City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Ras Peynado		
Board/Commission Name: Pike Place Market Historical Commission		**Position Title:** Position 1 – Friends of the Market
☒ **Appointment OR** ☐ **Reappointment**	**Council Confirmation required?** ☒ Yes ☐ No	
Appointing Authority: ☐ Council ☒ Mayor ☐ Other	**Term of Position: *** 12/2/2025 to 12/1/2028 ☒ Serving remaining term of a vacant position	
Residential Neighborhood: Greenwood	**Zip Code:** 98117	**Contact Phone No.:** [redacted]
Background: Appointee is the owner and founder of Herban Farm NW, a Market business specializing in locally grown and crafted food products. He is a second-generation Market merchant and a fifth-generation farmer. He upholds the Market's treasured "meet the producer" tradition by emphasizing high interaction with customers and the broader market community.		
Authorizing Signature (original signature): **Date:** **November 7th, 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.*

Ras Peynado

Ras Peynado

[redacted]

[redacted]

[redacted]

Objective

Experienced entrepreneur and team leader with nearly two decades of professional experience in customer service, management, and product development. Seeking opportunities to continue growing a brand that connects people to locally grown, handcrafted food products.

Experience

Owner and Founder, Herban Farm NW

Seattle, WA | 2012 to Present

- Founded and operate a successful urban farm and food business specializing in handcrafted hot sauces, seasonings, and condiments.
- Built and managed a thriving retail presence at Pike Place Market.
- Hired, trained, and led dozens of seasonal and long-term employees.
- Developed and launched over 50 unique products.
- Oversaw farming, production, branding, inventory, e-commerce, and customer engagement.

Licensed Barber, Johnny's Barber Shop

Seattle, WA | 2006 to 2012

- Delivered high-quality grooming services in a fast-paced shop.

Ras Peynado

- Built a loyal client base through strong communication and consistency.

- Maintained cleanliness and professionalism per state regulations.

Education

Roosevelt High School

Seattle, WA | Class of 2005

Skills

- Urban Farming and Sustainability

- Product Development and Branding

- Team Leadership and Staff Training

- Sales and Customer Engagement

- Business Operations and Inventory

- Shopify and Market Retail Management

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
2	M	5	1.	Friends of the Market	Ras Peynado	12-2-25	12-1-28	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 Kiehnau	12-2-24	12-1-27	1	Mayor

SELF-IDENTIFIED DIVERSITY CHART

	(1) Male	(2) Female	(3) Transgender	(4) NB/ O/ U	(5) Asian	(6) Black/ African American	(7) Hispanic/ Latino	(8) American Indian/ Alaska Native	(9) Other	Caucasian/ Non-Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor	6	6	0	0	1	1	0	0	3	5	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	6	6	0	0	1	1	0	0	3	5	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.