

Northwest District Association

Board Candidate Statements – 2024-25

Candidate for NWDA President

Todd Zarnitz

My name is Todd, and I have had the privilege to serve as the NWDA President for the previous term.

Though there is much more to do, the NWDA accomplishments over the past twelve months of which I'm most proud include: sidelining a plan to raise Zone M Parking Permits to \$1,200/year, working to help ensure the development of Slabtown Park, opening additional Legacy Good Sam parking garages for public use on weekends and evenings (at the amazing rate of \$1/hour, \$5 daily max), greatly improving the design of the future NW Library (NW 20th and NW Pettygrove), successfully combating a City plan to chop down dozens of trees on NW 23rd and NW 21st Avenues, and returning the NWDA to in-person meetings (with a hybrid option).

It is with great enthusiasm that I announce my candidacy for a second term as president. As a passionate advocate for our neighborhood, I remain committed to ensuring the NWDA's continued success in making meaningful and positive contributions for the residents of the Northwest District and the community at large.

Together, let us work to strengthen the unique qualities that make Northwest Portland a special place to call home, and continue to build a brighter future for our neighborhood.

Candidates for NWDA Board of Directors

Joni Marie Johnson

I grew up in Portland, graduated from Portland State University, and then in the 1980s intrigued by the artistic yet gritty aspects of Northwest Portland moved into house that pre-dated the Lewis & Clark Exposition and is just a few blocks from the location of the Old Forestry Building. My children attended the local public schools and we all benefited from living in this unique neighborhood on the edge of Forest Park. I have seen dramatic changes as old buildings were torn down, traffic increased, and many landmarks disappeared. However, the one thing that has remained constant is the active role its residents have played in civic life. From the early days of the neighborhood association that ended plans to build a freeway through a residential neighborhood to the mayors, city council members, and volunteers helping local social service agencies, Northwest Portland residents have never failed to meet the challenges of this evolving city.

In addition to my career in human resources management that included working for the Oregon Historical Society, the Metropolitan Exposition and Recreation Commission, and most recently Travel Portland, I have always tried to find ways to give back to the community. As part of my civic engagement activities, I served on the City Arts Advocates Committee and Portland Parks & Recreation's Vision 2020 Plan. A dedicated supporter of public education, I was a member of the Portland Public Schools Citizens

Budget Review Committee, campaigned to increase funding for classroom teachers, and helped develop the framework for local school foundations. Last year, my HR experience led me to serve as a member of the Portland Salary Commission to determine compensation guidelines for Portland's elected officials in the new system that begins in 2025. I now hope to volunteer in my own neighborhood as a board member of the Northwest District Association.

Kyle Lookreddy

As a resident of Northwest Portland since 2015, I bring a diverse array of experiences and a profound commitment to our community's welfare. After transitioning from overseeing and consulting on major industrial remediation projects to working for a small tech company in NW Portland, I remain steadfast in my dedication to leveraging my knowledge of public health to enhance our neighborhood. With a Master's degree in Public Health and a background in addressing highly publicized environmental concerns like the Esco steel demolition in Slabtown and the Bullseye Glass lawsuit, I possess a deep understanding of the challenges we face. Furthermore, my personal ties to this community, exemplified by meeting my wife, Esha, at Salt and Straw on 23rd and sharing our first date at Couch Park, fuel my passion for its continual improvement. My wife and I have chosen to raise our son here, underscoring our unwavering commitment to this vibrant area.

I am running for the Northwest District Association Board because I firmly believe in enriching the lives of all community members—whether they be young families, renters, or local businesses. With my background in public health and newfound career in the tech sector, I am dedicated to preserving the unique characteristics that make Northwest Portland exceptional while advocating for positive change. Let us unite to create a more resilient and inclusive community that fosters growth and prosperity for each of its residents

Michelle Matthews

I have been living in the NW Alphabet District for over 15 years with my partner. I love this neighborhood location that is a perfect combo of Forest Park trails and urban living with so many great local businesses to support. I have a background in event and film production and I am currently building my business as an Independent Benefits Consultant, interior design consulting, and I am also creating a community building platform that will have many engaging activities, classes, volunteer collaborations and film viewings with discussions. My goal as a Board member is to participate as a voice of our community that really wants to bring more unity to our neighborhood and city.

Alisa Pallister

Alisa Pallister has called Portland home for over 25 years and has enjoyed watching the Northwest district evolve during that time. One of her earliest jobs as a registered nurse was at an oncology clinic across from Good Samaritan Hospital. She later worked out of Montgomery Park as a public health nurse with Kaiser Permanente. Now residing with her family just blocks from NW 23rd, Alisa appreciates the history, vibrancy, and walkability of the neighborhood.

With a lifelong passion for architecture, Alisa recently made a career pivot to become an architectural designer. After receiving a degree in architectural design and drafting from PCC, she is now pursuing a

master's in design studies, with a focus on designing for human health. She has volunteered with the City of Portland's Empowered Neighborhoods Program, assisting low-income business and homeowners to remedy code violations.

In her regular walks in the neighborhood, Alisa isn't shy about picking up after other people's dogs or weeding and sweeping a neglected street corner. Through serving on the NW District Association, Alisa aims to help the community continue to thrive, while not losing sight of its dynamic history. She brings with her a passion for nature, parks, equity, health, and safety for all our neighbors.