



SEATTLE CITY COUNCIL

Libraries, Education, and Neighborhoods Committee

Agenda

Thursday, July 10, 2025

9:30 AM

Council Chamber, City Hall
600 4th Avenue
Seattle, WA 98104

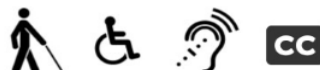
Maritza Rivera, Chair
Alexis Mercedes Rinck, Vice-Chair
Joy Hollingsworth, Member
Mark Solomon, Member

Chair Info: 206-684-8804; Maritza.Rivera@seattle.gov

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Council Chamber Listen Line: 206-684-8566

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SEATTLE CITY COUNCIL
Libraries, Education, and Neighborhoods
Committee
Agenda
July 10, 2025 - 9:30 AM

Meeting Location:

Council Chamber, City Hall , 600 4th Avenue , Seattle, WA 98104

Committee Website:

<https://www.seattle.gov/council/committees/libraries-education-and-neighborhoods>

This meeting also constitutes a meeting of the City Council, provided that the meeting shall be conducted as a committee meeting under the Council Rules and Procedures, and Council action shall be limited to committee business. Pursuant to Council Rule VI.C.10, members of the public providing public comment in Chambers will be broadcast via Seattle Channel.

Members of the public may register for remote or in-person Public Comment to address the Council. Speakers must be registered in order to be recognized by the Chair. Details on how to register for Public Comment are listed below:

Remote Public Comment - Register online to speak during the Public Comment period at the meeting at <https://www.seattle.gov/council/committees/public-comment>. Online registration to speak will begin one hour before the meeting start time, and registration will end at the conclusion of the Public Comment period during the meeting.

In-Person Public Comment - Register to speak on the public comment sign-up sheet located inside Council Chambers at least 15 minutes prior to the meeting start time. Registration will end at the conclusion of the Public Comment period during the meeting.

Please submit written comments no later than four business hours prior to the start of the meeting to ensure that they are distributed to Councilmembers prior to the meeting. Comments may be submitted at Council@seattle.gov or at Seattle City Hall, Attn: Council Public Comment, 600 4th Ave., Floor 2, Seattle, WA 98104. Business hours are considered 8 a.m. - 5 p.m. Comments received after that time will be distributed after the meeting to Councilmembers and included as part of the public record.

Please Note: Times listed are estimated

A. Call To Order

B. Approval of the Agenda

C. Public Comment

D. Items of Business

1. [Appt 03230](#) Appointment of Alistair Cerretti as member, Historic Seattle Preservation and Development Authority Governing Council, for a term to November 30, 2027.

Attachments: [Appointment Packet](#)

Briefing, Discussion, and Possible Vote

2. [Appt 03231](#) Appointment of Jonathan Moore as member, Historic Seattle Preservation and Development Authority Governing Council, for a term to November 30, 2027.

Attachments: [Appointment Packet](#)

Briefing, Discussion, and Possible Vote

3. [Appt 03232](#) Appointment of Raam D. Wong as member, Historic Seattle Preservation and Development Authority Governing Council, for a term to November 30, 2027.

Attachments: [Appointment Packet](#)

Briefing, Discussion, and Possible Vote

4. [Appt 03233](#) **Appointment of Alex Apostolopoulos as member, Pike Place Market Historical Commission, for a term to December 1, 2026.**

Attachments: [Appointment Packet](#)

Briefing, Discussion, and Possible Vote

Presenter: Minh Chau Le, Department of Neighborhoods (DON)

5. [Appt 03234](#) **Appointment of Pfeiffer Bloecker as member, Pike Place Market Historical Commission, for a term to December 1, 2026.**

Attachments: [Appointment Packet](#)

Briefing, Discussion, and Possible Vote

Presenter: Minh Chau Le, Department of Neighborhoods (DON)

6. [Appt 03235](#) **Appointment of Olivia Vermaak as member, Pike Place Market Historical Commission, for a term to December 1, 2026.**

Attachments: [Appointment Packet](#)

Briefing, Discussion, and Possible Vote

Presenter: Minh Chau Le, Department of Neighborhoods (DON)

7. [Appt 03236](#) **Reappointment of Jonathan Cracolici as member, Pike Place Market Historical Commission, for a term to December 1, 2027.**

Attachments: [Appointment Packet](#)

Briefing, Discussion, and Possible Vote

Presenter: Minh Chau Le, Department of Neighborhoods (DON)

8. [Appt 03237](#) **Appointment of Jonathan Kiehnau as member, Pike Place Market Historical Commission, for a term to December 1, 2027.**

Attachments: [Appointment Packet](#)

Briefing, Discussion, and Possible Vote

Presenter: Minh Chau Le, Department of Neighborhoods (DON)

E. Adjournment



Legislation Text

File #: Appt 03230, **Version:** 1

Appointment of Alistair Cerretti as member, Historic Seattle Preservation and Development Authority Governing Council, for a term to November 30, 2027.

The Appointment Packet is provided as an attachment.



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Alistair Cerretti		
Board/Commission Name: Historic Seattle Preservation and Development Authority		Position Title: 10
<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	Term of Position: * 12/1/24 to 11/30/27 <input checked="" type="checkbox"/> <i>Serving remaining term of a vacant position</i>	
Residential Neighborhood: Fairwood (Renton)	Zip Code: 98058	Contact Phone No.: [REDACTED]
Background: See resume attached.		
Authorizing Signature (original signature):  Date Signed (appointed): March 28th, 2025		Appointing Signatory: Bruce A. Harrell Mayor of Seattle

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

QUALIFICATION SUMMARY

Results-driven accounting and finance leader with over 20 years of experience leading teams and managing client relationships, with a strong track record of meeting deadlines and achieving goals.

EMPLOYMENT HISTORY

CliftonLarsonAllen LLP (CLA) - 02/2019 to present

Signing Director:

- Client relationship leader on a large portfolio of nonpublic clients providing assurance, tax and accounting services
- Responsible for managing client relationships, project management, revenue growth
- Leading large engagement teams locally and nationally on multiple projects simultaneously
- Engaging staff by serving as career coach and peer advisor to multiple team members
- Ability to manage consistently heavy workloads throughout the year and achieve results
- Strict adherence to engagement budgets and deadlines
- Experience analyzing client financial statements to identify operational and financial risks
- Assist clients in the development of internal controls in accordance with the COSO framework
- Create and perform dynamic presentations to client board of directors, audit and finance committees
- Extensive understanding of US GAAP, GAAS, GAGAS, and Uniform Guidance

Watson McDonell, PLLC - 07/2007 to 01/2019

Senior Manager, Assurance:

- In charge of planning and performing financial statement audits under US GAAS as well as Yellow Book and OMB Circular Single Audits,
- Managed staff, adherence to budgets and client relationships
- Drafted client financial statements, supplementary information, note disclosures, including new accounting pronouncements
- Wrote audit opinions, communications of deficiency in IC, communications with governance
- Analyzed client policies and procedures and tested internal controls under the COSO framework
- Assist in the preparation of form 990 returns for tax exempt organizations

John L. O'Brien and Co. - 12/2004 to 06/2007

Senior Auditor:

- In charge of performing financial statement audits under US GAAS on nonprofit and for-profit organizations, as well as Yellow Book and OMB Circular Single Audits
- Assist clients in the preparation of financial statements, related note disclosures and required supplementary information

Princess Cruises - 01/2003 to 12/2004

Staff Accountant:

- Responsible for preparing monthly financial statements
- In charge of internal audit for 5 hotels resorts
- Assisted with budgeting and forecasting for hotels
- Performed cost of sales analysis
- Reconciled 46 balance sheets accounts monthly
- Trained hotel management and staff on accounting policies and procedures
- Performed food and beverage inventory counts at 3 locations in Alaska

COMPUTING SKILLS

- Advanced Microsoft Office Skills
- Experience auditing clients with QuickBooks, Sage MIP (Abila), MRI, Yardi accounting software and others
- Teammate Analytics
- Proficient in ProSystems fx Engagement

EDUCATION

University of Washington, Bachelor of Arts in Business Administration with a concentration in Accounting, June 2002

Historic Seattle Preservation and Development Authority

18 Members: Pursuant to RCW 35.21.730 and SMC 3.110, all members subject to City Council confirmation, 3-year terms, however, due to restructuring of the board a 1-year transition provision is implemented until a stagger is created.

- 6 Mayor- appointed
- 12 Other Appointing Authority: 6- PDA Governing Council, 6- PDA Constituency

Roster:

*D	**G	RD	Position No.	Position Title	Name	Current Term Begin Date	Term End Date	Term #	Appointed By
6	M	2	1.	Ex Officio	David Yeaworth	12/1/20	11/30/24	2	Constituency
6	F	5	2.	Member	Stephanie Toothman	12/1/21	11/30/25	2	Mayor
6	M	4	3.	Member/ Vice Chair	Lorne McConachie	12/1/22	11/30/26	1	Constituency
			4.	Member	Vacant				Governing Council
2	M	N/A	5.	Member/ Chair	Kenny Pittman	12/1/20	11/30/24	1	Mayor
1	F	N/A	6.	Member/ Secretary	Mariko Park	12/1/21	11/30/25	2	Constituency
8	F	3	7.	Member	Taha Ebrahimi	12/1/20	11/30/24	1	Governing Council
6	F	N/A	8.	Member/ Treasurer	Katy Al-Khalidi	12/1/23	11/30/26	1	Governing Council
6	F	N/A	9.	Member	Karen True	12/1/21	11/30/25	2	Governing Council
6	M	N/A	10.	Member	Alistair Cerretti	12/1/24	11/30/27	1	Mayor
6	M	7	11.	Member	Rick Sever	12/1/23	11/30/24	5	Constituency
1	M	1	12.	Member	Raam D. Wong	12/1/24	11/30/27	1	Mayor
6	F	2	13.	Member	Angela Faul	12/1/23	11/30/26	1	Governing Council
6	F	2	14.	Member	Caroline Lemay	12/1/23	11/30/26	1	Governing Council
6	M	7	15.	Member	Bert Gregory	12/1/24	11/30/27	1	Constituency
2	M	5	16.	Member	Jonathan Moore	12/1/24	11/30/27	1	Mayor
6	F	2	17.	Member	Kimberly Kemp	12/1/23	11/30/26	1	Constituency
			18.	Member	Vacant	12/1/23	11/30/25		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	1			1	2				2			
Council	N/A	4								2		1	
Other	4	2			1					5			
Total	7	7			2	2				9		1	

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.



Legislation Text

File #: Appt 03231, **Version:** 1

Appointment of Jonathan Moore as member, Historic Seattle Preservation and Development Authority Governing Council, for a term to November 30, 2027.

The Appointment Packet is provided as an attachment.



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Jonathan Moore		
Board/Commission Name: Historic Seattle Preservation and Development Authority		Position Title: 16 - 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		Term of Position: * 12/1/24 to 11/30/27 <input checked="" type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood: Greenwood	Zip Code: 98103	Contact Phone No.: [REDACTED]
Background: See resume attached.		
Authorizing Signature (original signature):  Date Signed (appointed): March 28th, 2025		Appointing Signatory: Bruce A. Harrell Mayor of Seattle

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

Jonathan Moore, CFA



PROFESSIONAL OVERVIEW

A skilled and customer focused portfolio manager who thrives in a highly competitive environment.

CORE COMPETENCIES

- | | | |
|---|---------------------------------------|---|
| • Financial Research & Analysis | • Financial Models & Spreadsheets | • Report Development & Maintenance |
| • Business Banking & Liquidity Management | • Valuation & Performance Attribution | • Asset Allocation & Ad Hoc Portfolio Solutions |

PROFESSIONAL EXPERIENCE

Financial Advisor, UBS Financial Services, Seattle, WA 7/2024-Present

Sr. Wealth Strategy Associate, UBS Financial Services, Seattle, WA 10/2023-6/2024

Wealth Strategy Associate, UBS Financial Services, Seattle, WA 4/2020-9/2023

- Equity portfolio management, overseeing approximately \$400MM. Strategies include US Large-Cap, International Developed, Dividend Income and Small/Mid-Cap equities.
- Integrate ESG data to incorporate mission-aligned investing. Conduct proprietary research coupled with aggregated data from MSCI, Bloomberg, Refinitiv and S&P Global.
- Active portfolio implementation, rebalancing and tax loss harvesting, aimed at maximizing after-tax return. Risk mitigation and yield enhancement using options.
- Coordinate quarterly institutional reporting for international conservation endowments.
- Oversee third party manager performance evaluation and investment policy statement adherence.
- Present portfolio positioning in client meetings, highlighting current market trends and capital market assumptions.

Registered Client Service Associate, UBS/Paricion Wealth Management, Bellevue, WA 8/2018-4/2020

- Managed client requests for 47 UHNW households with accounts under management of \$450MM, with total team assets over \$1.2B.
- Set and implemented a successful plan to raise scores on our yearly client experience survey from 4.6/5.0 in 2018 to 4.8/5.0 in 2019.
- Communicated expectations and deadlines to multiple stakeholders (attorneys, investment bankers, and accountants) during business sale transactions, as part of the client acquisition process.
- Connected clients to assigned bankers and presented banking solutions tailored to their business banking needs.
- Managed a 5-stage 100-day post client acquisition onboarding process converting prospects to clients. Conducted 45- and 90-day review calls to ensure a smooth transition.

Client Service Associate, UBS Financial Services, Seattle, WA 11/2016-7/2018

- Supported two financial advisors who provided financial advice to over 100 client households with assets under management over \$250MM. Acted as the first point of contact.
- Responded promptly to action items generated by overnight internal reports including corporate actions, security redemptions and money transfer warnings.
- Prepared periodic performance reports for retail and institutional clients illustrating performance returns, income, dividends, interest, 12-month expected cash flow, and current vs. target allocation.

Jonathan Moore, CFA



Professional Caddie, Symetra Tour, LPGA Tour and Chambers Bay, University Place, WA 8/2013-12/2015

- Caddied for a professional women's golfer on the LPGA tour and in the 2014 US Women's Open.

AmeriCorps Member, Families Unlimited Network, University Place, WA, 9/2012-7/2013

- Successfully completed the 1700-hour, 10-month civil service AmeriCorps program by overseeing an afterschool program for grades K-8 for students from underprivileged backgrounds.

Campaign Intern, Karen Smitherman for City Council, Tacoma, WA, 5/2011-9/2011

- Researched the issue of mixed-use space in North Tacoma for the candidate.

Program Intern, Remann Hall Juvenile Center, Tacoma, WA, 5/2011-9/2011

- Provided administrative support to supervisors on scheduled court days.

EDUCATION

University of Redlands, Redlands, CA

B.A. International Relations, 2012

International Education of Students, Beijing, China

Study Abroad, Language Intensive, 2011

LICENSURE & CERTIFICATION

CFA® Charter holder, CFA Institute, April 2024

Securities License, Series 66, March 2018

Securities License, Series 7, December 2017

PERSONAL INTERESTS AND ADDITIONAL INFORMATION

- Former University of Redlands Golf Team Member
- Former First Tee of South Puget Sound Golf Instructor
- Hobbies include golfing, traveling and reading
 - Favorite Course – Royal Melbourne
 - Favorite Destination – Hoi An, Vietnam
 - Favorite Book – A People's History of The United States by Howard Zinn

Historic Seattle Preservation and Development Authority

18 Members: Pursuant to RCW 35.21.730 and SMC 3.110, all members subject to City Council confirmation, 3-year terms, however, due to restructuring of the board a 1-year transition provision is implemented until a stagger is created.

- 6 Mayor- appointed
- 12 Other Appointing Authority: 6- PDA Governing Council, 6- PDA Constituency

Roster:

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6	M	2	1.	Ex Officio	David Yeaworth	12/1/20	11/30/24	2	Constituency
6	F	5	2.	Member	Stephanie Toothman	12/1/21	11/30/25	2	Mayor
6	M	4	3.	Member/ Vice Chair	Lorne McConachie	12/1/22	11/30/26	1	Constituency
			4.	Member	Vacant				Governing Council
2	M	N/A	5.	Member/ Chair	Kenny Pittman	12/1/20	11/30/24	1	Mayor
1	F	N/A	6.	Member/ Secretary	Mariko Park	12/1/21	11/30/25	2	Constituency
8	F	3	7.	Member	Taha Ebrahimi	12/1/20	11/30/24	1	Governing Council
6	F	N/A	8.	Member/ Treasurer	Katy Al-Khalidi	12/1/23	11/30/26	1	Governing Council
6	F	N/A	9.	Member	Karen True	12/1/21	11/30/25	2	Governing Council
6	M	N/A	10.	Member	Alistair Cerretti	12/1/24	11/30/27	1	Mayor
6	M	7	11.	Member	Rick Sever	12/1/23	11/30/24	5	Constituency
1	M	1	12.	Member	Raam D. Wong	12/1/24	11/30/27	1	Mayor
6	F	2	13.	Member	Angela Faul	12/1/23	11/30/26	1	Governing Council
6	F	2	14.	Member	Caroline Lemay	12/1/23	11/30/26	1	Governing Council
6	M	7	15.	Member	Bert Gregory	12/1/24	11/30/27	1	Constituency
2	M	5	16.	Member	Jonathan Moore	12/1/24	11/30/27	1	Mayor
6	F	2	17.	Member	Kimberly Kemp	12/1/23	11/30/26	1	Constituency
			18.	Member	Vacant	12/1/23	11/30/25		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	1			1	2				2			
Council	N/A	4								2		1	
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Total	7	7			2	2				9		1	

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RD Residential Council District number 1 through 7 or N/A

Diversity information is self-identified and is voluntary.



Legislation Text

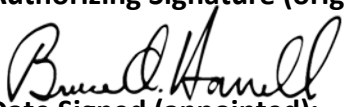
File #: Appt 03232, **Version:** 1

Appointment of Raam D. Wong as member, Historic Seattle Preservation and Development Authority Governing Council, for a term to November 30, 2027.

The Appointment Packet is provided as an attachment.



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Raam D. Wong		
Board/Commission Name: <i>Historic Seattle Preservation and Development Authority</i>		Position Title: Position 12 - 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		Term of Position: * 12/1/2024 to 11/30/2027 <input checked="" type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood: West Seattle (Westwood)	Zip Code: 98126	Contact Phone No.: [REDACTED]
Background: <p>Raam Wong is a senior deputy prosecuting attorney at the King County Prosecuting Attorney's Office. Raam works in the Civil Division, where he assists with real property transactions and advises the Recorder's Office and other King County offices. Prior to joining the Civil Division, Raam spent ten years as a trial attorney in the criminal division. In addition, Raam leads the advanced Trial Advocacy program at the University of Washington School of Law, teaches trial skills nationally, and has appeared on podcasts discussing audience-centered communication strategies.</p> <p>Prior to law school, Raam served as a newspaper journalist, including in Santa Fe and other parts of northern New Mexico, where he developed a passion for telling the stories of historic places and local cultures.</p> <p>Raam earned his juris doctor from the University of Washington law school, a master of science in journalism from the Medill School of Journalism at Northwestern University, and a bachelor of arts from Middlebury College.</p> <p>Raam lives in West Seattle with his wife, Melissa, and daughter, Eliza.</p>		
Authorizing Signature (original signature):  Date Signed (appointed): March 28th, 2025		Appointing Signatory: Bruce A. Harrell Mayor of Seattle

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

RAAM D. WONG



EDUCATION

UNIVERSITY OF WASHINGTON SCHOOL OF LAW	Juris Doctor, 2012
NORTHWESTERN UNIVERSITY	Masters of Science, Journalism, 2005
MIDDLEBURY COLLEGE	Bachelor of Arts, <i>magna cum laude</i> , 2002

PROFESSIONAL EXPERIENCE

KING COUNTY PROSECUTING ATTORNEY <i>Senior Deputy Prosecuting Attorney</i>	2013 - Present
UNIVERSITY OF WASHINGTON SCHOOL OF LAW <i>Advanced Trial Advocacy Adjunct Instructor</i>	2019 - Present
NATIONAL INSTITUTE OF TRIAL ADVOCACY <i>Faculty; Author</i>	2021 - Present
PLANT AMNESTY <i>Board Member, Board President</i>	2022 - 2024
SEATTLE CITY ATTORNEY, CRIMINAL DIVISION <i>Rule 9 Intern</i>	2012 - 2012
KING COUNTY PROSECUTING ATTORNEY, VIOLENT CRIMES UNIT <i>Rule 9 Intern</i>	2011 - 2012
HILLIS CLARK MARTIN & PETERSON, Seattle, WA <i>Diversity Fellow, Summer Associate</i>	Summer 2010 & 2011
ALBUQUERQUE JOURNAL, Santa Fe, NM <i>Staff Writer</i>	2006 - 2009
STEPHENS MEDIA, Washington, D.C. <i>Reporter</i>	2006
THE COAST NEWS, Encinitas, CA <i>Staff Writer</i>	2002 - 2004

Historic Seattle Preservation and Development Authority

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8	F	3	7.	Member	Taha Ebrahimi	12/1/20	11/30/24	1	Governing Council
6	F	N/A	8.	Member/ Treasurer	Katy Al-Khalidi	12/1/23	11/30/26	1	Governing Council
6	F	N/A	9.	Member	Karen True	12/1/21	11/30/25	2	Governing Council
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6	M	7	15.	Member	Bert Gregory	12/1/24	11/30/27	1	Constituency
2	M	5	16.	Member	Jonathan Moore	12/1/24	11/30/27	1	Mayor
6	F	2	17.	Member	Kimberly Kemp	12/1/23	11/30/26	1	Constituency
			18.	Member	Vacant	12/1/23	11/30/25		Mayor

SELF-IDENTIFIED DIVERSITY CHART					(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
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Council	N/A	4								2		1	
Other	4	2			1					5			
Total	7	7			2	2				9		1	

Key:

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RD Residential Council District number 1 through 7 or N/A

Diversity information is self-identified and is voluntary.



Legislation Text


File #: Appt 03233, **Version:** 1

Appointment of Alex Apostolopoulos as member, Pike Place Market Historical Commission, for a term to December 1, 2026.

The Appointment Packet is provided as an attachment.



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Alex Apostolopoulos		
Board/Commission Name: Pike Place Market Historical Commission		Position Title: Position 5 – Merchant
<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	Date Appointed: 5/21/2025	Term of Position: * 12/2/2023 to 12/1/2026 <input checked="" type="checkbox"/> Serving remaining term of a vacant position
Residential Neighborhood: Downtown	Zip Code: 98101	Contact Phone No.: [REDACTED]
Background: Owner of the highly successful Hellenika Cultured Creamery, which opened in 2023 amidst the critical post-pandemic period of regeneration for the Pike Place Market and downtown Seattle as a whole. The family-run business embodies a core value of the Market as a place where consumers can meet producers, as products are made on-site. Appointee resides near the Market, with a deep level of awareness and commitment to issues relating to living and working in downtown Seattle.		
Authorizing Signature (original signature):  Date: May 21st, 2025		Appointing Signatory: Bruce A. Harrell Mayor of Seattle

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

Objective

To contribute my experience in business development, legal training and community involvement to the Pike Place Historic Commission, with a focus on protecting and celebrating the city's architectural and cultural heritage through practical and community-aligned preservation.

Experience

Visit Seattle – Seattle, WA

Board Member | Feb 2025 – Present

- Contribute to strategic discussions shaping Seattle's image as a travel and cultural destination
- Collaborate with tourism, business, and civic leaders to support local economy and culture
- Advocate for inclusion of historic and iconic Seattle elements in campaigns and partnerships

HELLENIKA Cultured Creamery – Seattle, WA

Founder | Jul 2023 – Present

- Founded a cultured gelato business rooted in tradition and community, operating in the historic Pike Place Market
- Developed seasonal and culturally inspired products with strong ties to local agriculture and heritage
- Collaborated with artists and designers to reflect Seattle's identity in-store and in branding

Education

Postgraduate Diploma in Legal Practice **Bond University** – 2012

Graduate Certificate in Chinese Law & Mandarin **Southwest University of Political Science and Law** – 2010–2011

Bachelor of Laws / Bachelor of International Relations (Business) **Bond University** – 2006–2011

Community & Industry Engagement

- Vendor and collaborator with Pike Place Market since 2013
- Advocate for market-based social programs and historic preservation
- Contributor to local events celebrating Seattle's multicultural and culinary identity

Pike Place Market Historical Commission

12 Members: Pursuant to Ordinances 100475 & 124935, all members subject to City Council confirmation, 3-year terms:

- 0 City Council-appointed
- 12 Mayor-appointed
- 0 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	7	1.	Friends of the Market	Elisa Shostak	12-2-22	12-1-25	1	Mayor
9	F	7	2.	Friends of the Market	Sarah E. Baker	12-2-23	12-1-26	1	Mayor
1	F	7	3.	Architect	Grace Leong	12-2-22	12-1-25	2	Mayor
6	M	1	4.	Architect	Mark C. Childs	12-2-23	12-1-26	2	Mayor
5	M	7	5.	Merchant	Alex Apostolopoulos	12-2-23	12-1-26	1	Mayor
8	F	N/A	6.	Merchant	Golnaz Mohammadi	12-2-22	12-1-25	2	Mayor
6	M	7	7.	Resident	Jonathan Cracolici	12-2-24	12-1-27	2	Mayor
5	F	7	8.	Resident	Olivia Vermaak	12-2-23	12-1-26	1	Mayor
6	F	1	9.	Property Owner	Lisa Martin	12-2-22	12-1-25	2	Mayor
6	M	7	10.	Allied Arts of Seattle	Tom Graff	12-2-24	12-1-27	1	Mayor
5	F	5	11.	Allied Arts of Seattle	Pfeiffer Bloecker	12-2-23	12-1-26	1	Mayor
6	M	1	12.	At-Large	Jonathan Kiehna	12-2-24	12-1-27	1	Mayor

SELF-IDENTIFIED DIVERSITY CHART

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	0	1	0	0	0	3	6	0	1	1
Council	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	5	7	0	0	1	0	0	0	3	6	0	1	1

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.*



Legislation Text


File #: Appt 03234, **Version:** 1

Appointment of Pfeiffer Bloecker as member, Pike Place Market Historical Commission, for a term to December 1, 2026.

The Appointment Packet is provided as an attachment.



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Pfeiffer Bloecker		
Board/Commission Name: Pike Place Market Historical Commission		Position Title: Position 11 – Allied Arts of Seattle
<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	Date Appointed: 5/21/2025	Term of Position: * 12/2/2023 to 12/1/2026 <input checked="" type="checkbox"/> Serving remaining term of a vacant position
Residential Neighborhood: North Seattle	Zip Code: 98125	Contact Phone No.: [REDACTED]
Background: A business and marketing professional interested in furthering their service to the Pike Place Market community, having volunteered previously for the Pike Place Market Foundation. Appointee holds an MBA and is trained to balance the priorities of different parties within a legal or regulatory framework to reach a goal. Appointee treasures the integral role of the Market in the identity of Seattle.		
Authorizing Signature (original signature):  Date: May 21st, 2025		Appointing Signatory: Bruce A. Harrell Mayor of Seattle

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

Pfeiffer Bloecker

Summary

Ecommerce and merchandising seasoned professional with expertise in client relations, growth optimization, program management, assortment architecture, content optimization and analysis, change management, business strategy and development. Self-motivated and hardworking, I thrive in opportunities that challenge me to continue to learn and grow. Strong track record of exceeding customer expectations and adapting to rapid changes. Aptitude for developing strategic growth plans and driving performance for clients with a relentless work ethic. Leveraging my emotional intelligence, swift decision-making ability, leadership, and analytical skills to excel.

Professional History

Director of Account Management, May 2022 – Present

Tms (formerly Pacific Market International) – Starbucks and Disney

Drive and execute strategic and operational merchandise initiatives that are customer-focused, while also delivering against financial objectives and maximizing profitability. Own customer relationship elements of account management for a business unit driving ~50% top line revenue. Lead efforts around program management, customer success, strategic growth initiatives, and account growth.

Accomplishments:

- Lead a team of senior and associate account managers to support two high-priority customers that account for over 90% of total BU revenue.
- Leverage business development experience to identify ways to expand existing partnerships.
- Improve processes surrounding new business models, leading to increased efficiency.
- Develop and implement standards and processes for the account management team, empowering team members to improve customer relationships as the business unit tripled revenue over 4 years.

Chief of Staff, December 2022 – September 2023

Tms (formerly Pacific Market International) – Global Merchandising Team

Responsibilities include influencing multiple and varied stakeholders at various levels across the organization to align with the business direction and plan. Serving as a thought leader providing strategic counsel to the President of the BU.

Accomplishments:

- Organize and lead strategic initiatives across a broad set of cross-functional partners. Lead and build content out for Monthly All Hands, Regional Huddles, and ad hoc companywide meetings as needed.
- Serve as a sounding board for all levels of the organization to identify trends and scale solutions.
- Partner with Human Resources to drive team health, organizational alignment, talent development.
- Driving the engagement, development, and performance of all members of my team.

Senior Account Manager, November 2021 – May 2022

Pacific Market International – Starbucks

Responsible for connecting and managing all cross-functional customer and PMI working teams in development of customer asset needs related to new merchandise products and product transitions throughout the Americas region.

Accomplishments:

- Develop and lead the execution of project plans, delivering scope, goals and success measures that resulted in +32% YoY growth
- Analyzing and evaluating project interdependencies and their impacts to programs while determining process improvement opportunities
- Legal liaison between PMI and Starbucks, facilitating all communication and executing extensive risk management practices

Ecommerce Account Manager, April 2019 – November 2021

CommerceHub

Manage client relationships, executing E-Commerce strategies on customer-developed strategic plans and initiatives. Work cross functionally with internal and external teams to produce results for clients and drive product development. Manage client's Amazon Sponsored Product program, driving YoY growth. Regularly audit customers' assortment and channel mix to identify opportunities for growth or expansion. Evaluate effectiveness of strategies through analysis and continuously propose areas of improvement to increase ROI.

Accomplishments:

Certifications:

- Paced client at 221% to annual sales goal, resulting in a +37% YoY increase in GMV
- Developed internal go-to-market strategy and content for CommerceHub, refocusing the business's mission statement and values
- Build, support, and grow client brand stores. Managing omni-channel experience, brand recognition, and customer engagement
- Created unique dashboards capturing client revenue across channels to compare performance and measure areas of opportunity for new channel launches
- Manage client's Amazon Sponsored Product business, to drive growth on desired channels and benchmark, measure, analyze, and report results of E-Commerce marketing efforts

Analytics, Google
Advertising, Amazon
Shopping Advertising, Google
Ad Fundamentals, Google

Category Manager, Jun 2015 – Apr 2019

Blue Nile

Managed the other jewelry categories, \$30m+ category, 50+ vendor relationships, assortment architecture, and pricing negotiations to drive YoY growth. Leveraging a mix of analytical expertise and creative drive to produce solution orientated results. Successfully managing multiple projects and teams to stay on track with our roadmap and hit internal KPIs.

Accomplishments:

- Lead Procurement initiative that facilitated \$25m in supply chain cost savings, cross-functionally coordinated international and executive teams, establishing SOPs for the execution of pricing and sourcing strategies in order to optimize margin gains for Blue Nile
 - Negotiated \$900k of memo sales Q4 of 2018, preserving cash flow at a critical time for the business
 - Managed teams of 4 to 30 people, successfully hitting and surpassing internal goals and KPIs
-

Founder & Business Manager, Aug 2012 – Jun 2015

Nazari Pau

Managed vendor and designer relationships. Owned the supply chain process from start to finish, mitigating costs and facilitating long term strategic partnerships. Established a mix of both direct to consumer and wholesale sales channels through our ecommerce site to maximize ROI. Virtually merchandise product assortment, maintaining a cohesive brand story throughout all channels.

Education

MBA	Saint Bonaventure University	Finance/Marketing	<i>Dec 2018</i>
BA	Seattle University	Business Administration	<i>June 2012</i>

Pike Place Market Historical Commission

12 Members: Pursuant to Ordinances 100475 & 124935, all members subject to City Council confirmation, 3-year terms:

- 0 City Council-appointed
- 12 Mayor-appointed
- 0 Other Appointing Authority-appointed (specify):

Roster:

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8	F	N/A	6.	Merchant	Golnaz Mohammadi	12-2-22	12-1-25	2	Mayor
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6	M	1	12.	At-Large	Jonathan Kiehna	12-2-24	12-1-27	1	Mayor

SELF-IDENTIFIED DIVERSITY CHART

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	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	0	1	0	0	0	3	6	0	1	1
Council	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	5	7	0	0	1	0	0	0	3	6	0	1	1

Key:

- *D List the corresponding *Diversity Chart* number (1 through 9)
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 - RD Residential Council District number 1 through 7 or N/A
- Diversity information is self-identified and is voluntary.*



Legislation Text


File #: Appt 03235, **Version:** 1

Appointment of Olivia Vermaak as member, Pike Place Market Historical Commission, for a term to December 1, 2026.

The Appointment Packet is provided as an attachment.



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Olivia Vermaak		
Board/Commission Name: Pike Place Market Historical Commission		Position Title: Position 8 – Resident
<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	Date Appointed: 5/21/2025	Term of Position: * 12/2/2023 to 12/1/2026 <input checked="" type="checkbox"/> Serving remaining term of a vacant position
Residential Neighborhood: Downtown	Zip Code: 98101	Contact Phone No.: [REDACTED]
Background: In addition to residing in the Market, the appointee is also a Market property and business owner. They are experienced with the commission's regulatory functions having completed a major seismic upgrade of a historic Market building and recently opening Karoo Café in the Market. Appointee demonstrates a deep level of investment in the Market community and the integrity of its historic buildings.		
Authorizing Signature (original signature):  Date: May 21st, 2025		Appointing Signatory: Bruce A. Harrell Mayor of Seattle

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

OLIVIA VERMAAK

A. PROFESSIONAL SUMMARY

As a highly motivated small business owner and Chief Business Development and Marketing Officer, I bring a distinguished track record in team building and fostering business development, operational innovation, and client-focused solutions. I am well-versed at effectively navigating and influencing diverse stakeholders, particularly at the executive, C-suite, and board levels. My reputation is built on being an entrepreneurial force, a catalyst for change, and a trusted advisor. As a people-centric team leader, I have successfully overseen global, virtual, and matrixed teams. My financial expertise includes forecasting, the development of financial models and tools for ROI tracking and managing budgets. Key account management is another area where I endeavor to consistently deliver client value. I have held the position of sole account manager for Fortune 100 and Fortune 250 companies spanning the Financial Services, Insurance, and Hospitality sectors. My accomplishments extend to the design and execution of impactful sales programs and thought leadership campaigns. These initiatives have significantly boosted brand awareness and revenue across legal, professional services, and product sales (complex SAAS products and financial risk management solutions).

B. CAREER HISTORY AND RELEVANT EXPERIENCE

1. KAROO CAFÉ SEATTLE

Owner and CEO, Seattle
May 2024 to present

As a woman-owned establishment, Karoo Café is dedicated to creating a welcoming and inclusive space for all. Our mission is to foster community ties and introduce the rich hospitality of South Africa to Seattle. We're committed to safety, creativity, and the celebration of diversity, making Karoo not just a Café but a movement towards a more connected and joyful community.

2. FOSTER GARVEY PC

Operating for over 120 years, Foster Garvey is a leading full-service national Law firm.
Chief BD and Marketing Officer, Seattle
April 2022 to November 2024

As the steward of the Foster Garvey brand, I ensured that marketing and business development activities within practices, industries, and client engagements were aligned with the firm's strategic priorities. A significant aspect of my role involved spearheading high-profile external industry partnerships and associated brand campaigns. In addition, I led high-profile pitches and proposals, which encompassed the delivery of complex RFPs, panels, and key client presentations. I also played a pivotal role in rate-setting, establishing relevant metrics to assess profitability and supporting initiatives related to diversity, equity, and inclusion (DEI).

2. AFRICAN CHAMBER OF COMMERCE (PACIFIC NW)

Member of the Board, Seattle
Nov 2020 to January 2022

As a board member, I focused on providing guidance on business strategy, operational efficiency, new routes to market and spotting opportunity for new trade ventures.

3. PARENTAL BREAK/BUSINESS DEVELOPMENT & MARKETING CONSULTANT

Mom/Founder, Seattle
January 2020 to March 2022

During my maternity break, opportunities arose to provide support to a network of small to medium size enterprises in the hospitality industry affected by COVID-19. Alongside being a new mum, I worked on multiple projects focused on helping companies improve their brand profile, streamline operations to increase profit, improve ROI and supported strategies to succeed during this difficult time and beyond.

OLIVIA VERMAAK

3. MILLIMAN INC.

The world's largest Risk Management and Actuarial consultancy.

Senior Director, Global Business Development and Marketing (Life & Financial Services), London
June 2015 to Dec 2019

In this greenfield role, I collaborated closely with C-level leadership and the board to drive strategic Business Development, client, and operational initiatives aimed at boosting revenue and expanding client relationships. My role involved working alongside analysts, software engineers and consulting teams to craft marketing and sales strategies. I held responsibility for revenue generation, employing sales strategies to identify growth opportunities across new and existing markets, clients, products, and service lines. I oversaw business development, marketing, and client innovation activities. I also developed and maintained essential financial models and metrics to drive effective ROI across key areas. My role emphasized operational innovation and cross-functional collaboration, involving partnerships with Finance (ROI templates, client analytics, and budget management), Learning & Development (technical training and module development), HR (soft skills training and module development), and Marketing (enhancing brand value). In addition, I initiated and executed programs focusing on client insights and innovation. This included collaborating with senior/C-level stakeholders at key clients to optimize service delivery, enhance competitive positioning, and refine sales propositions.

4. LINKLATERS LLP

One of the world's most prestigious global law firms.

Position: Global Divisional Business Development Manager, Finance & Projects ("F&P") and Key Account Manager, Financial Regulation, London
Date: Aug 2013 to May 2015

I produced and managed divisional Marketing and Business Development plans focused on client demand aligned to local, regional, and global F&P objectives. Developed coaching and training programs to improve partners and senior management Business Development and Sales skills and identified, and created, multiple campaigns covering thought leadership, insights, and industry know-how to showcase expertise and capabilities. I was responsible for a team of 10 across Europe.

5. DLA PIPER LLP

One of the world's largest leading law firms.

Position: Senior International Business Development Manager, Finance & Projects ("F&P"), London
Date: April 2011 to Aug 2013

Key member of the Global F&P Leadership Team working with the Global Managing Partner, Chief of Staff, and Location Heads across the UK and EMEA to develop and deliver practical Marketing and Business Development plans.

6. BIRD & BIRD LLP

Europe's leading IP and Technology Law Firm.

Position: International BD & Marketing Account Manager, Finance and Projects ("F&P"), London
Date: Oct 2009 to April 2011

Completed an international rebrand, appointed by the CFO to lead the project team responsible for creating time-saving analytics driving up Partner utilization rates, and created new credentials and pitch pack processes for firm-wide Marketing initiatives and proposal responses.

7. KAPLAN LAW SCHOOL

Subsidiary of the Washington Post company and part of the world's training powerhouse, Kaplan Inc.

Position: Business Development Manager, London
Date: Oct 2007 to Dec 2009

OLIVIA VERMAAK

Designated account manager for all law firm clients and partners. Responsible for effectively streamlining CRM operations and recruited to be part of the Kaplan Legal global lead sharing task force chaired by the CEO, CFO and COO.

8. LECTURER, TEACHER AND COURSE LEADER

South Africa

Date: Jan 2002 to Jan 2007

Prior to relocating to London, I held multiple lecturing, teaching and course leader roles in the Education sector.

C. VOLUNTEERING/CR

- Global Diversity & Inclusion (“D&I”) Champion (Milliman).
- Global CSR Champion (Milliman).
- Mentor in the firm’s global program (Milliman).
- Participating in numerous charitable and corporate responsibility volunteer programs (Linklaters).
- A member of DLA Piper’s charity and sports and social committees (DLA Piper).

D. EDUCATION AND TRAINING

- Performance Management and Career Development training (Linklaters, 2015).
- Manager Milestone Development Course (Linklaters, 2014).
- Institute of Leadership and Management (ILM) Level II Diploma (2012).
- Masters Degree (English, Philosophy) (2006)
- Certificate in Learning Facilitation (2002)

E. HOBBIES, INTERESTS, PERSONAL ACHIEVEMENTS

- Group Exercise Instructor, Les Mills BodyPump (2020)
- Television Presenter, Voice Over Artist, Actress and Model (2000 to 2010)
- Miss South Africa Finalist (2003)

Pike Place Market Historical Commission

12 Members: Pursuant to Ordinances 100475 & 124935, all members subject to City Council confirmation, 3-year terms:

- 0 City Council-appointed
- 12 Mayor-appointed
- 0 Other Appointing Authority-appointed (specify):

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
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8	F	N/A	6.	Merchant	Golnaz Mohammadi	12-2-22	12-1-25	2	Mayor
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5	F	7	8.	Resident	Olivia Vermaak	12-2-23	12-1-26	1	Mayor
6	F	1	9.	Property Owner	Lisa Martin	12-2-22	12-1-25	2	Mayor
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6	M	1	12.	At-Large	Jonathan Kiehnau	12-2-24	12-1-27	1	Mayor

SELF-IDENTIFIED DIVERSITY CHART

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Mayor	5	7	0	0	1	0	0	0	3	6	0	1	1
Council	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	5	7	0	0	1	0	0	0	3	6	0	1	1

Key:

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Legislation Text


File #: Appt 03236, **Version:** 1

Reappointment of Jonathan Cracolici as member, Pike Place Market Historical Commission, for a term to December 1, 2027.

The Appointment Packet is provided as an attachment.



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Jonathan Cracolici		
Board/Commission Name: Pike Place Market Historical Commission		Position Title: Position 7 – Resident
<input type="checkbox"/> Appointment OR <input checked="" 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	Date Appointed: 5/21/2025	Term of Position: * 12/2/2024 to 12/1/2027 <input type="checkbox"/> Serving remaining term of a vacant position
Residential Neighborhood: Downtown	Zip Code: 98101	Contact Phone No.: [REDACTED]
Background: Longtime member of the Pike Place Market community with experience as an employee of various Market businesses, a resident, and member of the Pike Place Market Historical Commission since 2023. A credentialed geotechnical engineer, appointee provides valuable perspective on the Market's unique physical conditions. Elected by peers to serve as Commission Chairperson in 2025.		
Authorizing Signature (original signature):  Date: May 21st, 2025		Appointing Signatory: Bruce A. Harrell Mayor of Seattle

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

[REDACTED]

40

- Co-Authored founding documents, bylaws, and chapter launch materials
- Travel to establish chapters and provide start-up support
- Mentor local leaders on public outreach and volunteer coordination

Transportation Choices Coalition, Seattle, WA

(2013)

- Acted as spokesperson for pro-transit constituents from the 43rd district in meetings with then Sen. Murray, then Rep. Pederson, and Speaker Chopp.
- Testified before the Senate Transportation Committee against SB 6001 on the grounds that it failed to include transit funding.

AWARDS

Co-President Seattle University College of Science and Engineering Bannan Scholars,
Member of Tau Beta Pi ~ America's Engineering Honor Society
2x UCA of SME YMF World Tunneling Conference Scholarship

INTERESTS

Transit, Tunnels, Public Service, Community Outreach, Soccer, History, Urbanism

Pike Place Market Historical Commission

12 Members: Pursuant to Ordinances 100475 & 124935, all members subject to City Council confirmation, 3-year terms:

- 0 City Council-appointed
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Roster:

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6	F	1	9.	Property Owner	Lisa Martin	12-2-22	12-1-25	2	Mayor
6	M	7	10.	Allied Arts of Seattle	Tom Graff	12-2-24	12-1-27	1	Mayor
5	F	5	11.	Allied Arts of Seattle	Pfeiffer Bloecker	12-2-23	12-1-26	1	Mayor
6	M	1	12.	At-Large	Jonathan Kiehna	12-2-24	12-1-27	1	Mayor

SELF-IDENTIFIED DIVERSITY CHART

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	0	1	0	0	0	3	6	0	1	1
Council	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	5	7	0	0	1	0	0	0	3	6	0	1	1

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.*



Legislation Text

File #: Appt 03237, **Version:** 1

Appointment of Jonathan Kiehnau as member, Pike Place Market Historical Commission, for a term to December 1, 2027.

The Appointment Packet is provided as an attachment.



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Jonathan Kiehnau		
Board/Commission Name: Pike Place Market Historical Commission		Position Title: Position 12 – At Large
<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	Date Appointed: 5/21/2025	Term of Position: * 12/2/2024 to 12/1/2027 <input checked="" type="checkbox"/> Serving remaining term of a vacant position
Residential Neighborhood: Downtown	Zip Code: 98121	Contact Phone No.: [REDACTED]
Background: Experienced in serving community organizations and collaborating with public agencies throughout Seattle on issues including historic preservation, urban planning, open space, and social services. Appointee serves as Executive Director of South Lake Union Chamber of Commerce, co-owns historic Market business Don and Joe's Meats, and lives in downtown Seattle, bringing a unique decision-making lens to the needs of the Market.		
Authorizing Signature (original signature):  Date: May 21st, 2025		Appointing Signatory: Bruce A. Harrell Mayor of Seattle

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

JONATHAN KIEHNAU

Downtown resident since 2011. Understands the power of mission-driven organizations to uplift communities through connections and commerce. Proven success in event planning, fundraising, sponsorship sales, marketing communications, public policy advocacy and executive leadership.

COMMUNITY SERVICE

2012 – Present

- **Belltown United**, Founding Board Member, Executive Committee
- **Market to MOHAI**, Board Member, Vice-President
- **Growing Vine Street**, Board Member
- **Seattle King County Public Health Clinic**, Supervising Volunteer
- **Recharge the Battery**, Co-Founder, Board Member
- **University of Washington**, Co-Motion Mentor, Entrepreneur-in-Residence
- **Uplift Northwest** (formerly Millionair Club), Board of Trustees, Mission Committee Chairman

INDEPENDENT CONSULTING

2011 – 2019

- **Co-Founder**: One World Venture Partners, Supermarket Spree
- **Investor/Advisor**: 8-Stem, AdCrafted, Bobber Interactive, CleverNudge, Co-Train, Detox Popup, Foodista, Freak'n Genius, Giftiki, Hypoware, Match Point, Mindbloom, Moving Worlds, Novuson, Onda Origins, Qrayon, Sansaire, Skymarker, Storyola, Uproar, Utrip, VRcade
- **Transactions**: Bella Materna, Big Dipper, Pearson Engineering, Rudy's Barbershop, Salugenecists, Small Town Papers, Zooppa
- **Pro Bono**: AngelHack, Brandery, Marine Exchange of Puget Sound, Reactor Startup Accelerator

PROFESSIONAL EXPERIENCE

VP GM Enterprise Growth Group, Entrepreneur-in-Residence

2008 – 2011

AMERICAN EXPRESS, New York

- Developed content marketing platforms substantially improved ROI, acquisition, retention and other outcomes for American Express brands and 200 strategic partners in the startup community.
- Introduced digital toolsets to improve integration of strategic assets.

Chief Marketing Officer

2007 – 2008

CLUB 21, Singapore, London

- Private company with a portfolio of luxury retail, apparel manufacturing, resort, hotels and spas.
- Developed processes for continuous improvement of acquisition, loyalty and other customer engagement programs. Resident futurist, exploring e-commerce and transformative technologies.

Chief Revenue Officer

2004 – 2006

HOUSEPARTY, New York

- Founding team of a fast-growing brand activation network and online buzz marketing community.
- Major roles in product development, strategic planning and capital fundraising. Harnessed consumer data in new ways to improve marketing solutions for clients.

Managing Director

2002 – 2004

FORTUNE 500 LIVE EVENTS, New York, Beijing

- Responsible for sponsorship sales and business development for 4-10 annual conferences such as FORTUNE 500 CEO, Most Powerful Women, Brainstorm and C-Suite Roundtable.
- \$12-18 million annual sponsorship revenue.

JONATHAN KIEHNAU

President **1998 – 2002**

EMPHASIS: TIME WARNER INFLIGHT MEDIA, Hong Kong

- 120 employees in five global offices created, distributed and monetized content (audio, video, film, print and digital) and sold advertising and marketing sponsorships for 63 international airlines.
- Transformed organization to increase sales, improve productivity and cut expenses. Increased bottom line performance with 300% profit change first year.

Managing Director **1996 – 1998**

TIME INC. CUSTOM PUBLISHING, New York

- Managed editorial, marketing, manufacturing, client service, target marketing and business teams to deliver multichannel acquisition, retention and loyalty programs.

Sales & Sales Management **1986 – 1996**

TIME INC. MEDIA SALES & MARKETING, New York

- TIME, International Advertising Sales Director
- MONEY, Financial Category Sales Manager
- WORKING WOMAN, Regional Sales Manager

EDUCATION

- **Bachelor of Science**, Applied Economics, University of Wisconsin-Madison, 1985
- **Graduate School of Business**, University of Wisconsin-Madison, 1985-86

LIFETIME HONORS & ACHIEVEMENT

- Two-time recipient of Time Inc. President's Award, "the company's highest honor recognizing innovative problem solving and outstanding revenue generating performance"
- Diversity, Equity and Inclusion (DEI) Task Force, Strategic Planning Task Force, Mergers & Acquisitions (M&A) Deal Committee
- Executive Apprenticeships at CNN/Turner Networks, HBO, Warner Bros, Little-Brown, AOL
- Greater New York Student-Sponsor Partnership, Mentor
- Founded 501(c)(3) Landmark Preservation Association, Madison, WI, conceived and lead \$1 million capital campaign to restore a historic Frank Lloyd Wright building
- Fraternity of Phi Gamma Delta, Headquarters Staff, Field Secretary
- Office of Wisconsin Governor Lee Sherman Dreyfus, Intern, Liaison to Department of Agriculture, Constituent Relations Specialist
- Big Ten mascot "Bucky Badger"
- International Rotary Scholar

Pike Place Market Historical Commission

12 Members: Pursuant to Ordinances 100475 & 124935, all members subject to City Council confirmation, 3-year terms:

- 0 City Council-appointed
- 12 Mayor-appointed
- 0 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	7	1.	Friends of the Market	Elisa Shostak	12-2-22	12-1-25	1	Mayor
9	F	7	2.	Friends of the Market	Sarah E. Baker	12-2-23	12-1-26	1	Mayor
1	F	7	3.	Architect	Grace Leong	12-2-22	12-1-25	2	Mayor
6	M	1	4.	Architect	Mark C. Childs	12-2-23	12-1-26	2	Mayor
5	M	7	5.	Merchant	Alex Apostolopoulos	12-2-23	12-1-26	1	Mayor
8	F	N/A	6.	Merchant	Golnaz Mohammadi	12-2-22	12-1-25	2	Mayor
6	M	7	7.	Resident	Jonathan Cracolici	12-2-24	12-1-27	2	Mayor
5	F	7	8.	Resident	Olivia Vermaak	12-2-23	12-1-26	1	Mayor
6	F	1	9.	Property Owner	Lisa Martin	12-2-22	12-1-25	2	Mayor
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Total	5	7	0	0	1	0	0	0	3	6	0	1	1

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