
Name of Council Member

UNCONTESTED APPOINTMENTS

Endorsement

Visit Alexandria Board of Governors
(3-year term)

1 National or International Trade or Professional Association Executive

_____	Denise Jackson (residency waiver required)	Patricia Washington, President, Visit Alexandria
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1 Representative from any of the four categories (hotel, restaurant, association, or retail)

_____	Mark Matthews (residency waiver required)	Patricia Washington, President, Visit Alexandria
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1 At-Large Citizen Member

_____	Emma Quinn (residency waiver required)	Patricia Washington, President, Visit Alexandria
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May 21, 2021

Alexandria City Council
301 King Street
Alexandria, VA 22314

Honorable Mayor and Members of City Council,

The Visit Alexandria Board of Governors respectfully asks you to approve the application of the following nominees in **bold** text to serve on our Board, with **3-year terms beginning July 1, 2021**. Note that "1 of 4" is defined by our Bylaws as a representative from one of the following sectors: Hotel, Retail, Restaurant, or Association.

One Association Seat, formerly held by Lori Swain who will have completed her final term:
Denise Jackson, MCI USA

One Hotel seat, held by nominee after filling a vacancy but who is now nominated for first full term:
Tristan Harris, Embassy Suites Alexandria Old Town

One At-Large seat, currently held by Denise Jackson (see above):
Emma Quinn, Building Momentum

One "1 of 4" seat, currently held by Larry Ponzi whose final term is expiring:
Mark Matthews, National Retail Federation

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Patricia Washington". The signature is fluid and cursive, with the first name "Patricia" being more prominent than the last name "Washington".

Patricia Washington
President & CEO, Visit Alexandria
Secretary, Visit Alexandria Board of Governors

CC: Emily Baker, Gloria Sitton, Kate Ellis

Personal Data Record Form*residency waiver***Profile****FOR PUBLIC INFORMATION**

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New Applicant or Current Member☒ Current Member

Denise

First Name

Jackson

Last Name

Email Address

Date of Birth**Place of Birth****Home Address**

Street Address

City

Primary Phone

Suite or Apt

State

22307

Postal Code

Alternate Phone

MCI Association Solutions

Employer

Vice President

Job Title

Applicants may only apply for **ONE** board/commission/committee at a time.

Which Boards would you like to apply for?

Visit Alexandria Board Of Governors: Submitted

Denise Jackson

Type of Position/Role

current Board member

Demographics

Do you currently live in the City of Alexandria?

☐ Yes ☒ No

If yes, how long?

Have you ever attended a meeting of the Board or Commission for which you are applying?

☒ Yes ☐ No

Have you ever served the City of Alexandria in any capacity?

☒ Yes ☐ No

If yes, please explain

I currently serve on the Board of Governors for Visit Alexandria Also Carpenter Shelter Volunteer

Interests & Experiences

Statement of Interest/Why You Should Be Appointed

I have been very involved in the tourism industry for over 25 years. I have worked for other Convention and Visitors bureaus to help market the destination and promote tourism. Currently I work for a large global association management company and am passionate about marketing and promoting Alexandria as a top meeting and tourism destination. I am a resident of Alexandria for the past 30 years and it has been a joy to watch it grow into the incredible destination it is today.

Are you currently a member of a City Board, Commission, Committee or Authority?

☒ Yes ☐ No

If yes, please list the board:

Visit Alexandria

How many terms have you served on this board?

1

Denise Jackson

If you have served more than two consecutive terms on this board, please state the specific qualifications you possess which merit consideration for continued service:

N/A

Have you applied for a position on a City Board, Commission, Committee or Authority in the last six months?

☐ Yes ☒ No

If yes, please state the names of the boards for which you have applied

N/A

[Upload a Resume](#)

Are you now paid by the City of Alexandria?

☐ Yes ☒ No

If yes, please state your department, job title, and describe your duties:

N/A

Do any of your immediate relatives or business associates now serve the City of Alexandria in any capacity?

☐ Yes ☒ No

If yes, please explain:

Attendance Requirements: Sec. 2-4-7 of the City Code requires appointees to attend at least 75% of the yearly committee meetings. Absences may be excused because of personal illness or serious illness of members of the immediate family, death of a family member, unscheduled business trips and emergency work assignments only. All other absences are recorded as unexcused. In light of the aforementioned statement, will you be able to attend at least 75% of the regular meetings of the board which you may be appointed?

☒ Yes ☐ No

If applicable, will you comply with the provisions of the City's conflict of interest requirements in City Ordinance 2867?

☒ Yes ☐ No

EDUCATIONAL BACKGROUND (Please list certificates, diplomas, degrees, seminars, etc.):

Bachelor of Arts - College degree, Certificate in Association Management

Denise Jackson

SUMMARY OF WORK AND PRACTICAL EXPERIENCE (Please list titles and duties for the past five years):

MCI Association Solutions- Vice President of Client Partnerships Association Headquarters- Vice President of Business Development

REFERENCES (Please list names and addresses of four references that you have contacted and support your application).

[REDACTED]

Non-Discrimination Data Supplemental Questions

By submitting this application electronically, I hereby certify that all information contained herein is true and complete and that the transaction will be subject to the Virginia Uniform Electronic Transactions Act..

SUBMISSION OF THIS PAGE IS VOLUNTARY

Confidential - NOT FOR PUBLIC INFORMATION

**Non-Discrimination Data Supplemental Questions
For Applications to City Boards, Commissions, and Committees**

Completion of this section is **VOLUNTARY**. When completed, the section is separated and redacted from your application prior to the application's submission to City Council. **COUNCIL AND STAFF DO NOT USE THIS FORM IN DETERMINING APPOINTMENTS.** Information provided in this section is treated confidentially and the information is forwarded to the Alexandria Office on Human Rights for compilation of statistics. One responsibility of the Human Rights Commission (HRC) is to track whether the diversity in our City's population is reflected in appointments made to boards, commissions, committees and authorities; the HRC does this using only data supplied on this form. The HRC reports statistics only to Council.

The HRC's main role is to ensure discrimination does not occur in our city based on race, color, sex, religion, ancestry, national origin, marital status, familial status, age, sexual orientation or disability with respect to housing, employment, public accommodations, health and social services, education, credit or city contracts.

Date of Application

[REDACTED]

Personal Data Record Form*residency waiver***Profile****FOR PUBLIC INFORMATION**

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New Applicant or Current Member☒ New Applicant

Mark

First Name

Mathews

Last Name

Email Address

Date of Birth**Place of Birth****Home Address**

Street Address

Suite or Apt

City

State

22307

Postal Code

Primary Phone

Alternate Phone

National Retail Federation

Employer

Vice President, Research
Development & Industry Analysis

Job Title

Applicants may only apply for **ONE** board/commission/committee at a time.

Which Boards would you like to apply for?

Visit Alexandria Board Of Governors: Submitted

Mark Mathews

Type of Position/Role

1 of 4

Demographics

Do you currently live in the City of Alexandria?

☒ Yes ☐ No

If yes, how long?

8 years

Have you ever attended a meeting of the Board or Commission for which you are applying?

☐ Yes ☒ No

Have you ever served the City of Alexandria in any capacity?

☐ Yes ☒ No

If yes, please explain

Interests & Experiences

Statement of Interest/Why You Should Be Appointed

As a resident of Alexandria and a employee of the National Retail Federation, I take a keen interest in the commercial and retail development of the area in which I live. My wife is a retailer and when we moved here from London, one of the reasons we chose this area was because of the character of Old Town and the charm of it's shopping areas, which are reminiscent of the downtown areas in many European cities. Having seen the challenges that these areas face as the nature of cosumerism evolves, we're very interested in working to retain the best of the old and marrying these traditional elements to new trends and developments in order to retain and grow the vibrancy of Old Town. In my role as head of research at NRF, I am exposed on a daily basis to the reimagining of the modern retail industry and the best in class retailers who are changing the face of how retail works in America. I believe this exposure qualifies me uniquely to serve as a valuable resource on the Board of Governors of Visit Alexandria.

Are you currently a member of a City Board, Commission, Committee or Authority?

☐ Yes ☒ No

If yes, please list the board:

Mark Mathews

How many terms have you served on this board?

If you have served more than two consecutive terms on this board, please state the specific qualifications you possess which merit consideration for continued service:

Have you applied for a position on a City Board, Commission, Committee or Authority in the last six months?

☐ Yes ☒ No

If yes, please state the names of the boards for which you have applied

[Upload a Resume](#)

Are you now paid by the City of Alexandria?

☐ Yes ☒ No

If yes, please state your department, job title, and describe your duties:

Do any of your immediate relatives or business associates now serve the City of Alexandria in any capacity?

☐ Yes ☒ No

If yes, please explain:

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☒ Yes ☐ No

If applicable, will you comply with the provisions of the City's conflict of interest requirements in City Ordinance 2867?

☐ Yes ☒ No

EDUCATIONAL BACKGROUND (Please list certificates, diplomas, degrees, seminars, etc.):

Bachelor of Science in Business Administration, Georgetown University

Mark Mathews

SUMMARY OF WORK AND PRACTICAL EXPERIENCE (Please list titles and duties for the past five years):

Vice President of Research Development and Industry Analysis at the National Retail Federation. In this role I lead all research activities of NRF across consumer, industry, policy, economic and workforce arenas.

REFERENCES (Please list names and addresses of four references that you have contacted and support your application).

[REDACTED]

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Date of Application

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Personal Data Record Form

residency waiver

Profile

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New Applicant or Current Member

☒ Current Member

Emma

First Name

Quinn

Last Name

Email Address

Date of Birth

Place of Birth

Home Address

Street Address

Suite or Apt

City

State

20816

Postal Code

Primary Phone

Alternate Phone

Building Momentum

Employer

Senior Associate of
Programming and Marketing

Job Title

Applicants may only apply for **ONE** board/commission/committee at a time.

Which Boards would you like to apply for?

Visit Alexandria Board Of Governors: Submitted

Emma Quinn

Type of Position/Role

Demographics

Do you currently live in the City of Alexandria?

☐ Yes ☐ No

If yes, how long?

Have you ever attended a meeting of the Board or Commission for which you are applying?

☐ Yes ☐ No

Have you ever served the City of Alexandria in any capacity?

☐ Yes ☐ No

If yes, please explain

I have worked directly with the city for events and programming when I worked with Port City.

Interests & Experiences

Statement of Interest/Why You Should Be Appointed

I am always looking for ways to help and improve the great city of Alexandria! I have now worked in the West End of Alexandria for 8 years and have a lot of insight into the area.

Are you currently a member of a City Board, Commission, Committee or Authority?

☐ Yes ☐ No

If yes, please list the board:

How many terms have you served on this board?

If you have served more than two consecutive terms on this board, please state the specific qualifications you possess which merit consideration for continued service:

Have you applied for a position on a City Board, Commission, Committee or Authority in the last six months?

☐ Yes ☐ No

If yes, please state the names of the boards for which you have applied

Upload a Resume

Are you now paid by the City of Alexandria?

☐ Yes ☐ No

If yes, please state your department, job title, and describe your duties:

Do any of your immediate relatives or business associates now serve the City of Alexandria in any capacity?

☐ Yes ☐ No

If yes, please explain:

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☐ Yes ☐ No

If applicable, will you comply with the provisions of the City's conflict of interest requirements in City Ordinance 2867?

☐ Yes ☐ No

EDUCATIONAL BACKGROUND (Please list certificates, diplomas, degrees, seminars, etc.):

Virginia Commonwealth University B.A., International Studies, Comparative Concentration B.A., Religious Studies

SUMMARY OF WORK AND PRACTICAL EXPERIENCE (Please list titles and duties for the past five years):

Building Momentum - Senior Associate of Programming and Marketing Port City Brewing Company - Marketing and Events Manager, Social Media and Events Manager, Office Manager

Emma Quinn

REFERENCES (Please list names and addresses of four references that you have contacted and support your application).

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