




City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Kelli Faryar		
Board/Commission Name: Seattle Music Commission		Position Title: Member
<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 checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>		Term of Position: * 9/1/2023 to 8/31/2026 <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood: Alki, West Seattle	Zip Code: 98116	Contact Phone No.: [REDACTED]
Background: <p>Kelli Faryar (she/her) is a musician and cultural arts advocate. Throughout the mid-2000s, she released two albums, and frequently toured along the West Coast. Faryar served as the Executive Artistic Director at <u>Northwest Folklife</u>, where she oversaw the <i>Northwest Folklife Festival</i> - a 20+ stage music and arts and culture festival in Seattle that collaborates with over 150+ community leaders, showcasing 800+ performances. In 2020, she successfully pivoted the 50-year-old festival to one of the first online experiences.</p> <p>In 2021, Faryar joined Friends of Waterfront Seattle where she designs and develops new programs and events for the soon-to-be 20-acre Waterfront Park, including the concert series, <i>Pier Sounds</i>, and the pop-up series, <i>Spotlight on the Waterfront</i>. Faryar also has been documenting stories with local culture bearers through the Center for Washington Cultural Traditions Foodways Project.</p>		
Authorizing Signature (original signature):  Date Signed (appointed): 8/15/2023		Appointing Signatory: <u>Bruce A. Harrell</u> <u>Mayor of Seattle</u>

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

KELLI FARYAR

PROFILE SUMMARY

Arts Administration - 15+ years of consensus building within artistic, cultural, and ethnic communities across diverse stakeholder groups including arts organizations, donors, city and governmental agencies.

Cultural Amplifier - Commitment to amplify and center community voices and tradition-bearers, specifically those of underrepresented or historically marginalized, to ensure space and agency in collaborative and authentic programming, dialogue, and self-expression.

Community Partnerships - Established reputation for building and sustaining strong and successful partnerships across diverse parties with a wide variety of interests and priorities.

Program Development & Event Production - 15+ years of planning multi-scale, multi-platform, deadline-driven launches, events, and festivals, where timing is a critical success factor. *Pivoted a 50-year-old event to a digital experience.

Leadership - Providing team leadership, management, goal setting, and mentoring at Senior Manager and Director levels.

Communications & Marketing - Demonstrated skills in strategic communications with developing key messages, and organizational and event branding for targeted audiences.

Interpersonal Strengths - Organized, passionate, team-oriented, and highly-motivated with the ability to facilitate dialogue and inspire others.

PROFESSIONAL EXPERIENCE

Public Programs Manager

Friends of Waterfront Seattle, Seattle

July 2021 - Present

- ° Design, develop, and implement new programs along Seattle's waterfront on Pier 62 including a new large-capacity concert series, *Pier Sounds*, that pays tribute to Seattle's iconic waterfront concerts, and *Spotlight on the Waterfront*, a 'pop-up' series that showcases Seattle's diverse arts and culture communities
- ° Manage and coordinate departmental Accessibility audit

Folklorist and Project Manager

Humanities Washington's Center for Washington Cultural Traditions: Foodways Project, Seattle

August 2021 - January 2022

- ° Research and conduct fieldwork with Seattle-based artists, tradition-bearers, and community-based organizations
- ° Nurture existing and establish new relationships with organizations and individuals involved in cultural and traditional arts
- ° Schedule and conduct interviews with local tradition-bearers
- ° Prepare and edit audio to create and design digital stories and podcasts

Executive Artistic Director

Northwest Folklife, Seattle

August 2017 - July 2021

- ° Steward of the organization's programmatic and artistic vision while ensuring alignment with organizational values and strategic plans and community need
- ° Create, develop, and implement 7 programs in accordance with the mission, vision, and operating budget, culminating with the annual Northwest Folklife Festival - an iconic, 20+ stage music and arts festival in the City of Seattle that showcases 850+ performances with a yearly attendance of 250,000
- ° Develop and deepen relationships with 150+ culture and tradition-bearers as content partners as well as engage with community-based organizations, public and private entities, and the general public to support artistic diversity, equity, and inclusion with a local, regional, and national scope
- ° Design and implement multi-platform programs in direct response to community need and based on event data and metrics including the 50th Anniversary in 2021, Youth & Family programs through the Our Big Neighborhood initiative in partnership with the City of Seattle, 2 Youth Residencies designed for teens and the Circle of Indigenous Peoples Celebration
- ° Develop, strategize, and analyze an annual budget of \$1.7M
- ° Develop a strategic annual plan with measurable actions and resource allocations necessary for the realization of goals
- ° Oversee the production and operations-related budgets and activities in support of programs including technical needs, stages, event operations, and volunteers
- ° Provide organizational leadership, cohesion, and direction for a year-round staff of 14; Recruit and hire event staff

Director of Programs

Northwest Folklife, Seattle

December 2013 - August 2017

- Oversaw 5 programs in accordance with the mission, vision, operating budget, and strategic plan
- Built relationships and engaged with 100+ community leaders from diverse and ethnic communities to co-curate programs, ensuring community agency in program direction
- Created, developed, and produced the first annual Seattle Children's Festival in 2014
- Project managed Folklife Festival scheduling, artist communications and technical advance with Stage Managers and Sound Crew
- Managed 9 employees and created year-round timelines to ensure project completion
- Managed all PR contractors and external communications as well as attend on-air radio appearances, TV and major newspaper interviews

Programs Manager

Northwest Folklife, Seattle, WA

December 2008 - December 2013

- Foster relationships with artists, community leaders, and regional arts organizations
- Project managed timelines and milestone goals
- Scheduled performances and coordinated technical needs and logistics for 800+ artists
- Oversee the design and maintenance of a user relationship with the database for the programming department
- Produce and manage Northwest Folklife's Roots & Branches CD series, including liaison with distributor

Public Relations and Booking

Gadgetbox Recording Studio, Bay Area, CA

December 2006 – November 2008

- Responsible for public relations and promotion of a successful recording studio including writing press releases, maintaining a web presence, social media sites, and soliciting local radio play and media coverage
- Organized, planned, and executed local showcases for studio clientele
- Assisted in studio engineering including sound editing and technical support

Co-Owner

Bigger than the Barn Records, Seattle, WA

July 2001 – November 2008

- Coordinated the production, manufacturing, and promotion of albums
- Maintain public relations and marketing campaigns, including press releases, creation of one-sheets, radio promotion, and artist websites, booked and coordinated tour dates along the West Coast

VOLUNTEER AND COMMUNITY SUPPORT

ArtsWA's Pandemic Relief Grants for Small Organizations Program, Panelist

2021 - Current

Dia de Muertos Festival

2017 - Current

EDUCATION & TRAINING

Cabrillo College, Santa Cruz, CA

1999 - 2001

- Studies include Ethnomusicology, Anthropology, Music

Third Sector Company, Inc., Seattle, WA

2018

- Non-Profit/Public/Organizational Management

The City University of New York, NY

2023

- Essentials of Urban Park Management Certificate

Diversity, Equity, Inclusion, Accessibility (DEIA)

- Accessibility: Integrating the A into DEI Initiatives 2022
- Participant in Seattle Center Racial Equity Cohort 2018 - Present
- Race, Equity, and Inclusion Training (City of Seattle Facilitators) 2018 - 2019
- Racial Equity Workshop: Why We Lead with a Racial Equity Lens to Achieve Structural Transformation 2017
- Race, Bias & Dissonance II: Beyond Awareness, To Concrete/Incongruent Actions Steps 2016
- RSJI Summits (Seattle Center) 2015, 2018

SKILLS

- Knowledgeable in Adobe Creative Suite, Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), Marcato Festival Database, Music Editing Software
 - Excellent communication skills at all levels, with staff, board, and a wide diversity of community stakeholders
 - Comfort with public speaking
 - Team collaborator and mentor
 - Experience under-pressure in live or stressful environments
 - Adaptability, Problem Solving
 - Listening
-

Seattle Music Commission

21 Members: Pursuant to *Ordinance 124422*, all members subject to City Council confirmation, 3-year terms:

- 10 City Council-appointed
- 11 Mayor-appointed

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
6	F	1	1.	Commissioner	Kelli Faryar	9/1/23	8/31/26	1	Mayor
6	M	2	2.	Commissioner	Nick Turner	9/1/23	8/31/26	1	City Council
6	M	n/a	3.	Commissioner	Andrew Joslyn	9/1/23	8/31/26	2	Mayor
6	M	2	4.	Commissioner	Jason Clackley	9/1/20	8/31/23	1	City Council
6	F	2	5.	Commissioner	Anne Berry O'Dowd	9/1/23	8/31/26	2	Mayor
9	M	n/a	6.	Commissioner	Eric Lilavois	9/1/20	8/31/23	1	City Council
2	M	5	7.	Commissioner	Terry Morgan	9/1/21	8/31/24	2	Mayor
2	F	2	8.	Commissioner	Bunnie Moore	9/1/21	8/31/24	1	City Council
3	F	6	9.	Commissioner	Paula Nava Madrigal	9/1/21	8/31/24	2	Mayor
6	NB	3	10.	Commissioner	Andrea Friedman	9/1/21	8/31/24	1	City Council
3	F	3	11.	Chair	Kitty Wu	9/1/21	8/31/24	2	Mayor
2	F	1	12.	Commissioner	Adra Boo	9/1/21	8/31/24	1	City Council
7	M	2	13.	Commissioner	Keola Kama	9/1/21	8/31/24	1	Mayor
1	M	7	14.	Commissioner	Nate Omdal	9/1/21	8/31/24	2	City Council
6	F	7	15.	Commissioner	Shannon Welles	9/1/22	8/31/25	2	Mayor
1	F	2	16.	Commissioner	Casey Carter	9/1/22	8/31/25	2	City Council
3	M	3	17.	Commissioner	Jovino Santos Neto	9/1/22	8/31/25	2	Mayor
2	M	n/a	18.	Commissioner	Julius Robinson	9/1/22	8/31/25	1	City Council
6	F	6	19.	Commissioner	Jessica Toon	9/1/22	8/31/25	2	Mayor
6	F	5	20.	Commissioner	Denise Burnside	9/1/22	8/31/25	2	City Council
6	M	6	21.	Commissioner	Nick Vaerewyck	9/1/22	8/31/25	2	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	5	7			0	1	3			6	1		0
Council	4	4		1	2	3	0			3	0		1
Other													
Total	9	11		1	2	4	3			9	1		1

Key:

- *D List the corresponding *Diversity Chart* number (1 through 9)
- **G List gender identity, 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 voluntary.