



# Application Form for Position No. 2 Kirkland City Council

Please return your letter of interest and completed application form to the City Clerk's Office no later than 5 p.m. on Tuesday, April 9, 2013. You may submit your application materials in the following ways: Email to [kanderson@kirklandwa.gov](mailto:kanderson@kirklandwa.gov) or hand deliver to Kirkland City Clerk's Office, 123 5<sup>th</sup> Avenue, Kirkland, WA 98033. Applicants selected for interview must be available on Tuesday, April 16, 2013 between 4:30 and 7:00 p.m.. If you need an accommodation in the application process or if you have questions about this application process, please call City Clerk Kathi Anderson at (425) 587-3197. Persons with a disability who need assistance in the application process or who need this application in an alternative format may call (425) 587-3190 or TTY Relay 711.

**NOTE: Please provide answers for all of the questions listed below. A one page resume may be submitted in lieu of question 2. All other responses should be limited to 250 words. Responses may be provided as an attachment to this application.**

*All information on this form, including any attachments, except Personal Information, will become public information when submitted.*

Name: Michelle Goerdel

## 1. Applicant's Statement of Qualifications:

**In order to be considered for this appointment, you must have been a resident of the City of Kirkland for at least one year at the time of the election and you must be a registered voter.**

- a) Will you have been a Kirkland resident for at least one year as of August 6, 2013? Yes  No
- b) Are you a registered voter? Yes  No

## 2. Describe your education, occupational background and/or community activities that qualify you to serve as a Kirkland City Council member. You may provide this information in a resume not to exceed one page:

Please see attached one page resume. Please note that I had not been as active in the community the last few years while I started and stabilized my new business but that I have recently begun looking into opportunities to re-engage.

## 3. Describe why you are interested in serving on the Kirkland City Council:

I have always been interested in opportunities to serve my community and have previously been involved with a number of non-profit and city boards and commissions in order to fulfill that desire to serve. It is very important to me that I use my time and talents to collaboratively create a better community for all of us.

I have significant experience in finance and business that I believe City Council and staff could use to help with continued outreach to businesses that will, in turn, generate additional economic development and future city revenue.

In short, I want to be a significant part of growing a vibrant Kirkland with a thriving and stable employment base, which in turn supports our fabulous neighborhoods, parks, and schools. I believe that serving as a Kirkland City Council member would allow me to do so in the broadest manner possible.

4. What do you see as the top three issues currently facing the Kirkland City Council? For each issue, describe the nature of the issue or problem to be addressed, what policy guidance you would provide as a Council member to address the issue and your preferred solution(s). You may provide up to 250 words for each issue.

**4a. Issue #1** Planning continues to be a sore spot in the city. Neighborhoods feel that they are not being considered in the rush for growth. Business owners and developers feel that they are being shortchanged when plans are changed after they have put money into developing their property. No one seems to say that the process is efficient or inclusive. Why is this when we have a great staff? This is not an easy problem to solve but its worth the time if we can decrease the consistent outcry from constituents and at least some of the resulting lawsuits that occur. I would suggest two opportunities: a look into how we can more clearly and regularly do outreach to constituents and a return to doing the neighborhood plan update committees, although in a less costly form (both \$ and staff time) as I remember from prior budget sessions that this was a major reason why they were dropped. I believe that the latter is most important as it regularly allows the city to bring in a new group of interested citizens and business owners who learn a tremendous amount about the planning process without having to be on the planning commission. The more educated residents are and the more input the city can get on how residents want their neighborhoods and commercial areas, the less likely we are to see as many lawsuits and complaints.

**4b. Issue #2:** Economic development continues to be an issue in the city but also an opportunity. With the downturn this was to be expected, however a robust outreach to attract and retain small and midsize businesses to the city should begin now. What I have heard from business owners in other cities when I meet with them is that they would not relocate to Kirkland based on issues from the tax structure to the large number of regulations and the experiences of fellow businesses that have tried to do business here. I believe this is a three-fold process: outreach to King County businesses to find out what would incentivize them to relocate to Kirkland, a continuing effort to streamline the business relocation process, and a targeted marketing program to the companies we want to attract. As a city council member my role in this would be to help secure the funding to do the project, be actively involved in the process, and work with fellow city council members on any changes to policy that is needed based on the results assuming that they are consistent with the needs/wants of the Kirkland constituency.

**4c. Issue #3:** The long-term issue Kirkland continues to face is the reality of future expenses that are likely to far exceed revenues as they are currently projected- an issue that we face at all levels of government. It has been a part of the conversation during every city budget process since I got involved in city boards and commissions but continues to be an issue. I believe that it is of paramount importance that the council makes decisions about how the city will fund projected shortfalls and develop a policy that guides future budgeting decisions. I do not have a preferred solution but envision a policy that will guide the city budget planners and city council during the budgeting process, add additional hurdles to approve new spending, and prioritize what is mandatory spending versus what might automatically be cut back during another downturn.

5. If appointed, would you seek election to the City Council in 2013? Yes  No  Undecided

6. How long have you lived in the City of Kirkland or in the newly-annexed area? 20 years

Your Signature\*: \_\_\_\_\_ Date: \_\_\_\_\_

**\*Applications submitted electronically will be signed during the interview process.**

**Michelle A Goerdel**  
**Occupation, Education, and Community Service Experience**

**Experience**

February 2010-Current <b>Owner, President</b>	<b>Biz Loan Link</b>	<b>Kirkland, WA</b>
October 2007-November 2009 <b>Vice President, Seattle Commercial Lending</b>	<b>Union Bank</b>	<b>Seattle, WA</b>
April 2006-October 2007 <b>Vice President, Commercial Lending</b>	<b>Eastside Commercial Bank</b>	<b>Bellevue, WA</b>
May 2005-April 2006 <b>Assistant Vice President, Commercial Relationship Manager</b>	<b>Evergreen Bank</b>	<b>Bellevue, WA</b>
June 2000-May 2005 <b>Assistant Vice President, NW Washington Commercial Banking</b>	<b>US Bancorp</b>	<b>Seattle, WA</b>

**Community Service Experience**

June 2010- June 2012 <b>Programming Committee, co-chair</b>	<b>Win with Washington</b>	
December 2005-December 2010 <b>Past President of the Board,VP of Public Policy</b>	<b>Kirkland Chamber of Commerce Board of Directors</b>	
October 2005-January 2006	<b>King County Metro Eastside Sounding Board</b>	
October 2003-March 2011 <b>Founding Member, Prior Cabinet Member</b>	<b>Hopelink Eastside Leadership Council</b>	
March 2003-December 2008 <b>Board Member, Treasurer</b>	<b>Seniors Making Art Board of Directors</b>	
December 2005- March 2007 <b>Board Member</b>	<b>Kirkland Park Board</b>	
November 2005-October 2007 <b>Treasurer, Finance Committee Chair</b>	<b>Kirkland Performance Center Board of Directors</b>	
July 2004- January 2006 <b>Member</b>	<b>Kirkland Sidewalk Bond Exploratory Committee</b>	
January 2002-December 2004 <b>Founding Chair 2002-2004</b>	<b>Eastside Transportation Choices</b>	
January 2002-October 2003 <b>Member</b>	<b>North Rosehill Comprehensive Plan Update Committee</b>	
July 2000-December 2004 <b>Founding Chair 2000-2003, Member 2004</b>	<b>Kirkland Transportation Commission</b>	
April 1998- June 1999 <b>Committee Member</b>	<b>Kirkland Transit Committee</b>	

**Education**

June 1998-June 2000 <b>BS Economics, With Distinction, Magna cum Laude, Phi Beta Kappa</b>	<b>University of Washington</b>	<b>Seattle, WA</b>
April 1996 - June 1998 <b>Honors Graduate, Phi Theta Kappa</b>	<b>Bellevue Community College</b>	<b>Bellevue, WA</b>