



CITY AND COUNTY OF DENVER

PRIVILEGED AND CONFIDENTIAL WORK PRODUCT

Michael B. Hancock
Mayor

To: Mayor Michael B. Hancock
From: Romaine Pacheco, Director
Date: April 18, 2023

BOARD: Denver Women's Commission

POC: Tess Trewin

BACKGROUND:

Members: No less than 7 – No more than 21
Terms: 2 Yrs.
Confirmation: Yes

The Commission advises the Mayor and the Executive Director on the special issues and opportunities affecting women.

RECOMMENDATIONS:

Stacey Shigaya, Denver (F)(Asian) to serve as a community representative for a term expiring June 30, 2024, reappointed;

Stephanie Visscher, Denver (F)(C) to serve as a member with expertise in communications and marketing for a term expiring June 30, 2024, reappointed.

ACTION NEEDED:

✓

Reappoint Shigaya and Visscher

Please provide additional candidates to consider.



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BAC-8096

Contact Information

Contact Name	Stacey Shigaya	Home Address	7474 E Arkansas Ave Unit 2508
Preferred Phone	3037553377	Home City	Denver
Preferred Email	staceys@sakurasquare.com	Home State	CO
Other Phone		Home Zip	80231
Other Email	shigaya@comcast.net	County	Arapahoe
DOB	[REDACTED]	Hispanic or Latino origin or Descent?	No
SSN	[REDACTED]	Race/Ethnicity	Asian
Gender	Female	Other Ethnicity	
Other Gender		Salutation	Ms.

Board Information

Board Name	Denver Women's Commission	Other boards or commissions served	
Status	New	Resigned	
Term Start Date			
Term End Date			

Work Information

Employer	Sakura Square LLC	Work Address	1255 19th Street
Position	Program Director	Work City	Denver
Business Phone #	3032950305	Work State	CO
Work Email	staceys@sakurasquare.com	Work Zip	80202

Additional Information

Are you a registered voter?	Yes	Objection to appointment?	No
If so, what county?	Arapahoe	Special Information	
Denver City Council District No	N/A		

Education and General Qualifications

Name of High School	Bartlett High School	Name of Graduate School	University of Memphis
Location of High School	Bartlett, TN	Location of Graduate School	Memphis, TN
# of Years Attended High school	4	# of Years Attended Graduate School	2
Did you Graduate	Yes	Did you Graduate	Yes

High School

Graduate Major Counseling and Personnel Services

Name of College Christian Brothers University
 Location of College Memphis, TN
 # of Years Attended College 4
 Did you Graduate College Yes
 Undergrad Major Human Development and Learning

Reference Details

Reference Name #1 Dr. DJ Ida Reference Email #1 djaida@gmail.com
 Reference Phone #1 7209396494 Reference Address #1 565 S High St, Denver, CO, 80209

Reference Name #2 Gary Yamashita Reference Email #2 garyy@sakurasquare.com
 Reference Phone #2 3032048039 Reference Address #2 1255 19th St Denver CO 80202

Reference Name #3 Joni Sakaguchi Reference Email #3 jsak5280@centurylink.net
 Reference Phone #3 3034526888 Reference Address #3 3866 E 133 Ct, Thornton, CO 80241

Agree to a background check

Owner Romaine Pacheco

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 Last Modified By Denver Integration, 5/10/2022 12:04 PM

Notes & Attachments

Stacey L. Shigaya - 2022.pdf

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 Last Modified Denver Integration
 Description
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STACEY L. SHIGAYA

7474 E. Arkansas Ave Unit 2508 Denver, CO 80231 | staceys@sakurasquare.com | 303-755-3377

PROFESSIONAL EXPERIENCE

Sakura Foundation/Sakura Square LLC, Denver, CO – Program Director 2014 to present

Sakura Foundation is a nonprofit organization dedicated to supporting and celebrating Japanese/Japanese American (J/JA) culture, heritage, and community

- Develops, organizes, implements and promotes cultural projects, programs, and events to enhance lives, build understanding and create awareness.
- Oversees and implements the Annual Cherry Blossom Festival with a budget of \$50K and attendance of 35K+. Includes management of all marketing, entertainment, marketplace vendor, equipment and insurance procurement, city ordinance compliance and logistical elements of the festival. Increased festival income in 3 years from a deficit of \$20K to revenue of \$14K. Represents the Cherry Blossom Festival in TV, social, and print media promotions.
- Plans and implements the Mirai Generations Leadership Program which encourages and assists young professionals of all ethnicities to acquire/hone their leadership skills, learn about the J/JA community, and discover ways they can make meaningful contributions to the J/JA community and in their personal lives.
- Manages and implements community grant, scholarship, sponsorship, and donation programs to support and enhance the community and implement the mission of Sakura Foundation.
- Creates and manages the operating budget and supervises the accounting services to ensure fiscal responsibility.
- Supervises content and maintenance of sakurafoundation.org and cherryblossomdenver.org and produces a quarterly eNewsletter and topical, informational email blasts.
- Collaborates with community organizations to create and support cultural programming and events.
- Participates in and implements directives from the Board of Directors.

Sakura Square LLC owns, operates, and manages Sakura Square, located in the heart of downtown Denver, and is wholly owned by Sakura Foundation

- Contributes to the strategic planning and implementation of the Sakura Square redevelopment project.
- Assists with management of Human Resources functions including supervision of HR consultant.
- Implements payroll functions and manages employee paid time off tracking and benefits.
- Participates in and implements directives from the Board of Managers.

ADS Precise Consultants, Denver, CO – Independent Contractor 2010 to 2014

ADS Precise Consultants is a dental brokerage firm which conducts practice sales, valuations and transitions. It requires a high level of professionalism and confidentiality.

- Created, advertised, and tracked dental practice listings, created dental practice prospectuses and financial spreadsheets, created and distributed quarterly client updates using ACT, maintained a professional relationship with dentist clients and facilitated communication between sellers, potential buyers and company officers, assisted with the compilation of purchase documents.
- Processed and tracked buyer inquiries, served as front-line communicator with buyers, and counseled buyers on the protocol for purchasing a dental practice.
- Supervised website contractor, managed vendor relationships, compiled and submitted accurate Goodwill Registry reports, created Fee Survey reports using the proprietary Administrative Framework.

CableNetWorkz /ConnectWorkz LLC (CNWz), Denver, CO - Director of Affiliate Relations 2000 to 2010

CNWz, now WebWorkz LLC, is an Internet services company which builds and maintains websites and produces and supports all aspects of email marketing.

- Managed client accounts by understanding and effectively communicating client needs to technical support staff. Clients ranged from large multi-million dollar companies to small business proprietorships.
- Managed all aspects of email newsletter and website projects, which included advising clients on best practices, creating and editing content, and implementing SEO. Tracked project tasks and conducted quality control checks on completed work.
- Updated content for all Time Warner Cable National Division websites using their proprietary software.

Time Warner Cable, Englewood, CO - Research Manager

1993 to 2000

Time Warner Cable at the time was the second largest cable company in the USA, with 47,300 employees, 28.9 million residential and business customers in 29 states and revenues of \$21.4 billion.

- Managed research projects and customer satisfaction surveys in an economical and efficient manner, including questionnaire design, hiring of interviewing firms, analysis of data, and report writing. Recommended courses of action based on research results and presented oral and written results.
- Advised Divisions on research matters such as questionnaire design, methodology, sample size criteria, and implementation of research methodology.
- Summarized outside research and synthesized various research reports for distribution to the Divisions in departmental publications.

Early Career: Began career in 1984 in the mental health field at Lakeside Hospital and Parkwood Hospital as Unit Technician and Secretary, at Christian Brothers University as Admissions and Career Counselor, and at Kenny & Associates and Message Factors, Inc. as Research Analyst and Project Manager, respectively.

EDUCATION

MS In Counseling and Personnel Services, University of Memphis, Memphis, TN

BA in Human Development and Learning, Christian Brothers University, Memphis, TN

Magna Cum Laude

Outstanding Graduate of the Human Development and Learning Department

LEADERSHIP POSITIONS, CLASSES & HONORS

Denver Women's Commission – Commissioner, Colorism Committee Member

Asian Avenue Magazine – Included in the May 2021 edition of 100 ANHPID Americans to Know in Denver

Simpson United Methodist Church – Cultural Team Leader, past Ad Council Co-Chair, past Trustee

PFLAG National – Facilitator of API Connects Monthly Group Sessions

Community Board Bound presented by Women's Leadership Foundation - Certificate Holder, Class of 2018

Downtown Denver Leadership Program - Class of 2017

Littleton High School – International Baccalaureate Parent Organization Treasurer, Parent Teacher Organization Volunteer of the Month, and Hospitality Committee Chairperson

Hamilton Middle School – Hamilton Middle School Husky Volunteer Award, Parent Teacher Student Association

Co-President, Collaborative School Committee Parent Representative

Southmoor Elementary School – Parent Teacher Association President, Vice President-Fundraising and Advisor,

Collaborative School Committee Parent Representative

ORGANIZATION MEMBERSHIPS

Colorado AAPINH Coalition – Steering Committee Member

Denver Botanic Gardens

Denver Public Library Friends Foundation

Denver-Takayama Sister Cities Committee

History Colorado

Japan America Society of Colorado

Japanese American Resource Center of Colorado

Mile High Japanese American Citizens League

PFLAG Denver – Past Secretary of the Board of Directors

Women Leaders of Denver Steering Committee



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BAC-8157

Contact Information

Contact Name	Stephanie Visscher	Home Address	310 South Washington Street
Preferred Phone	5136463306	Home City	Denver
Preferred Email	stephanieaev@gmail.com	Home State	CO
Other Phone		Home Zip	80209
Other Email	stephanieaev@gmail.com	County	Denver
DOB	[REDACTED]	Hispanic or Latino origin or Descent?	No
SSN	[REDACTED]	Race/Ethnicity	Caucasian
Gender	Female	Other Ethnicity	
Other Gender		Salutation	

Board Information

Board Name	Denver Women's Commission	Other boards or commissions served	Women's Commission, Denver
Status	New	Resigned	
Term Start Date			
Term End Date			

Work Information

Employer	PCL Construction	Work Address	2000 S. Colorado Blvd., Suite 2-500
Position	Media and PR Manager	Work City	Denver
Business Phone #	3039680626	Work State	CO
Work Email		Work Zip	80222

Additional Information

Are you a registered voter?	Yes	Objection to appointment?	No
If so, what county?	Denver	Special Information	
Denver City Council District No	Unknown		

Education and General Qualifications

Name of High School		Name of Graduate School	
Location of High School		Location of Graduate School	
# of Years Attended High school		# of Years Attended Graduate School	
Did you Graduate		Did you Graduate	

High School

Graduate Major

Name of College

Location of College

of Years Attended College

Did you Graduate College

Undergrad Major

Reference Details

Reference Name #1

Reference Email #1

Reference Phone #1

Reference Address #1

Reference Name #2

Reference Email #2

Reference Phone #2

Reference Address #2

Reference Name #3

Reference Email #3

Reference Phone #3

Reference Address #3

Agree to a background check

Owner Romaine Pacheco

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Notes & Attachments

Stephanie Visscher Resume (1).pdf

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Description

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STEPHANIE VISSCHER

• Strategic Communicator and Brand Storyteller •

513.646.3306 | stephanieaev@gmail.com | <https://www.linkedin.com/in/stephanievisscher/>

EXECUTIVE SUMMARY

Brand storyteller with 10 years of experience in public relations and corporate communications, including representing a global consumer brand. A compelling writer skilled at content creation and strategy, proactive media outreach and reporter relationship building, and effective internal communications.

EXPERIENCE

PCL Construction, U.S. Head Office

Denver, Colorado • August 2021-Present

Public Relations and Media Manager

- Lead public relations and paid media strategy for leading North American construction company.
- Secured ten executive interviews and 15 media placements within first six months through proactive press outreach and building relationships with key business and trade reporters. Increased share of voice from 7% to 11% in the same time period.
- Serve as ghost writer for Chief Operating Officer and other executives for contributed content to Forbes and trade publications.
- Manage publication of 2-3 thought leadership pieces for PCL.com each month. Created content strategy for the PCL Newsroom, launching in mid-May.
- Oversee strategy for \$100,000 promotional budget, executed using a mix of sponsored editorial/podcast opportunities, conference sponsorships and print advertising.

RE/MAX World Headquarters

Denver, CO • May 2015 - August 2021

External Communications Manager

- Managed communication strategy for DE&I initiatives, including drafting press releases, writing blog content and promoting conference participation.
- Facilitated interviews in top tier publications (ex. Forbes and HousingWire) by coaching executives on interview best practices, drafting talking points, and managing reporter follow up.
- Through creative story pitching and building reporter relationships, regularly secured placement in Bankrate, Money.com, and The Wall Street Journal for RE/MAX agents.
- Reported on real estate market trends, mortgages, and company news for RE/MAX blog. Articles averaged 1,300 page views weekly.
- Managed production of monthly National Housing Report video and infographics for social media.
- Performed reputation management during 2020 protests, responding to reporter inquiries and educating agents on social media best practices.
- Directed media pitching strategy for agency partner Havas Formula during key campaigns.

Senior Lead Editor

- Executed internal communications strategy for major company initiatives, including brand refresh and technology acquisitions. Delivered promotional email campaigns, informational blog content and collaborated on FAQs and executive talking points.
- Owned four targeted email newsletters, including weekly corporate email sent to 90,000 agents in the U.S. and Canada. Created daily recap email for annual RE/MAX R4 convention, averaging 26% open and 10% click rate during inaugural year.

Lead Editor

- Served as senior editor for internal magazine and blog, coordinating freelance writing assignments and managing editorial calendar for website content.

Jackson National Life Insurance
Denver, CO | Aug. 2012 - Feb. 2015

External Communications Specialist

- Ghost writer for two senior vice presidents on executive thought leadership website, drafting columns on investing and personal finance.
- Crafted personalized public relations campaigns for financial advisors.
- Oversaw relationship with creative agency to create Facebook posts, managing process from conception to compliance approval.

EARLY EXPERIENCE

Suncoast Community Capital
Program and Administrative Assistant
Bradenton, FL | Jan. - Aug. 2012

Zooppa Creative
Public Relations Intern
Seattle, WA | Aug.-Nov. 2011

EDUCATION

Colorado State University, 2011
B.A., Public Relations and English

New York University, 2011
Graduate Certificate, Publishing

University of Washington, 2018
Certificate, Storytelling & Content
Strategy

COMMUNITY INVOLVEMENT

Denver Women's Commission
City Commissioner, Community Volunteer
March 2018-Present

Mayor appointed position tasked with promoting the social, economic and political equality of the women and girls of Denver.

The Women's Foundation of Colorado
Empowerment Council, Communications Advisory Committee
March 2018-Present

Community foundation committed to accelerating economic opportunities for Colorado women and their families.