

Gail A. Price
4082 Orme Street
Palo Alto, CA 94306

Experience Summary

- Management and administration
- Strategic planning and long-range planning
- Collaboration with non-profit business and community groups
- Elected official (Palo Alto School Board)
- Fundraising for the visual arts, education, and child care
- Communications and marketing

Experience/Accomplishments

Executive Director, The American Institute of Architects, Santa Clara Valley Chapter, San Jose, CA, January 2008 to present.

- Oversight of operations, staff and budget of AIA SCV office.
- Responsible for communication, public relations, and marketing via the website, print and e-mail correspondence, print media, including monthly newsletter Tracings.
- Responsible for significant sponsorship and fundraising for chapter events and special programs
- Knowledgeable about legislation impacting architects, designers and construction industries, including contact with local, state and federal legislators.
- Management and support of the AIA SCV Board of Directors ensuring policies and practices support annual Strategic Plan goals.

Director of Individual Giving, Development Department, San Jose Museum of Art, San Jose, California, 2003 to July, 2007.

- Managed last three the fall and spring Annual Fund campaigns; in FY 05/06 there was a 37% increase in revenue over the prior fiscal year.
- Managed all aspects of the Council of 100 annual programs for art donors (20% increase in membership dues this fiscal year), including the major events such as the Annual Dinner and the “Art Acquisition” event.
- Implemented successful artists’ salons at Board of Trustees’ homes as benefit events.
- Coordinated table sales for the 35th Anniversary Gala Benefit in October 2004 resulting in \$100,000 in revenue.
- Managed department budget.
- Conducted research for all programs, speakers, and featured artists at events.
- Developed work plan with colleagues for donor programs, research and solicitation. Conducted on-going stewardship of art patrons, donors, and prospects.

Senior Transportation Planner, Division of Planning and Development, Santa Clara Valley Transportation Authority, San Jose, California, 2000 to November 2003

- Managed \$2.0 million dollars conceptual engineering consultant contracts for lightrail and bus rapid transit project resulting in project readiness for preliminary engineering.

- Provided staff support to the Downtown East Valley Policy Advisory Board and VTA Board of Directors resulting in increased project understanding and project approvals.
- Worked with City of San Jose planning, economic development, transportation, and redevelopment colleagues on significant transportation and planning issues throughout the project.
- Established collaborate working relationships with varied and diverse interest groups.

Principal Planner, Department of Community Development, City of Sunnyvale, 1993-2000.

- Managed significant major projects, including elements of the Sunnyvale General Plan, and several significant commercial and industrial permits resulting in over 1.2 million square feet of additional development. Some examples: Applied Materials Master Plan, Lockheed Martin Missiles and Space Permit Update, Industrial and Commercial Use Permits for major development projects (technology companies, automobile industry, retail users).
- Performed analysis of social, economic, and demographic trends for policy documents
- Created, implemented, and evaluated citizen participation and outreach programs.
- Established network with business organizations, local and regional officials and agency staff resulting in improved understanding of local and regional issues.

Transportation Planner, Department of Public Works, City of Sunnyvale, 1990-1993.

- Wrote and presented transportation policy reports to Sunnyvale Planning Commission and City Council.
- Successfully competed for capital infrastructure funds totaling over \$1.2 million dollars in infrastructure improvements.
- Managed the City of Sunnyvale Bicycle Advisory Committee, including update of BAC plan.

Community Planner, Maryland National Capital Park and Planning Commission, Silver Spring, Maryland, 1983-1990.

- Wrote planning reports for current and policy planning projects resulting in numerous project approvals and neighborhood plan, including the Georgetown Branch Master Plan for light rail.
- Conducted numerous presentations at public hearings and community meetings.
- Created, implemented, and evaluated citizen participation programs for Bethesda CBD Plan.
- Organized and conducted planning panels for the National American Planning Association Conference in Washington, D.C. and for national human service organizations regarding child care as a community planning issue.

Additional Related Experience

- Palo Alto School Board Trustee (1999-2007).
- Arts Council Silicon Valley Trustee and member of Executive Committee.
- Community Advisory Council of the Palo Alto Medical Foundation (member).
- Achieved a staffing policy to address private fundraising disparities, promoted strategic plan focus on reducing the achievement gap, emphasized cultural sensitivity and inclusion, and hired a new Superintendent and Assessment Director.
- Worked on several successful City Council and School Board campaigns, including my successful election to the Palo Alto School Board in November 1999.
- Successfully advocated for opening of the 12th neighborhood elementary school.

- Conducted advocacy and cultural sensitivity training for advisory boards.
- Held leadership position in successful local school bond resulting in \$148 million dollars to remodel and renovate schools.

Education/Professional Development

M.A, Geography	University of Maryland	College Park, Maryland
M.A, Asian Studies	University of California	Berkeley, California
B.A, Social Science & Cultural Geography	University of California	Berkeley, California
Masters in Governance		California School Board Association
Leadership Mid-Peninsula		Palo Alto Chamber of Commerce
American Institute of Certified Planners (AICP)		American Planning Association
Management Certificate Program		Chicago, Illinois
		Sunnyvale, California

Membership

American Planning Association and AICP (American Institute of Certified Planners)
 Sierra Club
 San Jose Museum of Art
 Institute of Contemporary Art (San Jose)
 Palo Alto Family YMCA

Awards

Recipient of Disabilities Council Award for inclusive community master plan process and document addressing land use and transportation (1988).
 Acknowledged in the Planning Advisory Service publication on Child Care and Zoning (1987).
 Honors Award: National Capital American Planning Association for the Georgetown Branch Master Plan (1990)
 Appreciation Plaque, Palo Alto Community Child Care (1996)
 Peninsula Interfaith Action, Local Community Hero Award (April 2007)
 Certificate of Appreciation, Palo Alto Council of PTAs (June 2008)
 Sally Siegel Friend of Education Award from the Palo Alto Educators Association (August 2008)