



# City of Seattle Boards & Commissions Notice of Appointment

<b>Appointee Name:</b> <i>Elise Chisholm Clare</i>		
<b>Board/Commission Name:</b> <i>Board of Parks and Recreation Commissioners</i>		<b>Position Title:</b> <i>City Council District 4</i>
<input checked="" type="checkbox"/> <b>Appointment</b> OR <input type="checkbox"/> <b>Reappointment</b>	<b>City Council Confirmation required?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Appointing Authority:</b> <input checked="" type="checkbox"/> City Council <input type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>	<b>Term of Position: *</b> 4/1/2024 <b>to</b> 3/31/2027  <input checked="" type="checkbox"/> <i>Serving remaining term of a vacant position</i>	
<b>Residential Neighborhood:</b> University-Ravenna	<b>Zip Code:</b> 98105	<b>Contact Phone No.:</b> [REDACTED]
<b>Background:</b> Elise Chisholm Clare, a marketing and communications strategist based in the Ravenna neighborhood, brings over a decade of experience in the corporate and transportation communication sectors, and is eager to contribute her skills and perspective to the City’s parks and recreation initiatives. As a co-founder of the Friends of Ravenna-Cowen Greenspace group, Chisholm Clare has experience working with a variety of City departments and neighborhood stakeholders. In her own words: “Beyond Ravenna, Cowen, and other beloved parks in my backyard, I’m passionate about preserving the natural environment and creating safe, inviting spaces throughout the Seattle community. My husband and I are regular bike commuters, and our family frequently visits playgrounds, trails, game fields, and swimming pools across the seven districts. I want to ensure they continue to be vibrant, accessible, and welcoming destinations for all Seattleites and visitors to enjoy.”		
<b>Authorizing Signature (original signature):</b>  <b>Date Signed (appointed):</b> 8/15/24	<b>Appointing Signatory:</b> <i>Joy Hollingsworth</i> <i>Seattle City Councilmember</i>	

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

Highly creative, purpose-driven B2C and B2B marketing and communications leader with 15+ years of agency- and client-side experience spanning technology, retail, and consumer goods sectors. Proven success at directing teams and initiatives to elevate brands, expand markets, and grow revenue for innovative startups and Fortune 500 companies alike. Strong communicator and cross-functional collaborator. Agile and adept at navigating ambiguity in fast-paced environments.

## Core Expertise

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- |                       |                        |                            |
|-----------------------|------------------------|----------------------------|
| + Branding            | + Communications & PR  | + Team management          |
| + Advertising         | + Content development  | + Corporate responsibility |
| + Product marketing   | + Campaign planning    | + Consumer activism        |
| + Research & analysis | + Channel optimization | + Thought leadership       |

## Professional Experience

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### SELF-EMPLOYED

#### Freelance Marketing & Communications Strategist (2020-present)

Counsel startups and established innovators on branding, messaging, and campaign planning. Develop narratives and manage multi-channel content production. Drive cross-functional integration and oversee campaign implementation.

- Clients include AFWERX, the U.S. Air Force's innovation catalyst. For the AFWERX Reimagining Energy Challenge, helped generate program record high of 900+ crowdsourced solutions from entrepreneurs, academics, and corporations aimed at reducing reliance on fossil fuels and accelerating the shift toward renewable and resilient energy sources.

### UBER TECHNOLOGIES

#### Senior Marketing Strategist, Travel (2019)

Led B2C and B2B airport marketing initiatives across the U.S. and Canada. Working with cross-functional counterparts, spearheaded the development of full-year marketing plans aimed at growing trips and profitability. Directed global pilot projects leveraging resources and insights from collaborators in North America, EMEA, and LATAM.

- Drove the launch of a pilot that merged branding and wayfinding through out-of-home (OOH) advertising in the airport environment. As a result of attributed growth, the program was approved for expansion into other major markets.
- Managed integration and optimization of paid digital, email CRM, and in-app touchpoints, giving riders a more human, connected, and supportive experience throughout their four-leg airport travel journey.
- Developed a robust, multi-channel engagement program aimed at improving perception of Uber among top-tier airports and influential trade groups. Program strategy, messaging, and assets were leveraged globally.

#### Head of Regional Marketing, Northwest / Head of U.S. & Canada Marketing Campaigns Guild (2015-2018)

Managed regional marketing team responsible for content and campaigns, as well as public, private, and nonprofit sector partnerships in six Northwestern states. Concurrently, guided formal working group of 40+ U.S. and Canada marketing leads aimed at improving strategic alignment and process efficiency for Pride Month and other locally executed marquee events.

- Led marketing and community impact components for multi-year, multi-million-dollar campaign aimed at improving regional perception of Uber and preserving the company's ability to provide affordable, reliable transportation for riders and flexible work for drivers. Effective strategy was leveraged in other major markets globally.
- Directed regional creative development and execution of award-winning rider experience and on-demand delivery stunts that recruited new customers, increased trips, and garnered local and national media coverage.
- Oversaw successful marketing campaigns and community outreach efforts to support regional territory expansions and new product launches such as airport rideshare, Eats, Pool, and Hop.
- Conceived of and launched podcast series for Uber driver-partners, aiming to increase engagement. After demonstrating high ROI regionally, championed scaling the channel and produced the company's first national episode.

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Professional Experience *(continued)*

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**EDELMAN**

**Vice President / Senior Account Supervisor, Business + Social Purpose (2012-2015)**

Counseled clients in the development of corporate responsibility platforms and signature programs. Wrote narratives and guided creative content production. Directed thought leadership and media/influencer outreach. As a member of the senior leadership team, managed new business efforts and a portfolio of over \$500K in annual revenue.

- Oversaw outreach programs for REI's Outdoor School education series, as well as the co-op's community and environmental stewardship initiatives. Secured positive coverage in national consumer, business, and trade media.
- Led messaging development and engagement strategy for rollout of eBay's 2.0 Social Innovation platform, raising awareness of the company's goals and key initiatives among national media and other priority stakeholder audiences.

**SPRING CREEK GROUP (INTERPUBLIC GROUP)**

**Strategy & Planning Manager (2011-2012)**

Authored trend reports and provided strategic guidance to inform the development and ongoing management of social marketing programs for clients including HTC, then the #1 smartphone manufacturer in the U.S. As agency marketing communications lead, drove initiatives to promote Spring Creek Group as a social marketing thought leader.

- Served as a lead strategist for new business initiatives that contributed to the agency's triple-digit annual revenue growth and acquisition by global marketing and media company Interpublic Group.
- Managed comprehensive agency rebrand including messaging, design, merchandising, and outreach elements.

**STARBUCKS COFFEE COMPANY**

**Communications Program Manager, Corporate Responsibility & Consumer Packaged Goods (2007-2011)**

Led marketing communications campaigns that drove consumer and employee awareness of Starbucks environmental, community, and sourcing initiatives. Managed communications for Starbucks CPG brands, working with business partners including Pepsi, Unilever, and Kraft to launch new products and ensure all marketing and PR activities were on brand.

- Directed messaging, integration, and outreach for Starbucks award-winning Earth Month campaign, incorporating cause marketing, experiential engagement, advertising, PR, and thought leadership elements. Perception of the company as an environmental leader jumped by over 50% across customer segments.
- Owned campaign planning and execution for successful trade and consumer audience launches of Starbucks category-leading ready-to-drink energy coffee and super-premium ice cream product lines.

**EDELMAN**

**Senior Account Executive, Consumer Marketing (2006-2007)**

**PUBLICIS**

**Account Executive, Marketing Communications (2004-2006)**

**Account Executive / Assistant Account Executive, Advertising (2002-2004)**

**Education**

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**Master of Communication in Digital Media, UNIVERSITY OF WASHINGTON, Seattle, WA**  
**Bachelor of Science in Marketing, MARQUETTE UNIVERSITY, Milwaukee, WI**

**Recognition**

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- 2 Seattle ADDY Silver awards: UberHover Climate Adaptation Project (2016)
- Seattle ADDY Best in Show & National ADDY Silver awards: St-Germain & Uber Biketender campaign (2015)
- National PRSA Silver Anvil Award of Excellence: Earth Month outreach program for Starbucks (2011)
- Puget Sound PRSA Totem award: Getty Images Change Me online activism forum (2007)

# BOARD OF PARKS AND RECREATION COMMISSIONERS

15 Members: Pursuant to *Ordinance 126325*, all members subject to City Council confirmation, 3-year terms:

- 7 City Council-appointed
- 8 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	M	1	1.	At-Large	Ryan Baum	4/1/24	3/31/27	1	Mayor
6	M	6	2.	At-Large	Joshua Seyfried	2/21/23	3/31/25	1	Mayor
6	M	4	3.	At-Large	Steve Lerer	4/1/24	3/31/27	1	Mayor
3	M	3	4.	At-Large	Pasqual Contreras	2/21/23	3/31/26	1	Mayor
6	F	3	5.	Get Engaged	Lauren Lanham	9/1/23	8/31/24	1	Mayor
2	F	4	6.	Commission Seat	Tricia Diamond	4/1/24	3/31/27	1	Mayor
1	M	7	7.	Commission Seat	Phillip Meng	9/26/23	8/31/26	1	Mayor
1	F	4	8.	Commission Seat	Whitney Nakamura	4/1/24	3/31/27	1	Mayor
7	M	1	9.	City Council Dist. 1	Justin Umagat	4/1/24	3/31/27	2	City Council
			10.	City Council Dist. 2	Vacant				City Council
6	M	3	11.	City Council Dist. 3	John Flinn	4/1/24	3/31/27	1	City Council
6	F	4	12.	City Council Dist. 4	Elise Chisholm Clare	4/1/24	3/31/27	1	City Council
2	M	5	13.	City Council Dist. 5	Ammanuel Haile-Luel	7/1/24	6/30/27	1	City Council
6	F	6	14.	City Council Dist. 6	Amy Brockhaus	4/1/22	3/31/25	1	City Council
2	M	7	15.	City Council Dist. 7	Stafford Mays	4/1/22	3/31/25	1	City Council

## 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	3	0	0	2	1	1	0	0	4	0	0	0					
Council	4	2	0	0	0	2	0	0	0	3	1	0	0					
Other																		
<b>Total</b>	<b>9</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>7</b>	<b>1</b>	<b>0</b>	<b>0</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.*