



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Efrem Fesaha		
Board/Commission Name: Central Waterfront Oversight Committee		Position Title: Owner of a Commercial/Retail Property
☒ Appointment OR ☐ Reappointment		City Council Confirmation required? ☒ Yes ☐ No
Appointing Authority: ☒ City Council ☐ Mayor ☐ Other:		Term of Position: * 1/1/2026 to 12/31/2027 ☒ Serving remaining term of a vacant position
Residential Neighborhood: Downtown Seattle	Zip Code: 98101	Contact Phone No.: [REDACTED]
Background: Efrem Fesaha is a seasoned executive with a robust career spanning over a decade as a Chief Executive Officer and 14 years as a financial analyst. As the Founder and CEO of Boon Boona Coffee, Efrem has leveraged his extensive financial expertise to grow the company into a thriving business with four owner-operated cafes, ten branded cafes in corporate offices, over 70 grocery store locations, and a strong presence in e-commerce and wholesale. Inspired by the vibrant café culture of Asmara during a transformative trip to Eritrea in 2011, Efrem returned to Seattle with a vision to enter the coffee industry. His entrepreneurial spirit and strategic acumen have since driven Boon Boona Coffee's success. Efrem is dedicated to supporting organizations with a focus on environmental sustainability and social consciousness. His blend of executive leadership, financial expertise, and entrepreneurial drive positions him to contribute meaningfully to mission-driven, community-focused organizations. Efrem is eager to apply his skills and experience to furthering impactful, growth-oriented initiatives.		
Authorizing Signature (original signature):  Date Signed (appointed): 04/14/2026		Appointing Signatory: Rob Saka Seattle City Councilmember

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

Efrem Fesaha

Board Member Bio



Boon Boona Coffee - Since 2012, Boon Boona has been all about coffee and community. Our specialty grade coffee is ethically sourced from Africa exclusively, with a focus on supporting woman-owned growers. The incredible coffee we receive from Africa is roasted locally for the freshest and fastest turnaround, all while producing a high quality coffee experience. We are focused on providing a welcoming cafe that builds community, honoring and incorporating elements of traditional East African coffee ceremony, while fostering an inclusive, community space that serves as a place for gathering. We are proud to provide pop-up opportunities for artists, non-profits, and local small businesses.



Efrem Fesaha
CEO & Founder

Mailing Address:

Efrem Fesaha is a seasoned executive with a robust career spanning over a decade as a Chief Executive Officer and 14 years as a financial analyst. As the Founder and CEO of Boon Boona Coffee, Efrem has leveraged his extensive financial expertise to grow the company into a thriving business with four owner-operated cafes, ten branded cafes in corporate offices, over 70 grocery store locations, and a strong presence in e-commerce and wholesale.

Before establishing Boon Boona Coffee, Efrem made significant contributions to major Fortune 500 companies such as Holland America Cruise Line, Nordstrom, and Amazon. At Amazon, he developed financial models and advised on key financial decisions, managing \$300 million in inbound freight and identifying \$200 million in receivables opportunities. At Nordstrom, he oversaw budgets and financial forecasts for over 600 employees and \$45 million in labor expenses. His expertise also includes negotiating \$5-\$10 million renovations and managing substantial expenses in the cruise industry, particularly fuel and freight logistics.

Inspired by the vibrant café culture of Asmara during a transformative trip to Eritrea in 2011, Efrem returned to Seattle with a vision to enter the coffee industry. His entrepreneurial spirit and strategic acumen have since driven Boon Boona Coffee's success.

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CERTIFICATIONS

- B.A. Sociology, Washington State University 2004
- Minority Business Executive Program, Certificate, University of Washington 2019
- University of Washington, Ascend Program, Certificate 2019

AWARDS

- U.S. Small Business Administration (SBA) Washington Small Business Person of the Year award for 2022
- U.S. Small Business Administration (SBA) Pacific Northwest Small Business Person of the Year award for 2022
- 2022 Urban League's Community Coalition
- 2023 Tabor 100, Community Service Crystal Eagle Award

RECOGNITION

- Ranked as Imbibe's "75 Places to Watch"
- Featured in Time Magazine, Economist, Eater, and Puget Sound Business Journal - topics on Small Business Entrepreneurship and Coffee Industry Expertise

Central Waterfront Oversight Committee

20 Members: Pursuant to Ordinance 125761 and Section 5 amended by Ordinance 126983, 14 members subject to City Council confirmation, all positions shall be 2-years except positions 15 through 20 which shall be permanent.

- 7 Mayor- appointed
- 7 City Council- appointed
- 6 Other Appointing Authority: Chief Executive Officer, Executive Director or designee

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
			1.	At-Large (Environmental)	Donny Stevenson	1/1/26	12/31/27	3	Mayor
			2.	At-Large (Labor)	Katie Garrow	1/1/26	12/31/27	3	Council
6	M	7	3.	At-Large	Gerry Johnson	1/1/26	12/31/27	3	Mayor
			4.	At-Large	Pamela Quadros	1/1/26	12/31/27	2	Council
			5.	At-Large	Eric R. Howard	1/1/26	12/31/27	2	Mayor
3	F	2	6.	At-Large	Michelle A. Rusk	1/1/26	12/31/27	2	Council
			7.	LID Residential Tenant	Leslie Veloz	1/1/26	12/31/27	2	Mayor
6	M	6	8.	LID Commercial Tenant	Jim Rowe	1/1/26	12/31/27	3	Council
			9.	LID Hotel Property Owner	Benjamin Cohen	1/1/26	12/31/27		Mayor
6	F	7	10.	LID Condominium Owner	Emily Hooper George	1/1/26	12/31/27	3	Council
6	M	7	11.	LID Residential Apartment Property Owner	Edward M. Leigh	1/1/26	12/31/27	3	Mayor
			12.	LID Office Property Owner	Ryan Smith	1/1/26	12/31/27	2	Council
			13.	LID property on or within one block of Pike/Pine St. owner	Shawn Jackson	1/1/26	12/31/27	3	Mayor
			14.	LID Commercial/Retail Property Owner	Efrem Fesaha	1/1/26	12/31/27	1	Council
6	F	3	15.	Pike Place Market PDA	Rachel Ligtenberg	9/1/25			Executive Director (or designee)
			16.	Seattle Aquarium Society	Meg McCann	1/1/26			Chief Executive Officer (or designee)
6	M	4	17.	Downtown Seattle Association/MID	Jon Scholes	12/31/19			Chief Executive Officer (or designee)

6	M	NA	18.	Seattle Historic Waterfront Association	Bob C. Donegan	12/31/19			Executive Director (or designee)
6	F	2	19.	Alliance for Pioneer Square	Lisa Dixon Howard	12/31/19			Executive Director (or designee)
			20.	Port of Seattle	Geri Poor	1/1/24			Executive Director (or designee)

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									2			
Council	1	2					1			2			
Other	2	2								4			
Total	5	4					1			8			

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.