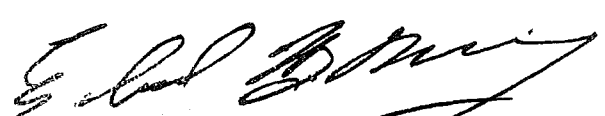




# City of Seattle Boards & Commissions Notice of Appointment

<b>Appointee Name:</b> Shalimar M. Gonzales		
<b>Board/Commission Name:</b> Capitol Hill Housing		<b>Position Title:</b> Member
<input checked="" type="checkbox"/> <b>Appointment</b> OR <input type="checkbox"/> <b>Reappointment</b>		<b>Council Confirmation required?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Appointing Authority:</b> <input type="checkbox"/> Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other:	<b>Date Appointed:</b> 7/13/2017	<b>Term of Position: *</b> <del>4/1/2017</del> 4/1/17 to 4/1/2020 3/31/20 AH
<b>Residential Neighborhood:</b> Hillman City	<b>Zip Code:</b> 98118	<b>Contact Phone No.:</b> [REDACTED]
<p><b>Background:</b> Shalimar Gonzales is Executive Director of the West Seattle &amp; Fautleroy YMCA. Shalimar is a fourteen-year YMCA professional who started her career working in the arts-based youth programs. Prior to her current position, Ms. Gonzales was Executive Director of the Meredith Mathews East Madison YMCA. In that position, she established several new lines of business for the YMCA, resulting in nearly \$2 million in new revenue. Ms. Gonzales is engaged at the Association level in multicultural leadership development, board development, and diversity, inclusion, and global capacity building. Shalimar was also Associate Director of Membership Growth and Development at the YMCA of Metropolitan Los Angeles. In that position, she developed Association-wide best practices and spearheaded large-scale marketing and promotional plans for the Association's 23 branches, guiding staff in meeting operational goals.</p> <p>Ms. Gonzales brings a variety of skills that include, but are not limited to organizational management, financial development, program design/expansion, community partnership/collaboration, volunteer management/supervision, and cultural competency and inclusion.</p> <p>Ms. Gonzales is a mentor with Y-USA's Multicultural Mentoring Program and a graduate of the Multicultural Executive Development Institute. She is also a member of the Seattle Taskforce for My Brother's Keeper.</p> <p>Ms. Gonzales has a Bachelor of Arts – Liberal Studies from Seattle University.</p> <p>This appointment represents Ms. Gonzales' first term.</p>		
<b>Authorizing Signature (original signature):</b> 		<b>Appointing Signatory:</b>  Edward B. Murray Mayor of Seattle

FILED  
 CITY OF SEATTLE  
 2017 JUL 32 AM 10:55  
 CITY CLERK

# Shalimar M. Gonzales



## PROFILE

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Visionary YMCA leader with excellent organizational management, problem solving and community development skills. Goal oriented manager with proven experience in fundraising, staff and volunteer support and cross-cultural program development.

## SKILL SUMMARY

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- |  |   |
|--|---|
| + Organizational and Project Management            | + Staff and Volunteer Supervision and Development |
| + Marketing and Communications                     | + Program Innovation and Expansion                |
| + Financial Resource Development and Grant Writing | + Community Partnership Creation                  |
| + Cultural Competency Training and Awareness       | + Volunteer Recruitment and Retention             |

## PROFESSIONAL EXPERIENCE

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### Organizational Management

- Provide organizational leadership, direction and supervision for 189 paid staff, 227 volunteers.
- Developed and implemented an Association-wide Member Engagement, Involvement, and Retention strategy resulting in 200% prospect growth, 4% membership growth, and 2% retention growth.
- Developed, managed and executed strategic plan to deliver high quality services in the areas of youth development, volunteer development, family programs, membership, wellness programs multiple YMCAs.
- Create and manage budget responsibilities for all program areas, totaling over \$8 million annually representing a 63% growth in two years.
- Negotiated and implemented government contracts totaling \$2.5 million annually.
- Provide department leadership, direction and supervision for 10 paid staff and over 45 volunteers.
- Developed and implemented youth recreation and leadership programs emphasizing leadership development through experiential learning opportunities, for over 3,000 low-income youth.

### Financial Development

- Cultivated strategic relationships with community leaders and donors to further develop and enhance their connection, commitment and support of youth work and securing individual gifts ranging from \$10,000- \$30,000.
- Identified, researched and executed grant writing for programs from private and public funding sources.
- Functioned as fundraising lead, raising over \$200,000 annually.
- Grew \$1,000+ donors from 15 to 45 within a two year period.

### Program Design and Expansion

- Trained and cultivated YMCA staff in principles of innovative design thinking and human centered design processes.
- Worked with multiple cross-functional teams to develop, prototype and implement new program offerings throughout the national YMCA movement including *LiveStrong at the YMCA*, *Youth Violence Prevention (My Brother's Keeper)*, and the *Diabetes Prevention Program*.

### Community Partnership and Collaborations

- Developed regional partnerships with health agencies such as International Community Health Services, Yesler Community Collaborative, and Seattle Indian Health Board resulting in new programs and funding for the YMCA of Greater Seattle.
- Developed and managed partnership with Blue State Digital to increase marketing penetration resulting in a 110% increase in online traffic and online guest pass downloads for the YMCA of Metropolitan Los Angeles.

### Volunteer Management and Supervision

- Grew board of directors from 3 members to 10 members in less than 2 years, growing board fundraising from \$14,000

to \$41,000 annually.

- Developed a comprehensive volunteer engagement and recruitment strategy for the YMCA of Metropolitan Los Angeles and YMCA of Greater Seattle.
- Implemented community based volunteer programs going volunteer based by over 200% in one year period.

### **Marketing and Communications**

- Supervised Marketing and Communications ensuring that annual marketing plan was created and executed in alignment with organizational objectives resulting in 38% growth in membership.
- Developed and managed a 25-branch Association social networking strategy resulting in consistent messaging across branches and a 67% increase in traffic on social media platforms.
- Developed branch marketing strategy resulting in 5% membership growth year over year
- Conducted internal program marketing, public relations and story collection within service area.

### **Cultural Competency and Inclusion**

- Received National and Regional Diversity and Inclusion Award for work in engaging and creating safe spaces for communities of color and LGBTQ members at the YMCA.
- Served as National Steering Committee Chair for LGBT Employee Resource Network.
- Developed a national respected toolkit for engaging LGBT youth in the YMCA Movement.
- Chair of the National Steering Committee for the YMCA's Multicultural Development Department.
- Developed and presented training to organization-wide staff teams on youth engagement, leadership, health enhancement and program development.
- YUSA award recipient for innovative programming and community engagement

## **EMPLOYMENT HISTORY**

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### **Executive Director (Present)**

YMCA of Greater Seattle – West Seattle & Fauntleroy Branch, Seattle, WA

### **Executive Director (2014-2016)**

YMCA of Greater Seattle – Meredith Mathews East Madison Branch, Seattle, WA

### **Association Director, Membership Growth and Development (2011-2014)**

YMCA of Metropolitan Los Angeles – Los Angeles, CA

### **Director, Total Health Operations (2010-2011)**

YMCA of Greater Seattle – Downtown Branch, Seattle, WA

### **Director, Membership and Community Programs (2008-2010)**

YMCA of Greater Seattle – Downtown Branch, Seattle, WA

## **EDUCATION**

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Seattle University

- Bachelor of Arts- Liberal Studies

Seattle, WA

# Capitol Hill Housing Improvement Program Council

No less than 11 members and no more than 15 members: Pursuant to RCW 35.21.730 and SMC 3.110, all members subject to City Council confirmation, 3-year terms:

- 3 Mayor-appointed
- 8-12 Other Appointing Authority-appointed (specify): CHH Governing Council

## Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
6	M	3	1.	Member	Paul Breckenridge	4/1/17	3/31/20	2	Governing Council
4	M	3	2.	Member	Alice Quaintance	4/1/15	3/31/18	4	Governing Council
3	M	7	3.	Member	Chasten Fulbright	4/1/17	3/31/20	1	Mayor
2	F	3	4.	Secretary	Selome Teshome	4/1/16	3/31/19	1	Governing Council
6	M	3	5.	Member	Derrick Belgarde	4/1/16	3/31/19	1	Governing Council
6	M	3	6.	Member	Bob Fisko	4/1/15	3/31/18	1	Governing Council
9	F	2	7.	Member	Shalimar Gonzales	4/1/17	3/31/20	1	Mayor
6	M	3	8.	Member	Michael Malone	4/1/17	3/31/20	4	Governing Council
6	M	N/A	9.	Vice Chair	Robert Schwartz	4/1/15	3/31/18	2	Governing Council
6	F	3	10.	Member	Rachel Ben-Shmuel	4/1/16	3/31/19	3	Governing Council
6	F	3	11.	Chair	Catherine Hillenbrand	4/1/15	3/31/18	3	Governing Council
6	M	3	12.	Member	Dana Behar	4/1/17	3/31/20	3	Governing Council
6	M	3	13.	Member	Eric Snow	4/1/15	3/31/18	1	Mayor
2	F	3	14.	Member	Barbara Nabors-Glass	4/1/15	3/31/18	1	Governing Council
6	M	3	15.	Treasurer	Drew Porter	4/1/15	3/31/18	2	Governing Council

## SELF-IDENTIFIED DIVERSITY CHART

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)				
	Men	Women	Transgender	Unknown	Asian	Black/ African American	Hispanic/ Latino	American Indian/ Alaska Native	Other	Caucasian/ Non- Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor	2	1					1			1			1
Council													
Other	8	4				2		1		9			
<b>Total</b>	<b>10</b>	<b>5</b>				<b>2</b>	<b>1</b>	<b>1</b>		<b>10</b>			<b>1</b>

### 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.*