

Viviana holds the distinction of making history by becoming the first African American woman ever elected to the North Hempstead Town Board. Elected in November 2009 and now in her second term as Councilwoman for the 1st District, Viviana she serves New Cassel/Westbury, Carle Place and the Villages of Westbury and Old Westbury. Prior to becoming Councilwoman, Viviana gained governmental experience working at the Town of North Hempstead's 311 Call Center from its inception and serving residents throughout the Town and as a Constituent Liaison for New York State 13th Assembly District. Most recently, Viviana was the Administration and Communications Manager for Mom-mentum (formerly the National Association of Mothers' Centers), an organization birthed in 1974 for mothers to share their experiences and address their concerns of mothering. The organization now focuses on engaging, enriching and empowering women through personal and professional development and public policy.

Since taking office Viviana has worked with every level of government to demonstrate her motto of **SOWing** into the community - Strengthening bonds between residents, the community, organizations and government; Overcoming obstacles and Welcoming new ideas by bringing everyone to the table to accomplish the goals set forth by the communities she serves.

Among the noted accomplishments since taking office, Viviana was named one of the *Top 50 Influential Women on Long Island* by Long Island Business News. She has also continued the visions set forth by the communities she represents:

- **In Westbury/New Cassel**, \$80 million of private investment dollars to beautify Prospect Avenue with new businesses, housing and streetscape beautification, which includes a center median to calm traffic. In addition, the opening of a \$25 million Platinum LEED intergenerational 60,000 square-foot community center that is helping to quell the negative influences of our communities by providing a safe environment for our seniors and young people to be involved in activities that they enjoy. The center houses two regulation size basketball courts, television, recording and dance studios, stage for theatrical productions, research/reading room, Internet cafe, meeting rooms, social hall for events and exercise facilities.
- **In Carle Place**, mitigated years of flooding and drainage issues for residents of both Carle Place and Mineola through bipartisan efforts along with state and county officials. Oversaw through to completion the opening of the Homewood Suites Hotel on the former blighted BOCES property located on the west side of Glen Cove Road to ensure that its planned use is consistent with the community's wishes.
- **In the Incorporated Villages of Westbury and Old Westbury**, instituted inter-municipal agreements with villages for shared services to reduce cost to residents. Working cohesively with civic organizations on common interest of the communities to enhance the quality of life. Along with Supervisor Bosworth and Mayor Cavallaro initiated the first joint illegal housing efforts.

She has also:

- Worked alongside government officials on every level and residents to fight against the efforts of OTB to place a casino in the Westbury area. "No Casino";
- Worked to put blighted properties back on the tax roll through economic development of new businesses and affordable housing.
- Fought to ensure that Bristol Assisted Living did not abuse tax incentives at the detriment of the residents of Westbury.
- Worked to ensure our communities are a priority for "community clean up" initiatives.
- Introduced community leaders to business association to form an alliance to work cohesively on issues that affect both the residential and business communities.
- Consistently worked with the Department of Environmental Conservation, residents adjacent to and businesses in the industrial area to promote clean air and quality living conditions.

- Produced Town's first illegal housing guide to strengthen the Town's pro-active efforts to educate the community on their rights and responsibilities under the Town's Code.
- Intricately involved in the effort of rejuvenating revitalization through Vision Plan Updates and Brownfield Opportunity Area project.
- Continues to work closely with residents and civic organizations to beautify District one downtown and main street areas.
- Served on various panels on the topic of Women in Politics – including LI Center for Business and Professional Women “ You've Come a Long Way Baby – Women in Politics”; Adelphi University – Encouraging the Next Generation: Women in Politics; and Enterprising and Professional Women Equal Pay Day panel
- Worked with Family Residences and Essential Enterprises, Inc, Toys for Tots, the NY Islanders, EGC Marketing Group, Governor Andrew Cuomo's Office and Unified New Cassel Community Revitalization Corporation to bring holiday cheer and gifts to over 200 families in need over the holiday season.

Volunteering for community and youth initiatives are all important to Viviana. Viviana credits the compassion of her Cuban father and American mother to her vocation to serve. She noted her parents would often welcome those less fortunate and in need into their home for a meal and conversation. So advocating for the most vulnerable is one of her inherent characteristics. These characteristics lead to her advocacy work at the Magnolia Gardens Senior Complex, working with Unified New Cassel Community Revitalization Corporation and volunteered on the Weed and Seed Coalition.

Viviana is also a member of the NAACP, Long Island Center for Business and Professional Women, Enterprising and Professional Women International, The Eleanor Roosevelt Legacy, former member and co-founder of Samaritan Women of God liturgical dance ministry and is also a member of the First Baptist Cathedral of Westbury where she serves as a Deaconess.

Viviana Russell was born and raised in East Elmhurst, Queens by her Cuban father and American mother. She has been a resident of New Cassel/Westbury since 1999 with her husband Gary and their 3 children Gary Jr., Imani and Malachi. Viviana holds a Bachelor of Arts degree in Social Science, is a certified Para-Chaplain, NYS Licensed Real Estate Agent and a Notary Public.