



## City of Seattle Boards & Commissions Notice of Appointment

<b>Appointee Name:</b> JJ McKay		
<b>Board/Commission Name:</b> Pike Place Market PDA		<b>Position Title:</b> Member
<input type="checkbox"/> Appointment OR <input checked="" type="checkbox"/> Reappointment		<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: <i>Fill in appointing authority</i>	<b>Date Appointed:</b> <i>mm/dd/yy.</i>	<b>Term of Position: *</b> 7/1/2022 to 6/30/2026  <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>
<b>Residential Neighborhood/Council District:</b>  <i>Downtown/District 7</i>	<b>Zip Code:</b>  98101	<b>Contact Phone No.:</b>  [REDACTED]
<b>Background:</b> Experienced Executive Leader with track record of success in organizational growth, strategic partnerships, Board governance, Community outreach and Media relationships. Deep experienced in both For-Profit and Non-Profit Board leadership, including chair of Mary's Place and Washington Advisory Board member for US Bank. Engaged community leader with relationships across the US and a strong commitment to the northwest. He is currently the founder and publisher of The Fresh Toast and his prior professional experience includes principle at JJ McKay and Company, a consulting firm focused on growth strategy and partnerships, and the Executive Vice President of the American Heart Association.		
<b>Authorizing Signature (original signature):</b>  <i>Bruce A. Harrell</i> <b>Date Signed (appointed):</b> 1/19/2023		<b>Appointing Signatory:</b> <i>Bruce A. Harrell</i> <i>Mayor</i>

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

JJ McKay



Experienced Executive Leader with track record of success in organizational growth, strategic partnerships, Board governance, Community outreach and Media relationships. Deep experienced in both For-Profit and Non-Profit Board leadership. Engaged community leader with relationships across the US and a strong commitment to the northwest.

## Professional Experience

### **The Fresh Toast**

#### **Founder/Publisher**

2015-Present

Conceived, developed and launched company with 10 full time employees and international media partners. Serve as Publisher/CEO, recruits investors, drive strategy and manages growth of company. In under two years, the company has emerged into the top 5 digital sites in their space. Partnerships include Verizon, most daily US and Canada newspapers, athletes, and Skipta, representing over 50% of US physicians.

### **JJ McKay and Company**

#### **Principal**

2007-2015

Consulting firm focused on growth strategy and partnerships. Worked with early stage to \$100 million companies. Projects including helping launch butter London, the first non-toxic nail polish, expansion of Cardiac Science's federal sales pipeline, work with KOMO Media on enhancing their monetization opportunities and working with solar company SunRun on their mainstream retail strategy.

### **American Heart Association**

#### **Executive Vice President**

1991-2006

In a career spanning 10+ years, oversee the building of various regions for the AHA. Responsibilities included fundraising, board development and management, implementation of programs, media relations, partnership and management. Growth was from 19-61% during the course of tenure. Partnered with Costco, Oprah, Subway and Washington Mutual to enact programs/fundraising with local and regional impact. Provided the start of the national Go Red for Women campaign with programs in Seattle and Portland. On exiting the organization, the only staff member to have held 5 national benchmark concurrently.

## Board Leadership Experience ( For-Profit and Non-Profit)

### **Mary's Place**

#### **Chairman, board member**

2009-Present

*The only emergency crisis shelter for families experience homelessness in Puget Sound.*

Helped guide and oversee the growth of the non-profit from a \$325,000 day shelter to an \$11 million organization that provides services including shelter for 680 families experiencing homeless per night, including families who kids with life-threatening diseases. Lead the effort to building partnerships including Amazon, Starbucks, and The Seattle Hotel Association, built an active board of directors, worked closely with

the Executive Director to expand services. Oversee the build out of our first mid-term building. Negotiated contracts for other facilities including the recent purchase of a former hospital in Burien. Served as a liaison to the City of Seattle and other government agency

## **US Bank**

**Washington Advisory Board Member** 2011 – current

*The fifth largest retail bank in the United States*

Recruited by Market President to develop enhanced community partnerships and stronger community presence. Served as Board liaison for multiple divisions to identify and engage key community stakeholders to drive organizational goals. Served as Board representative and ambassador for US Bank within community functions and event

## **Daily Beast/ Newsweek**

**Advisory Board Member** 2011 – 2014

*Daily digital site delivering original reporting and opinions in politics, pop-culture and power*

Invited by Tina Brown to join Board. Worked directly with senior leadership team to develop strategic partnerships with national advertising agencies, influencers and top brands including Walgreens. Assisted organization in the strategic development and deployment of company mid-market growth plan.

## **Seattle Opera 2004-2014**

*The Northwest's premier opera company*

**Board member, Development & Governance committees**

Chaired the Opera Gala twice doubling the income. Served for four years on the governance and advocacy committees. Lead ad-hoc committees as need to engage different partners, government groups and communities.

## **Seattle Center 50<sup>th</sup> Anniversary Celebration** 2011-2012

*Landmark home of the 1962 World's fair and now a major Washington State attraction*

**Chair**

During the course of 14 months, chaired Seattle Center's 50<sup>th</sup> birthday party. Primary organizer for Complimentary all-day community event with 23,000 attendees, 23 bands performing, children's area for 2,500, food arena, and entertainment.

## **Pilchuck School of Glass** 2006-2012

*Premier global glass arts school founded by Dale Chihuly*

**Board member, Executive, Development and Governance Committees**

Board member serving on the Development committee, Executive Committee and Governance committees. Helped build partnerships to expand the outreach of the organization. Two-year chairman of Governance/Nominations committees. Worked to provide a more active and diverse board and committee to reach various populations.

## **Education**

Bachelor's Degree, University of West Florida

# Pike Place Market Preservation and Development Authority

November 2022

12 Members: Pursuant to *RCW 35.21.730 and Seattle Municipal Code 3.110; all subject to City Council confirmation, 4-year terms:*

- 4 Mayor-appointed
- 8 Other Appointing Authority-appointed (specify): (4) Constituency and (4) PDA Governing Council

## Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
6	M	7	1.	Member	JJ McKay	7/1/22	6/30/26	2	Mayor
6	M	3	2.	Member	Paul Neal	7/1/21	6/30/25	2	Governing Council
6	M	7	3.	Member	Devin McComb	7/1/21	6/30/25	2	Mayor
6	M	7	4.	Member	Nick Setten	7/1/22	6/30/26	2	Constituency
6	M	6	5.	Member	Russell Monroe	7/1/21	6/30/25	1	Constituency
1	M	5	6.	Member	Ray Ishii	7/1/19	6/30/23	2	Governing Council
1	M	7	7.	Member	Gundeep Singh	7/1/20	6/30/24	1	Mayor
6	F	6	8.	Member	Margaret Norton-Arnold	7/1/22	6/30/26	1	Governing Council
6	M	7	9.	Member	Gordon McIntyre	7/1/20	6/30/24	1	Constituency
5	M		10.	Member	David Ghoddousi	7/1/19	6/30/23	5	Constituency
6	F	N/A	11.	Member	Patrice Barrentine	7/1/20	6/30/24	3	Governing Council
6	F	3	12.	Member	Jan Hendrickson	7/1/19	6/30/23	1	Mayor

## 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	3	2			1					3			
Gov. Council	2	1			1					3		1	
Other	4								1	3			
Total	9	3			2				1	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.*