



City of Seattle
Council Position No. 8
Applicant Summary

Applicant Name: Brianna McDonald

Yes/No	Description: The following provides a summary of relevant experience, as provided by applicant in his/her application materials submitted on or before October 1, 2017.
N	Does applicant express an understanding of Seattle city government operations and legislative processes?
N	Does applicant identify experience or knowledge of public sector budget processes?
N	Does applicant identify any prior work or volunteer experience developing a budget for an organization (e.g. for-profit company, non-profit organization)?
N	Has applicant demonstrated or articulated a commitment to race and social justice—particularly, in recognition of the diverse populations who work and/or reside within the City of Seattle?
Y	Has applicant demonstrated or articulated an understanding of public policy issues (such as homelessness, affordable housing, public health, law and justice, etc.)?
N	Did applicant indicate whether he/she previously served in a publicly elected office?
Y	Did applicant indicate whether he/she has served—past or present—on a Seattle-area board or commission?
Y	Did applicant indicate whether he/she has played a role in social advocacy?
Y	Did applicant identify managerial or supervisor work experience?
N	Is the applicant a current or former City of Seattle employee?
N	Did applicant identify any potential conflicts of interest on the financial interest statement?
Y	If references were included in the application package, did applicant sign and return the Reference Checking Consent and Authorization Form?
	Comment(s):

HR USE ONLY
Date of Review: <u>9/29/17</u>
Reviewer Initials: <u>KJ</u>



City of Seattle

FINANCIAL INTEREST STATEMENT – CANDIDATES FOR COUNCIL POSITION 8

All City of Seattle officials and employees are subject to the provisions of Seattle Municipal Code (SMC), Chapter 4.16, (the "Ethics Code"). The purpose of the Ethics Code is to ensure that no public office is used for personal gain; and that the public have confidence in the integrity of its government. An individual with certain financial interests may be prohibited from participating in City business, as specified in the Ethics Code. Please see SMC 4.16.070, attached as **Exhibit A**, for a list of prohibited conduct.

The City Council is interested in knowing whether you have any financial interests that could be an issue with your service on the Council. Please answer the following questions to the best of your ability. Answering "Yes" does not necessarily disqualify you from consideration:

- 1. Do you, or any member of your family, **receive compensation** from any person or entity that engaged in any transactions or activities with Seattle City government in the past five years? No Yes, please complete item 1 on page 2.
- 2. Do you, or any member of your family, have a **direct financial interest** in any person or entity that engaged in any transactions or activities with Seattle City government in the past five years? No Yes, please complete item 2 on page 2.
- 3. Have you, or any member of your family, served in the past five years as an officer, director, trustee, or employee of an entity that engaged in any transactions or activities with Seattle City government? No Yes, please complete item 3 on page 2.
- 4. After referencing SMC 4.16.070, do you have any other relationships, employment history or financial interests that you feel could be an issue with your service on the Council under the Ethics Code? No Yes, please complete item 4 on page 3.

I certify under penalty of perjury under the laws of the State of Washington that the information provided on this page and on page 2 and on all attached sheets is true and correct and that I have made reasonable inquiry to determine the truth, accuracy, and completeness of my responses.

Signature: Brianne McDonald
Signed at Seattle, Washington
(City or other location must be filled in.)

Date: 9/29/17

Note: If you are appointed to the City Council, you will be required to complete a "Personal Financial Affairs Statement" on a form provided by the Seattle Ethics and Elections Commission (SEEC). Please see SEEC Form F1, attached as **Exhibit B**

EXPLANATIONS FOR RESPONSES ON PAGE 1: (Use additional sheets if necessary. For assistance, please call the Seattle Ethics and Elections Commission at 684-8500.)

1. Please provide the name and address of each person or entity for which you answered Yes on page 1

Name: _____
Address: _____

2. Please provide the name and address of each entity for which you answered Yes on page 1.

Name: _____
Address: _____

3. Please indicate (i) the name of the person holding the position (you or an immediate family member); (ii) the title of the office, directorship, trusteeship or employment held; and (iii) the name and address of the entity.

Person holding the position: _____
Position held with entity: _____
Entity name: _____
Entity address: _____

4. Please describe the relationships, employment history or financial interests for which you answered YES on page 1.

Brianna M. McDonald

September 28, 2017

Seattle City Council
Seattle City Hall
601 5th Ave
Seattle, WA 98104

FILED
CITY OF SEATTLE
2017 SEP 29 10:12:05
CITY CLERK

Dear Council Members,

I am writing to apply for the City Council seat Position 8. I am currently an Owner and Director of Operations at the Keiretsu Forum Northwest. We have owned our business here in the Pacific Northwest for over 12 years. Our organization has worked with over 1,000 companies, funded 262, and funded nearly 130 million in companies in the Pacific Northwest alone. Last year our members invested 46 million in companies nationwide in their go-to-market stage making us the most active Angel Venture Group (according to Pitchbook data). This effort has not only created job growth for our community, but has brought to light innovation, and forward thinking that has led to the progress of our City over the last two decades.

I have lived in the Seattle area since 1992 and in the City of Seattle since 1998. I am extremely passionate about our city, neighborhoods, businesses, and residents. My entrepreneurial background gives me unique positioning on the City Council that is not currently represented. My position allows me to challenge executives in their businesses as well as their strategy for scale, which in the end helps them to see other routes to get to their desired goal. I strive in my profession to be open to other viewpoints, use facts and data to create educated decisions. I pride myself in my ability to work together with others even when we may not agree. I help them see both sides of the story. When you are growing a company many aspects of the business need to be cultivated carefully and when bringing in outside investment from individuals you need to be thoughtful about the money spend. At the end of the day, how companies arrive at profitability is through a lean financial plan.

This is where my skill set could work in alignment with the desired goals of the City. I can support the City by helping to streamline the financial goals and work together with other members to create a budget for the upcoming year. The taxpayers are the City's investors and I bring to the table the experience and understanding of the importance of this role. I feel my perspective on the City Council would maintain a balance that Mayor Burgess brought to the Council and create a stable environment to help move smoothly through the current transition.

Thank you for your time and consideration and I look forward to the opportunity to serve the residents of Seattle.

Sincerely,



Brianna McDonald

Brianna M. McDonald

Operations & Business Development professional with over 10 years of combined experience in marketing and sales strategy execution, strategy, angel investing, business-to-business consulting, relationship management, and leading collaborative teams in both business and community.

Owner, Director of Operations, Keiretsu Forum Northwest, Seattle, Washington **May 2017- Present**

Membership organization of Angel Investors in the world that invest in quality startups, using strict due diligence process.

- Responsible for overseeing the production of 25 events each month
- Managing a team of four individuals to assure performance and deliverables
- Working with our membership to assure satisfaction, receiving feedback, and making changes appropriately.
- Bringing in new membership and on boarding them into the Keiretsu community
- Enhance Programs surrounding membership satisfaction, screening companies, pitch coaching, and streamlining screening committees.
- Organize and contribute to the production of the Angel Capital Expo, which includes six events over four days totaling 750 people in attendance.

Managing Director, McDonald Ventures LLC, Seattle, Washington **2006 – Present**

Provides professional services to emerging growth companies and fund managers on capital formation structures and investor relations strategies.

- Responsible for working with emerging companies to accelerate growth through strategic planning, due diligence preparation and targeted introductions.
- Advise on proper corporate structure necessary to facilitate company financing and revenue growth; assemble fundraising and due diligence materials to raise capital.
- Partner with Founder to work with over 30 startup companies to meet their unique capital needs through global network of over 1,500 Angel Investors, many in the Pacific Northwest chapter.

Owner, Due Diligence Lead/Active Member, Keiretsu Forum Northwest, Seattle, Washington **2005 – Present**

Membership organization of Angel Investors in the world that invest in quality startups, using strict due diligence process.

- Volunteer with responsibilities of leading due diligence, participating in deal screening and forums, reviewing product market, barriers to entry, leadership teams, competition, and exit strategies.
- Successfully led due diligence on two companies in the tech and apparel verticals, including submitting and reviewing necessary documentation and business intelligence, coordinating site visits, attending product demos, conducting interviews with company employees and leadership, and delegating various areas of focus to potential investors for further review.


Real Estate Broker, REALTOR – Windermere Real Estate, Seattle, Washington **2005 – 2013**

\$20M residential real estate brokerage and member of National Association of Realtors.

- Responsible for full cycle residential real estate business, including educating clients on current market conditions, buying and selling, negotiating transactions, and coordination of escrow, title, and lenders.
- Provided a high touch customer service model for Microsoft executives and transferees that was recognized by Microsoft Corporate through the designation of Microsoft Preferred Executive Relocation Expert.

COMMUNITY ACTIVITIES

North Seattle Community College Coop	2008-2012
Infant Coop- Secretary	2008-2009
North Seattle Toddler Coop – Parent Coordinator	2009-2010
Latona Pre 3's Coop – Chair	2010-2011
North Seattle Toddler Coop – Chair	2012 -2013
Celebrity Waiter's Luncheon Auction	2005-Present
Seattle Leukemia Lymphoma Society & Millionair Club	
Union Gospel Mission Search and Rescue	2016 - Present
Wedgwood Community Council; President, Transportation Chair	2013-2015
University of Washington, Seattle, Washington	2000-2002
• Bachelor of Arts, History; minor in Political Science	
• Phi Sigma Theta National Honor Society Member	

John Finelli,


Seattle City Council
Et al.
Seattle City Hall
601 5th Ave,
Seattle, WA, 98104

Dear Seattle City Council:

Please consider Brianna McDonald for the unfilled Position 8 Council seat.

I have known Brianna since 2014 and consider her to be one of our neighborhoods passionate leaders. During Brianna's three year term with the Wedgwood Community Council, she was the transportation committee chair for two years before becoming the organizations board president. During Brianna's service, she was influential in helping to draw attention to many of our neighborhoods need for sidewalk improvements and safe routes to school. Brianna also has the foresight into zoning needs centered towards small business.

Brianna's dedication to our community and her family, truly defines the hardworking charismatic and compassionate woman she is. Brianna has the drive and determination to see a truly inclusionary Seattle, one of equality, equability, and smart growth.

Thank you

Sincerely,



John Finelli,
Wedgwood Community Council Board President




OneEightyFoundation

WHERE DIRECTION IS GIVING

September 28, 2017

Seattle City Council
Seattle City Hall
601 5th Ave
Seattle, WA 98104

Dear Council Members,

I am pleased to offer my personal and professional endorsement of Brianna McDonald. Brianna is poised, engaging and enjoys the respect of an extensive network of public and private sector leaders. I was first introduced to Brianna in 2016 and upon meeting her, we discovered there was a unique alignment between both of our organizations and moved forward with creating a community partnership with Brianna's organization, the Keiretsu Forum Northwest. She is deeply passionate about helping people who are facing difficult situations through entrepreneurship and small business. Brianna is passionate about providing a space for people to grow to achieve their goals. She is knowledgeable on issues relating to entrepreneurship, technology, business, investment, public policy, and understands the unique offerings each can bring to social impact collaborations. She expertly communicates shared value in a way that resonates with both business executives and nonprofit leaders. Her enthusiasm for partnerships and public relations expertise make her an effective choice for any public-facing, high stakes role.

Sincerely,

Barbie Seifert
Executive Director
One Eighty Foundation

oneeightyfoundation.org

September 28, 2017

Heather Lewis

Seattle City Council
Seattle City Hall
601 5th Ave
Seattle, WA 98104

Dear Council Members,

I am pleased to offer my personal and professional endorsement of Brianna McDonald. Brianna and I first partnered through the Social Venture Partners Fast Pitch program in 2016. I was impressed by her humility and the depth of her entrepreneurial knowledge. Brianna is poised, engaging and enjoys the respect of an extensive network of public and private sector leaders. Since that time, we have participated in ongoing regional conversations focused on smart cities, economic development, policy and planning. She has a deep understanding of issues relating to technology, business development and public policy. Brianna appreciates how advancements in technology can make city services more efficient, promote digital equity, and improve overall livability, but is cognizant of the need to weigh these benefits against potential threats to residents' privacy, and mitigate any potentially harmful impacts that cloud-based pose to existing brick and mortar businesses, city tax bases, etc.

I have found her to be an ethical, reliable and trustworthy individual and believe she has the temperament and experience to serve Seattleites effectively in this role.

Sincerely,

Heather Lewis

Government Affairs at Rover.com
Vice Chair, City of Seattle Community Technology Advisory Board
Member, UW Cybersecurity Business Leadership Council



LEGISLATIVE DEPARTMENT

Human Resources

Reference Checking Consent and Authorization Form

Disclosure

Please read the information on this form carefully and completely.

I have applied for appointment to the Seattle City Council and have provided information about my previous employment and professional references. I authorize the City of Seattle to obtain my academic records and conduct a reference check with my present and/or past employers, professional references, and additional references provided by my present and/or past employers or professional references. I understand that reference information may include, but not be limited to, verbal inquiries or information about my employment performance, professional demeanor, rehire potential, dates of employment, salary, and employment history.

My signature below authorizes my former or current employers and references to release information regarding my employment record with their organizations and to provide any additional information that may be necessary for my application for appointment to the City Council. I knowingly and voluntarily release the City of Seattle and any and all persons or entities providing a reference from any and all liability arising from release or receipt of information about my employment history, my academic credentials or qualifications, and my suitability for appointment to the City Council.

Brianna McDonald
Name

Brianna McDonald
Signature

9/29/17
Date

From: [Brianna McDonald](#)
To: [Villa, Christie](#)
Cc: [LEG_CouncilAppointmentApplications](#)
Subject: Completed Application Materials
Date: Friday, September 29, 2017 4:44:40 PM
Attachments: [City Council Cover Letter.pdf](#)
[Brianna Resume 2017.pdf](#)
[Financial Interest Statement.pdf](#)
[Reference Authorization Form.pdf](#)
[reference letter 1.pdf](#)
[Brianna City Council Reference.pdf](#)
[Brianna City Council Reference 2.pdf](#)

Good Afternoon Christie,

Thank you for reaching out regarding my missing documents. I have completed the missing documents stated below. Please let me know if anything else comes up prior to the October 1 deadline that you will need from me. If nothing else is required, can you please send confirmation of complete application.

Thanks again and have a good weekend.

Regards,
Brianna McDonald


Success is not final, failure is not fatal: it is the courage to continue that counts. - Winston Churchill

This electronic transmission and any documents accompanying this electronic transmission may contain information that is confidential and/or legally privileged. The information is intended only for the use of the individual or entity named above. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution or the taking of any action in reliance on or regarding the contents of this electronically transmitted information is strictly prohibited. If you have received this e-mail in error, please notify the sender and delete this message immediately.

From: Villa, Christie [mailto:Christie.Villa@seattle.gov]
Sent: Friday, September 29, 2017 3:20 PM
To: Brianna McDonald <brianna@keiretsuforum.com>
Subject: Application materials

Dear Ms. McDonald.

Thank you for your submittal. Please be advised we have not received your completed *Financial Interest Statement Form* or *Signed Reference Authorization Form*.

Please submit those prior to the October 1, 5:00 p.m. deadline.

Kind regards,

Monica Martinez Simmons, MMC
City Clerk

Legislative Department - Office of the City Clerk
600 Fourth Avenue, Floor 3
PO Box 94728
Seattle, WA 98124-4728
(206) 684-8361

