




# City of Seattle Boards & Commissions Notice of Appointment

<b>Appointee Name:</b> <i>Denise Perez Lally</i>		
<b>Board/Commission Name:</b> <i>Equitable Development Initiative Advisory Board</i>		<b>Position Title:</b> <i>Member</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 type="checkbox"/> City Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>	<b>Term of Position: *</b> 3/1/2022 <b>to</b> 2/28/2025  <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>	
<b>Residential Neighborhood:</b> <i>West Seattle</i>	<b>Zip Code:</b> 98116	<b>Contact Phone No.:</b> [REDACTED]
<b>Background:</b> “My core values have led me to my life’s work of healing our community from generational trauma, oppression and racism, through love, compassion, and spiritual belief.” Born into poverty and raised in the West Side neighborhood of Denver, Colorado, Ms. Pérez Lally began her career providing direct services to working families, immigrants and refugees, and children in the Latinx, Afro-Latino and African communities in Washington, Colorado and New Mexico. At an early age, she learned from her grandparents to honor “La Tierra Madre” (mother earth), and to honor our ancestors—A belief she continues to practice today. Denise was the first in her extended family to graduate from college; she is a proud graduate of New Mexico Highlands University. Her continuing education includes training from the People’s Institute, the Center for Creative Leadership, Harvard University’s Kennedy School of Government, and Centro de Estudios Lingüísticos y Multiculturales, in Cuernavaca, Mexico. Ms. Pérez Lally’s proudest accomplishments include being a team member to create income eligible-housing and providing supportive housing services to homeless families in Seattle and King County. Additionally, expanding social services and youth programs for adults, youth and children while centering racial equity. Denise Pérez Lally currently serves as the Senior Director of Housing, Social Services and Economic Development for African Community Housing and Development in Sea Tac, Washington		
<b>Authorizing Signature (original signature):</b>  <b>Date Signed (appointed):</b> 3/29/2023	<b>Appointing Signatory:</b> <i>Bruce A. Harrell</i> <i>Mayor of Seattle</i>	

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

# DENISE PÉREZ LALLY

Proven bi-lingual leader with expertise in, and a deep commitment to, nurturing organizational cultures that center self-awareness, freedom, and healing, particularly for Latinx, Afro-Latino, and African-American communities. Accomplished organizational and policy leader with expertise in fund development, grant management, anti-racist organizational practices, community engagement, coalition building, and program management.

## CONTACT



## EDUCATION

### Leadership for the 21st Century Executive Program Certificate

Harvard University  
John F. Kennedy School of Government  
Cambridge, MA

### Master of Business Administration, coursework

New Mexico Highlands University  
Las Vegas, NM

### Bachelor of Arts, Business

New Mexico Highlands University  
Las Vegas, NM

### Certificate of Spanish Language Instruction

Centro De Estudios Bilingues y Multiculturales, A.C.  
Cuernavaca, Morelos, México

## BOARD SERVICE

### Southeast Seattle Education Coalition

Member, 2015-present

### Racial Equity Coalition

Member, 2019-2022

### Equity Matters

Community Representative, 2016-2017

### King County Immigrant and Refugee Task Force

Member, 2015-2017

### Plaza Roberto Maestas Condominium Association Board of Directors

Vice President, 2015-2021

### ECR & El Patio Condominium Association Board of Directors

Vice President, 2011-2021

## EXPERIENCE

### SENIOR DIRECTOR OF HOUSING, SOCIAL SERVICES, & ECONOMIC DEVELOPMENT

African Community Housing & Development | SeaTac, WA | 2022 - present

- Serve as a key member of the leadership team
- Oversee housing, basic needs, and social services programs
- Steward relationships with key stakeholders
- Manage programs and budgets ensuring high quality programming and culturally responsive case management for the African Diaspora community

### DIRECTOR OF OPERATIONS

Mary's Place | King County, WA | 2021-2022

- Served on Mary's Place executive leadership team as a decision maker to address challenges, opportunities and successes, including COVID-response, strategic planning, housing development projects, new Burien shelter, affordable housing, annual operating plan, budget, policies, fundraising events, and racial equity training organization-wide
- Managed and supervised five direct reports and 23 staff who led food services, facilities, procurement, in-kind, donations, warehousing and transportation ensuring timely and high quality service to 800+ guests, residing in shelters located in Burien, Bellevue, Northshore, downtown Seattle, and South Lake Union
- Prioritized racial equity training for all staff, using the racial equity toolkit in decision making and an understanding and commitment to dismantling institutional and structural racism
- Mentored and coached staff for optimal performance and supported personal development

### DIRECTOR OF HUMAN SERVICES

El Centro de la Raza | Seattle, WA | 2011 - 2021

- **Leadership:** Served as a member of El Centro's executive leadership team, providing strategic advice and support to the Executive Director. Assisted in developing and overseeing 25 programs serving adults and youth. Provided insight and transparency into organizational practices to the Board of Directors.

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- **Anti-Racist & Embodied Practice:** Worked to center racial equity principals in all aspects of programs and services. Ensured all staff members had racial equity training and shared a common understanding and commitment to dismantling institutional and structural racism. Collaboratively developed healing spaces for staff to nurture a culture of both compassion and accountability to achieve justice and healing.
- **Fund Development & Grant Management:** Directly solicited and acquired over \$3M in contract funding in collaboration with a staff grant writer. Managed and maintained on-going funding contracts and relationships. Collaborated to secure funding for COVID-related emergency rental and food assistance.
- **Operations, Management & Work Culture:** Effectively led 27 team members, including six direct reports, lead advocacy efforts at the local, county and state level. Organized community members to address difficult issues, led adult and youth programs, including: Rapid Re-Housing, Emergency Rental Assistance, Transitional Housing and Eviction Prevention, Youth Development, Senior HUB, and much more. Led weekly staff meetings and provide support and accountability for program quality. Identify ongoing professional development support that is responsive to the needs of community and the team.
- **Financial Strategy, Management & Planning:** Expertly planned and managed El Centro's \$4 million human services budget. Prepared, analyzed, and tracked all monthly, quarterly and yearly financial reporting requirements. Produced annual departmental and programmatic budgets. Tracked grant/contract reporting.
- **Community Engagement & Coalition Advocacy:** Led and facilitated grassroots efforts to strengthen relationships and build power in coalition with El Centro's immigrant and refugee community. As part of the Racial Equity Coalition, helped secure resources to fuel the capacity of BIPOC-led movements.

#### **CHIEF OF STAFF, Councilman Paul D. López | 2007-2011**

#### **SENIOR LEGISLATIVE AIDE, City Council President Rosemary Rodriguez | 2003-2007**

#### **LEGISLATIVE AIDE, Councilwoman Debbie Ortega | 1999-2003**

#### **City of Denver, County of Denver | Denver, CO**

- **Strategic Partnership & Collaboration:** Served as a key liaison to the Mayor's office and all city agencies, working to improve communication and further city goals. Directly influenced successful policy wins via strategic partnerships, including: increasing recycling services from 12% to 37% among city residents; securing more than \$3M in capital improvement funding; securing Denver's prominent gateway artwork; attracting new affordable housing developments; expanding public health opportunities for underserved communities; opening a new public pool; and creating a \$30M central public library.
- **Legislation, Policy and Community Engagement:** Facilitated ongoing communication between government and community groups, addressing a variety of concerns including racial equity, public safety, health, affordable housing, utilities, privacy, accessibility, and transparency in government. Served as a community liaison and interpreter, particularly for communities experiencing a lack of belonging in government settings. Participated in monthly community meetings and provided feedback/briefings to stakeholders.
- **Budget Management & Analysis:** Manage multi-million dollar city council office budget, including payroll, administrative overhead costs, facilities, and special projects. Provided budget analysis to help drive prioritization, RFP processes, personnel compensation, and additional considerations.
- **Communication & Crisis Mediation:** Coordinated and managed over 24 press conferences, serving as a City Council representative to the press. Mediated conflicts and identified shared solutions that centered the experiences of community over corporate interests. Provided crisis management for council members and other government representatives, requiring immediate turn around and/or direct action.
- **Research & Writing:** Prepared, drafted, and edited hundreds of press releases and official government communication on behalf of council members. Conducted time-sensitive research and analysis for legislative briefings and hearings. Provided written analysis and historical context for a variety of city projects.

# Equitable Development Initiative Advisory Board

13 Members: Pursuant to *Ordinance 119887*, all members subject to City Council confirmation.

- a) Initial members in positions 3, 6, 9, 12, and 13 shall be members of the Equitable Development Initiative’s Interim Advisory Board as of the effective date of this ordinance
  - b) The initial terms for positions 1, 3, 4, 6, 8, 10, and 13 shall be one year
  - c) The initial terms for positions 2, 5, 7, 9, 11, and 12 shall be two years
  - d) All subsequent terms shall be for three years. With the exception of initial positions 3, 6, 9, 12, and 13 no member shall serve more than two consecutive three-year terms
- 3 City Council-appointed
  - 3 Mayor-appointed
  - 7 Other Appointing Authority-appointed (specify): Initial appointments by Interim Advisory Board, subsequent appointments by Advisory Board

## Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
			1.	Member	Denise Perez Lally	3/1/2022	2/28/2025	1	Mayor
			2.	Member	Evelyn Thomas Allen	3/1/2023	2/28/2026	2	Mayor
			3.	Member	John Rodriguez	3/1/2022	2/28/2025	1	Mayor
			4.	Member	Lindsay Goes Behind	3/1/2022	2/28/2025	1	City Council
			5.	Member	Abdirahman Yusuf	3/1/2023	2/28/2026	2	City Council
			6.	Member	Kaleb Germinaro	3/1/2022	2/28/2024	1	City Council
			7.	Member	Mark R. Jones	3/1/2022	2/28/2025	2	Board
			8.	Member	Jamie Madden	3/1/2022	2/28/2024	1	Board
			9.	Member	Willard Brown	3/1/2021	2/28/2023	2	Board
			10.	Member	Diana Paredes	3/1/2022	2/28/2025	1	Board
			11.	Member	Quanlin Hu	3/1/2022	2/28/2024	2	Board
			12.	Member	Jennell Hicks	3/1/2023	2/28/2026	2	Board
			13.	Member	Sophia Benalfew	3/1/2022	2/28/2025	1	Board

## SELF-IDENTIFIED DIVERSITY CHART

	Male		Female		LGBTQ/ Transgender	NB/ O/ U	(1) Asian	(2) Black/ African American	(3) Hispanic/ Latino	(4) American Indian/ Alaska Native	(5) Other	(6) Caucasian/ Non- Hispanic	(7) Pacific Islander	(8) Middle Eastern	(9) Multiracial
Mayor	1	2	1					1	1						1
Council	2	1						2		1					
Other	4	3				1	1	4	1			1			
<b>Total</b>	<b>6</b>	<b>7</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. 3*