
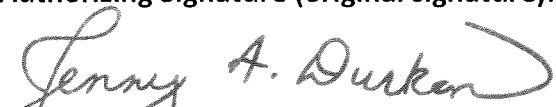




City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Selina Urena</i>		
Board/Commission Name: <i>Seattle Bicycle Advisory Board</i>		Position Title: <i>Member</i>
<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: <i>11/7/2018</i>	Term of Position: * <i>9/1/2018</i> to <i>8/31/2020</i> <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood: <i>Loyal Heights</i>	Zip Code: <i>98117</i>	Contact Phone No.: 
Background: <i>Selina is the Development Manager at Transportation Choices Coalition. Before this, they worked at Bike Works for 3 years, a non-profit that promotes bicycle use to strengthen communities and empower youth. Selina brings experience to the board from nonprofit transportation organizations. They are a multimodal transportation user and enjoys exploring the City by bike.</i>		
Authorizing Signature (original signature): 		Appointing Signatory: <i>Jenny A. Durkan</i> <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.

PROFESSIONAL EXPERIENCE

Transportation Choices Coalition – Seattle, WA

April 2018 – present

Development Manager

- Work in partnership with the Executive Director and Deputy Director to oversee the grant, sponsorship, and individual giving fundraising efforts.
- Plan and execute a diverse array of events to build a broad base of support for TCC's mission.
- Maintain the TCC database including managing consultant contracts to improve database capabilities.

Bike Works – Seattle, WA

September 2015 – April 2018

Senior Development & Communications Coordinator

October 2017 – present

- Help oversee the development department during transition period between Development Directors including the management of contract development staff and volunteers
- Identify, cultivate, and sustain a portfolio of 10 monthly donors to share Bike Works' equity-based mission through storytelling, tours, and conversation to inspire financial support
- Project manage annual appeals, one-off appeals, and newsletters which are responsible for more than \$250,000 of the annual fundraising revenue
- Coordinate logistics & licensures for outreach, community, cultivation, and fundraising events such as Bikecitement!, the annual fundraising dinner which raised \$250,000 in 2017
- Represent Bike Works and network with fundraisers through Non-Profit Works' Table Talks, Advancement Northwest's Forum on Strategic Fundraising, and self directed meetups on data management and racial equity in fundraising

Development & Communications Coordinator

January - October 2017

- Maintain communications between 8 independent departments in a growing organization whose budget has increased from \$816,000 to \$1.3 million in 5 years
- Grant tracking, invoicing, reporting, and relationship building in coordination with Bike Works' grant writer
- Market the Bike Works brand with first class written and verbal communication skills targeting a variety of stakeholders through gift acknowledgements, monthly E-Newsletter (dist. 6,100), website management (Wordpress), and social media
- Manage donor databases, Little Green Light and Greater Giving, for event tracking, analysis, and strategy development

Development Coordinator

September 2015 – January 2017

- Represent Bike Works through public speaking and participation in grant cycles including the 2016 Social Venture Partners Fast Pitch public speaking competition
- Drive strategic community partnerships through multilevel stewardship of 17 board members, 30 foundations, 50 businesses, donors, nonprofits, and government agencies
- Establish a protocol for securely tracking contribution receipts in a confidential and ethical manner
- Supported the board of directors' Fund Development and Bikecitement! committees
- Collaborate with bookkeeper to process gifts and follow accounting processes through regular reconciliation reports
- Lead development staff for online giving campaigns like GiveBIG which raised over \$40,000 for Bike Works in 2017

Rat City Roller Derby – Seattle, WA

March 2015 – December 2017

Sponsorship Manager

January 2016 – December 2017

- Serve on the organizing committee for the 2017 WFTDA International Playoff Tournament in Seattle, hosting 12 international teams, organizing over 200 volunteers, collaboratively soliciting \$7,300 in event revenue, and managing event logistics for a weekend long event with a projected attendance of 2,500
- Onboard a new 10-member volunteer sponsorship committee, providing training in sponsorship lifecycle, relationship management, and best practices for relational data tracking
- Plan and executed the sponsorship plan: tracking long term projects and new initiatives, facilitating the prompt completion of time-sensitive matters, compiling comprehensive prep materials for the committee to confidently engage sponsors, and meeting the \$20,000 sponsorship goal of the committee
- Work collaboratively across departments to ensure fulfillment of sponsorship contracts and limit unintentional overlap with community partner organizations

Marketing & Development Director

March 2015 – December 2015

- Serve on the Board of Directors to ensure the financial health and strategic direction of the organization
- Draft and monitor the annual departmental budget

- Manage 25 volunteers to execute the annual marketing & development plan for Rat City Roller Derby
- Oversee the completion and follow through of the \$40,000 crowdfunding campaign to support the move to a new facility which allowed Rat City to expand beyond a training facility to a venue for full bout production, tenant management, and special event rentals

EDUCATION

Portland State University – Portland, OR – Bachelor of Liberal Arts, graduated June 2012

- Activities: Student Government, debate, KPSU student radio, Gay-Straight Alliance advisor

United Bicycle Institute – Portland, OR – Advanced Bicycle Mechanics, Shop Operation & Wheel Building, 2012

REFERENCES

Tiffany Tudder – former Development Director at Bike Works in Seattle, WA – current Donor Relations Officer at Planned Parenthood of Southern New England, Inc. in New Haven, CT

- Phone Number: [REDACTED]
- Email: [REDACTED]

Direct supervisor for 2 years at Bike Works. Professional mentor.

Rachel Moore – Senior Executive Assistant at Vulcan, Inc. in Seattle, WA

- Phone Number: [REDACTED]
- Email: [REDACTED]

Teammate & co-captain at Rat City Roller Derby. Collaborate extensively for management projects.

Shawna Williams – Owner at Free Range Cycles in Fremont

- Phone Number: [REDACTED]
- Email: [REDACTED]

Former colleague at Bike Works.

Seattle Bicycle Advisory Board

12 Members: Pursuant to *Resolution 30995*], all members subject to City Council confirmation, 2-year terms:

- 5 City Council-appointed
- 7 Mayor-appointed
- # Other Appointing Authority-appointed (specify):

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
6	F	3	1.	Member	Sarah Margeson	9/1/2017	8/31/2019	1	Mayor
2	F	5	2.	Member	Claudia Lewis	9/1/2017	8/31/2019	2	City Council
1	M	3	3.	Member	Alexander Lew	9/1/2017	8/31/2019	1	Mayor
	F	3	4.	Member	Amanda Barnett	9/1/2017	8/31/2019	2	City Council
6	F	6	5.	Member	Emily Paine	9/1/2017	8/31/2019	1	Mayor
2	M	2	6.	Member	Richard Brown	9/1/2017	8/31/2019	1	City Council
6	M	2	7.	Member	Andrew Dannenberg	9/1/2018	8/31/2020	1	Mayor
6	F	1	8.	Member	Meredith Hall	9/1/2018	8/31/2020	1	City Council
		6	9.	Member	Selina Urena	9/1/2018	8/31/2020	1	Mayor
6	M	2	10.	Member	Patrick Taylor	9/1/2018	8/31/2020	1	City Council
1	M	2	11.	Member	Charles Hall	9/1/2018	8/31/2020	1	Mayor
6	F	4	12.	Member	Florence Williams	9/1/2018	8/31/2019	1	Mayor

SELF-IDENTIFIED DIVERSITY CHART

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

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.