staff in one small response: the initiation of the InterUrban event series that sparks conversations about current challenges such as affordability and neighborhood change. I'm excited about these conversations and others happening in our fine city, and I'd love to continue to be part of them as a member of the Historic Seattle Council.

Thank you for your time and consideration. Please contact me if you have any questions about my qualifications or enthusiasm.

Sincerely,



Cara Bertron