



CITY OF OREGON CITY CITY COMMISSION SPECIAL INTERVIEW MEETING AGENDA

Commission Chambers, Libke Public Safety Facility, 1234 Linn Ave, Oregon City
Tuesday, March 4, 2025 at 6:00 PM

Typically there are no public comments at special interview meetings, but written comments are accepted by:

- Email recorderteam@orc.city.org (deadline to submit written testimony via email is 3:00 PM on the day of the meeting)
- Mail to City of Oregon City, Attn: City Recorder, P.O. Box 3040, Oregon City, OR 97045
- You may also attend this meeting by watching the livestream on the City's YouTube Channel:

<https://www.youtube.com/user/CityofOregonCity>

1. CONVENE MEETING AND ROLL CALL

2. GENERAL BUSINESS

- a. Interview candidates for the Board of Directors of the Destination Management/Marketing Organization ("DMMO")
- b. Selection of Board Members for DMMO

3. ADJOURNMENT

ORDINANCE NOTICE

If an ordinance is noticed above in this agenda, the text of the ordinance is available online with the posted agenda packet. In addition, three copies are provided for public review in the Office of the City Recorder upon request.

PUBLIC COMMENT GUIDELINES

Complete a Comment Card prior to the meeting and submit it to the City Recorder. When the Mayor/Chair calls your name, proceed to the speaker's table, and state your name and city of residence. Each speaker is given 3 minutes to speak. Representatives of neighborhood associations may be given 5 minutes to speak if requested. As a general practice, the City Commission does not engage in discussion with those making comments. Complaints shall first be addressed at the department level prior to addressing the City Commission. Electronic presentations are permitted but must be delivered to the City Recorder 48 hours in advance of the meeting.

ADA NOTICE

The location is ADA accessible. Hearing devices may be requested from the City Recorder prior to the meeting. Individuals requiring other assistance must make their request known 48 hours preceding the meeting by contacting the City Recorder's Office at 503-657-0891.

Agenda Posted at City Hall, Pioneer Community Center, Library, City Website.

Video Streaming & Broadcasts: The meeting is streamed live on the [Oregon City's website](https://www.oregoncity.org) and available on demand following the meeting. The meeting can be viewed on Willamette Falls Television channel 28 for Oregon City area residents as a rebroadcast. Please contact WFMC at 503-650-0275 for a programming schedule.



CITY OF OREGON CITY

625 Center Street
Oregon City, OR
97045
503-657-0891

Staff Report

To: City Commission **Agenda Date:** March 4, 2025
From: James Graham, Economic Development Manager

SUBJECT:

Interview candidates for the Board of Directors of the Destination Management/Marketing Organization ("DMMO")

STAFF RECOMMENDATION:

Interview and decide on seven (7) candidates for the Board of Directors of the DMMO.

EXECUTIVE SUMMARY:

Staff is currently presenting nine (9) candidates that have applied to be seated on the Board of Directors of the Destination Management/Marketing Organization ("DMMO").

BACKGROUND:

During its December 18, 2024 Regular Session, the City Commission reviewed, revised and approved several documents relating to the establishment of a Destination Management/Marketing Organization ("DMMO").

Afterward, staff were directed to proceed with seeking potential candidates for the Board of Directors of the DMMO. A maximum of seven seats will be eventually filled.

On December 19th, staff distributed an online application to solicit candidates. The application period closed on January 15, 2025.

Although eleven (11) candidates applied initially, one candidate decided to drop out while another could not make the interview due to another engagement. The remaining candidates include:

- Lowell Gillespie
- Corinne Lowenthal
- Dan Lawrence
- Lee Belowski
- Bryce Morrow
- Holly Pfortmiller
- Don Ramsey
- Carol A Dumond

- Michael Galvin

OPTIONS:

Interview and decide on seven (7) candidates for the Board of Directors of the DMMO.

Print

Destination Management/Marketing Organization Application - Submission #1249

Date Submitted: 12/19/2024

Name*

Michael galvin

Email Address*

[REDACTED]

Address*

[REDACTED]

Recorder's note: outside city limits

City*

Oregon city

State

Or

Zip Code

97045

Primary Phone Number*

[REDACTED]

Alternate Phone Number

Which sector would you be representing if appointed to the Board of Directors? (Choose only one)*

- | | | |
|--------------------------------------|---|--------------------------------------|
| ☐ Lodging | ☐ River-based | ☐ Historic Sites |
| ☐ Retail | ☒ Restaurant | ☐ Agritourism |
| ☐ Craft Beverage | ☐ Outdoor Recreation | |

Describe your experience in the tourism industry? How much of that experience was in Oregon City?*

We travel the world, born and raised in OC. I know what it needs to help change!

Why are you interested in serving on this board?*

I want OC to move forward and not backwards as it has been! It is the First City, let's actually make it amazing for once!

What do you think is necessary for a community to have a thriving tourism industry?*

Great business values, diversity within types of businesses and a desire to become great!

What do you think Oregon City's strengths are when it comes to promoting tourism? What are its weaknesses?*

First city! Easy! Homeless walking the streets is a huge weakness.

The functions of a modern DMO go beyond marketing. What role do you see Destination Oregon City playing in the City's tourism industry?*

We will move the needle and the city will follow!

Please upload a copy of your resumé. *

IMG.jpeg



Print

Destination Management/Marketing Organization Application - Submission #1320

Date Submitted: 1/9/2025

Name*

Bryce Morrow

Email Address*

[REDACTED]

Address*

[REDACTED]

City*

Oregon City

State

OR

Zip Code

97045

Primary Phone Number*

[REDACTED]

Alternate Phone Number

Which sector would you be representing if appointed to the Board of Directors? (Choose only one)*

- | | | |
|---|--|--------------------------------------|
| ☐ Lodging | ☐ River-based | ☐ Historic Sites |
| ☐ Retail | ☐ Restaurant | ☐ Agritourism |
| ☒ Craft Beverage | ☐ Outdoor Recreation | |

Describe your experience in the tourism industry? How much of that experience was in Oregon City?*

Founder of Oregon City Brewing Company 10 years ago!

Why are you interested in serving on this board?*

I was born and raised in Oregon City and started the namesake brewery in my home town because I want to see it thrive.

What do you think is necessary for a community to have a thriving tourism industry?*

Oregon City has the attractive assets that a similar sized city would covet: Willamette Falls, convergence of two powerful rivers, End of The Oregon Trail, steeped in historical buildings and charming Main Street. We need successful collaboration and long-term thinking to polish and utilize these amazing features.

What do you think Oregon City's strengths are when it comes to promoting tourism? What are its weaknesses?*

There are a couple solid Summer events that are great, but primarily serve residents. Coordination of tourism activities is often burdened by special interests and past grievances. All parties need to move forward and embrace change and treat tourism activities as a series of experiments.

The functions of a modern DMO go beyond marketing. What role do you see Destination Oregon City playing in the City's tourism industry?*

The role is in the name: to make Oregon City a destination for ____ cycling, water sports, history buffs, food & beverage, etc. I am excited by the concept of a DMO, in that there will be a dedicated entity whose sole focus is to foster tourism. We need an entity to bring experience, make decisions, collaborate and deliver return on investment for lodging tax proceeds.

Please upload a copy of your resumé. *

Bryce_Morrow_GPT.pdf

Bryce Morrow

Entrepreneur

Portland, Oregon Metropolitan Area

Email: [REDACTED] | LinkedIn: [linkedin.com/in/brycemorrow](https://www.linkedin.com/in/brycemorrow)

Summary

Dynamic entrepreneur with a proven track record of founding and scaling multiple successful ventures across diverse industries, including brewing, technology, and real estate development. Over 15 years of experience in leading teams, fostering innovation, and driving organizational growth. Expert in creating strong company cultures, managing multi-disciplinary teams, and delivering impactful results through strategic vision and execution.

Professional Experience

Oregon City Brewing Company

Founder & CEO | October 2014 - Present

Oregon City, Oregon, United States

Built and scaled a successful brewing company from the ground up, creating a recognized local brand. Directed business strategy, including product development, financial management, and market expansion. Cultivated a collaborative team environment to ensure operational excellence.

Website: ocbeerco.com

Weldon Development

Founder & Principal | January 2023 - Present

Portland, Oregon, United States

Established a cutting-edge real estate development company focusing on innovative, sustainable projects. Led cross-functional teams of architects, contractors, and project managers to deliver successful developments. Secured strategic partnerships to support growth and operational success.

Website: weldondevelopment.com

Forbes Technology Council

Bryce Morrow

Entrepreneur

Portland, Oregon Metropolitan Area

Email: [REDACTED] | LinkedIn: [linkedin.com/in/brycemorrow](https://www.linkedin.com/in/brycemorrow)

Member | March 2018 - Present

Published thought leadership articles on business growth and technology trends. Collaborated with top leaders in technology to share insights and best practices.

Setmore

CEO | January 2017 - October 2021

Directed strategic growth and expansion of a SaaS platform, transforming it into a market leader. Developed organizational processes that improved efficiency and enhanced customer satisfaction. Spearheaded initiatives that drove customer acquisition and significant revenue growth.

Website: setmore.com

Solestruck

Founder & CEO | September 2006 - September 2016

Founded and grew a globally recognized e-commerce brand specializing in designer footwear. Oversaw operations, branding, and customer engagement strategies to achieve substantial revenue growth. Expanded business reach through innovative marketing and strategic planning.

Education

University of Hawaii at Hilo

Bachelor of Science (BS), 2005

Key Skills

- **Entrepreneurship & Leadership**
- **Building & Managing Teams**
- **Strategic Business Development**
- **Innovation & Growth Strategy**
- **Construction Management & Real Estate Development**

Bryce Morrow

Entrepreneur

Portland, Oregon Metropolitan Area

Email: [REDACTED] | LinkedIn: [linkedin.com/in/brycemorrow](https://www.linkedin.com/in/brycemorrow)

- Brand Building & Marketing

Print

Destination Management/Marketing Organization Application - Submission #1350

Date Submitted: 1/15/2025

Name*

Dan Lawrence

Email Address*

[REDACTED]

Address*

[REDACTED]

City*

Oregon City

State

OR

Zip Code

97045

Primary Phone Number*

[REDACTED]

Alternate Phone Number

Which sector would you be representing if appointed to the Board of Directors? (Choose only one)*

- | | | |
|---|--|--------------------------------------|
| ☐ Lodging | ☐ River-based | ☐ Historic Sites |
| ☐ Retail | ☐ Restaurant | ☐ Agritourism |
| ☒ Craft Beverage | ☐ Outdoor Recreation | |

Describe your experience in the tourism industry? How much of that experience was in Oregon City?*

As the owner of Stone Circle Cider in Estacada, I am responsible for attracting visitors to our farm and tasting room. Although we certainly have local business, the majority of our visitors stem from outside of our immediate area. We have been fortunate to welcome visitors to our farm successfully for the last 5 years by messaging our unique offerings and creating compelling reasons to visit. We have used many resources available to us to accomplish this, including partnering with other local businesses to promote tourism to the area, as well as working with organizations such as Oregon's Mt. Hood Territory. Because of my role in the business, I have nearly a decade of experience in event planning, creating marketing materials, social media and web outreach, as well as basic design.

Why are you interested in serving on this board?*

I have lived in the McLoughlin neighborhood of Oregon City for the last 4 years. I chose to live in this area because I love the city. The city has a unique blend of history, character, nature, culture and liveliness. I have given many tours to visitors over the years, and truly believe there are offerings in this community for every type of person. I want to serve on this board because I believe my experience will help execute the city's efforts and I want to be a part of promoting a community that I truly have passion for.

What do you think is necessary for a community to have a thriving tourism industry?*

I believe that first and foremost a community must have compelling reasons to visit or be able to offer unique experiences in order to have a thriving tourism industry. In addition, the community needs to have people and organizations who can advocate for the community, message its offerings, receive feedback, and work to ensure visitors have great experiences.

What do you think Oregon City's strengths are when it comes to promoting tourism? What are its weaknesses?*

I believe that Oregon City has the fundamental strengths necessary to be a tourist destination. The city already has so many compelling offerings. A fascinating history, a beautiful river and the second largest falls in the continent, a thriving downtown with shopping and food, museums, the elevator, parks and walkways, and a college. Not only does the city offer all of those things, but much of it is accessible on foot. In addition, Oregon City seems to have organizations and advocates such as the downtown association and historical associations that create compelling reasons for people to visit. Events such as First City Celebration, Porchfest, Concerts in the Park seem to be successful programs to build on. It is difficult to fairly assess weaknesses in the city's promotion without first knowing the resources available or the extent of their current efforts.

The functions of a modern DMO go beyond marketing. What role do you see Destination Oregon City playing in the City's tourism industry?*

I believe that a DMO should look to undertake programs that promote, combine, and organize the current marketing efforts of the various neighborhood, historic and other organizations in the city. This should include broad marketing programs that message the city's events and offerings as a whole, as well as targeted marketing programs that appeal to more specific interest categories and demographics. In addition, I believe a DMO should be collecting research about who is visiting and what their experiences are. These efforts could potentially surface concerns with things like parking or accommodations that could then be considered in city planning efforts.

Please upload a copy of your resumé. *

Dan Lawrence 2025 Resume.doc

Daniel C. Lawrence

| Oregon City, OR 97045 |

Experience

Stone Circle Cider, Estacada, OR

July 2017 – Present

Owner

- Established facilities and processes for the production of hard cider
- Conceived of, wrote, and lobbied for ORS 251.451 which allowed land use for hard cider production and sales on orchards larger than 15 acres
- Established and managed tasting room and events
- Established website and managed digital and print marketing programs

Footlocker.com/Eastbay, Wausau, WI

January 2011 – July 2014

E-commerce Marketing Manager

October 2013-July 2014

- Manage the strategy and execution of Marketing plans on Web, E-mail, Mobile, SEM, SEO, Conversant, and Linkshare channels for CCS
- Collaborate with executive team to create and implement new marketing programs designed to increase brand awareness and drive sales
- Analyze and react to trends in competitive market

E-Commerce Merchandiser

January 2011-October 2013

- Planned and published website content to sync with catalog, achieve sales, execute SEO requirements, and achieve branding objectives
- Implemented website upgrades designed to enhance usability and increase sales
- Conducted audit of all CCS e-commerce channels. Identified opportunities across channels to help prioritize and build an overall e-commerce strategy.

The Bon-Ton Stores, Milwaukee, WI

August 2008 – November 2010

Project Manager – Implementation Team

February 2009-November 2010

- Mentored and coached Assistant Inventory Planners (AIP's), including real-time problem resolution, one-on-one work sessions, process follow-up, and team involvement as necessary
- Participated in efficiency improvements, including new system / tool development, support documentation, training, implementation, and follow-up with end users

Assistant Inventory Planner

August 2008-February 2009

- Evaluated store level performance and forecasted sales and monitored inventory to ensure stock levels reflected performance and trends
- Allocated purchase orders, ensuring optimal investment across stores and volume groups

Target Corporation, Minneapolis, MN

May 2007 – August 2008

Sr. Merchandising Specialist

- Worked with manufacturers and buyers to assure accurate item setups, maintain item costs, track purchase orders, and resolve shipping issues
- Worked with buyers to compose merchandise presentation plans within department

Education

Drake University, Des Moines, Iowa

Degree: Bachelor of Science in Business Administration,

Majors: Marketing and Economics

G.P.A.: 3.47/4.0

Skills

- Extensive knowledge of Microsoft Office programs including Excel, Access, Outlook, Word, and Power Point
- Experience with problem solving, time management, leadership, verbal and written communication, public speaking, project management, customer service, and marketing

Print

Destination Management/Marketing Organization Application - Submission #1378

Date Submitted: 1/23/2025

Name*

Corinne Lowenthal

Email Address*

[REDACTED]

Address*

[REDACTED]

City*

Oregon City

State

OR

Zip Code

97045

Primary Phone Number*

[REDACTED]

Alternate Phone Number

Which sector would you be representing if appointed to the Board of Directors? (Choose only one)*

- | | | |
|--------------------------------------|--|---|
| ☐ Lodging | ☐ River-based | ☒ Historic Sites |
| ☐ Retail | ☐ Restaurant | ☐ Agritourism |
| ☐ Craft Beverage | ☐ Outdoor Recreation | |

Describe your experience in the tourism industry? How much of that experience was in Oregon City?*

I have 25 years of nonprofit performing arts management. 16 of which in Oregon. 4 in Oregon city. I have always been a proponent of the state, and I love where I live. It was no surprise to my inner circle when I accepted the role of executive Director for Clackamas Heritage Partners and the end of the Oregon Trail. This role allows me to pursue my favorite support of tourism, the arts, and history.

Why are you interested in serving on this board?*

This is an amazing opportunity for the city to level up in its marketing and I'm excited by the ground up approach. I will state openly that I am concerned about workload given disability. I am excited to learn more about how I can participate in growing the cities reputation for being an amazing place to live and visit.

What do you think is necessary for a community to have a thriving tourism industry?*

A community that cares for its home. Having the pleasure of running one of the larger community spaces in the city, I have the opportunity to hear from residents and travelers on a daily basis about what brings them here and why. Active listening and proactive conversations with the community that honor where folks come from, is critical in securing buy in from the community. When people love where they live, they want to tell everyone.

What do you think Oregon City's strengths are when it comes to promoting tourism? What are its weaknesses?*

Strengths lie in passion and weaknesses lie in discovering untapped community resources. It's not so much a matter of the same people always participating in the same things. It's a matter of developing a communication structure that reaches new people. Another weakness lies in, not fully engaging press networks to promote all the events in the city. Another strength is embarking on building this organization to address some of those weaknesses.

The functions of a modern DMO go beyond marketing. What role do you see Destination Oregon City playing in the City's tourism industry?*

I see the organization being a central spokes person for the city. A place where people can find answers, a place that brings groups together, a place that seeks to elevate new voices and ideas.

* Please note that this application is voice dictated, and I apologize for grammar and spelling. Please also note that my résumé does not reflect my most current position as my time has been spent developing the organization and not rewriting my résumé.

Please upload a copy of your resumé. *

Corinne Lowenthal - Resume -
2024.pdf

Corinne Gayle Lowenthal

Collaborator ~ Equitable ~ Resourceful

[linkedin.com/in/corinnelowenthal](https://www.linkedin.com/in/corinnelowenthal)

Skills

Conservation / Resource Oriented	Branding / Development / Marketing	Negotiation / Mediation / Conflict Resolution
Budget Creation / Management	Strategic Organization Building	Stakeholder / Staff / Board Development
QuickBooks / Asana / Google / Microsoft	Research / Data / Results Oriented	Contracts / Bargaining / Union Member
Diversity, Equity, Inclusion Focused	Transparent / Open Communicator	Human Capital / Confidentiality / Discretion

Current Licenses and Certifications

Oregon Notary Public	Disaster Control Management	*Interested in Career Development
Trauma Informed Coach	Oregon Drivers License	and learning opportunities: Medical,
Grief Facilitator	US Passport	Spanish, and Financial.

Selected Experience

*250+ Professional Production and Stage Management Credits since 2000 – DC, NC, NY, OR, VA, WA

Consultant and Advisor : The Emerald Homestead – Portland, Oregon (Current, 20 years)

A successful entrepreneur and business owner. Consultation with Nonprofit Organizations on Strategic Growth, Operations, Consolidated infrastructure and novel micro donation platforms. Advise and Negotiate for Artistic clients specializing in contract negotiation/parity, financial organization, and time management.

- Successfully increased the average clients' contracted earnings by 30%.
- Updated permanent contractual language for multiple organizations.
- Development of Diversity, Equity, and Inclusion policy and practice within organizations and skilled ability to facilitate diverse communities navigation of colonial practices and systematic bias. Expert De-escalation skills and translation of motive and need.
- An internationally recognized Independent Contractor within the leadership hierarchy as a Stage Manager (mid management) and/or Production Manager (upper management) to lead and supervise teams between 10 and 250 and productions.

Managing Director : Post5 Theatre – Portland, Oregon (2 years)

The Chief Executive Officer, Chief Financial Officer, and Chief Operating Officer of the organization. Direct experience and decision-making across the Artistic Administration while additionally acting as Sales Manager, Human Resources, Bookkeeper, Administrative, and Office Support. Skilled in budget creation, management and negotiation, policy generation and best practices, sales records, and personnel. Successful networking and company building throughout the Northwest as well as a detailed knowledge of the capacity and ability of the artistic community on the West Coast. Proficient communicator and manager with detailed understanding of psychology and economy. Accomplished in marketing and organization. Adept with numerous software platforms and social media applications. Track record of breaking revenue and attendance records. Oversaw hiring and training throughout the company and production hierarchy. Supervision, management, and education of students and interns.

- With a track record of sustainable growth, compiled first organizational budgets and increased operational capacity by 168%. Secured 501(c)3 Status and oversaw transition from Fiscal Sponsor (Fractured Atlas) to self-sustaining NPO.
- In collaboration with the Board of Directors and Artistic Director, spearheaded the operational and financial logistics of moving the company from a 3000 sq.ft. facility in Montavilla to 8000 sq.ft. facility in Sellwood. Oversaw capital campaign.
- Directed all financial operations, spearheaded the transition to payroll and accounting services, and created balanced yearly budgets. Created a complete human resources department including drafting contracts, personnel files, and management of employees. Highly adept at leveraging missions for resources. Secured \$100,000 in donations and in-kind revenue.
- Built complete box office systems including best practices, policies, and hierarchy. Sourced and instituted ticket sale platform. Performed all training on box office operations.
- Created complete branding structure, hired graphic designer, and overhauled company web presence. Increased media and press connections by 1150%. Increased mailing lists by 2000%. Increased social media base by 2600%.
- Responsible for all compliance with Oregon Liquor Control Commission (OLCC) and management of The Bar[D], Post5's onsite full liquor bar. Through streamlining operations, purchasing, and sales, increased Bar[D] revenue by 20%.
- Administrative consultation and bookkeeper for the subsequent year during restructure to a three Artistic Director model.

Production Manager : Jewish Theatre Collaborative – Portland, Oregon (8 years)

Key member of the leadership team and oversaw all aspects of the production process. Proficiency ranging from classical to contemporary genres and across numerous disciplines. Conducting regular production meetings and maintaining open communication and conflict resolution between all departments. Skilled tracking and management of deadlines, designers, actors, equipment, and locations. Management of interns through various departments and school programs. Responsibilities, budget, and management responsibilities increased each year.

- Achieved the first Ollie drop system installation in the venue despite low grid height (2015).
- Proven ability to manage budgets and a consistent track record for staying well under budgetary limits.

Corinne Gayle Lowenthal

Objective ~ Confident ~ Ludic


linkedin.com/in/corinnelowenthal

- Focused development of strong long-term relationships with the community and partnership development with stakeholders.
- Additional Stage Management 2011-2014

Government Liaison / Production Manager : Fuse Theatre Ensemble – Portland, Oregon (2 years)

Organized and managed all aspects of communications with government entities (US Forest Service, Regional Police and Sheriff's offices, environmental agencies). Detailed planning and execution of a multi day event located within a national forest without onsite phone, power, or water access. Coordination of personnel and equipment in a remote location. Acquisition of all necessary permits.

- Successfully closed Bagby Hot Springs and surrounding area twice (2013 & 2014) through expert negotiation with USDA, US Forestry Service, Mt. Hood National Forest, Clackamas Sheriff's Office, Fish and Wildlife Services, and Oregon and Federal environmental agencies for the first time on record.
- Secured and received first-ever permits for live performance in Mt Hood National Forest.
- Acted as onsite medical personnel / Paramedic. Responsible for the well-being and safety of all actors, staff, and audience through a multi day event. (Nearest additional medical resources required two-hour airlift and contact via satellite phone.)
- Complete management of personnel, equipment, and resources in highly dangerous situations and unpredictable weather.

Marketing & Development Strategist : CoHo Productions – Portland, Oregon (2 years)

A member of the senior leadership team. Hired to fill a void created by the sudden departure of the Executive Director. Advised and assisted the President of the Board in day-to-day business operations. Provided production management services to both in-house and renting productions.

- Achieved the first season-long branding scheme, pulling multiple unconnected productions together with fluid arc and design. Developed first detailed breakdown of sales for both season and individual production.
- Realized an overall company revenue increase of 152%. Coordinated a systematic reorganization of ticket handling and processing, increasing accuracy and value per patron. This yielded a 26% increase in attendance and 131% increase in overall sales against average, resulting in the most successful overall season on record.
- Through concerted diligence and research of company records, completed the first overall comparative assessment of pricing, attendance, revenue, and marketing in recorded company history. Resulting in significant overall growth in sponsorships (100%), donations (189%), and outside rentals of the venue (62%).
- Dramatically increased overall transparency, public image, press coverage, and communications. Forged new partnerships, rebranding, and community involvement. Created the first company social media presence.

Resident Production Stage Manager / Stage Manager : Profile Theatre Project – Portland, Oregon (5 years)

Record of accomplishment for fast learning, frequent growth of responsibility, and consistent quality. Unique ability to step into the production process at any stage and collaborate with myriad personalities. Responsibilities included overseeing rehearsal, production meetings, technical rehearsals, and performances. Detailed organization and record-keeping along every step of the process with custom designed paperwork. Daily communication, conflict resolution, and artistic interaction with directors, actors, designers, and crew. Management, teaching, and supervision of assistants, interns, and crew. Intimate familiarity with Equity and IATSE practices and contract negotiation. Extensive training on production communication and skills.

- First Resident Production Stage Manager. Built a season-long communication structure between departments with frequently-rotating designers. Repeated success diffusing tense situations, building good faith, and assuming command in emergent situations.
- Introduced concept of pick-up and substitute Stage Managers both in rehearsal and production.
- First to accomplish on-time deliverables for all departments consistently throughout the season.
- Created the first company social media presence.

Awards & Achievements

- | | |
|---|--|
| - President, Board of Directors, Home Orchard Education Center (2022-2023), Emeritus President (2024-Current) | - Artslandia Award for Emerging Theatre, Post5 Theatre (2015) |
| - Candidate, Portland City Commissioner Position 1 (2020) | - Portland Area Theatre Alliance Spotlight Annual Award |
| - Steering Committee Member, Training Advisory Council, Portland Police Bureau (2011-2017) | Nominations, Managing Director (2015), Production Management (2013-2014), Stage Management (2009-2013) |

Education

Atlantic University	Virginia Beach, Virginia	Course Work toward Master of Science: Psychology
Old Dominion University	Norfolk, Virginia	Bachelor of Science: Psychology
Tidewater Community College	Virginia Beach, Virginia	Paramedic Certification

Print

Destination Management/Marketing Organization Application - Submission #1380

Date Submitted: 1/23/2025

Name*

Lowell Gillespie

Email Address*

[REDACTED]

Address*

[REDACTED]

Recorder's note: outside city limits

City*

Oregon City

State

OR

Zip Code

97045

Primary Phone Number*

[REDACTED]

Alternate Phone Number

Which sector would you be representing if appointed to the Board of Directors? (Choose only one)*

- | | | |
|--------------------------------------|--|--------------------------------------|
| ☐ Lodging | ☒ River-based | ☐ Historic Sites |
| ☐ Retail | ☐ Restaurant | ☐ Agritourism |
| ☐ Craft Beverage | ☐ Outdoor Recreation | |

Describe your experience in the tourism industry? How much of that experience was in Oregon City?*

I have over 40 years experience in operating vessels commercially, both my own companies like the Portland Spirit Organization. They are all professional tourism vessels. I am a US Coast Guard certified captain. In years past I produced a number of cruises with people from Clackamas Community College. They served Oregon City and all areas both above and below Willamette Falls with professional guided river tours. I am a founding member of the River Assets and Opportunitis Task Force. I see Oregon City as a premiere destination location for river based tourism. From Oregon City, river tours can proceed to Downtown Portland, the Columbia River, even Astoria. I conducted tours from Oregon City to Bonneville Dam and destinations above including Cascade Locks and the Dalles. I am a resident of Oregon City and have participated in Oregon City Civic Meetings.

Why are you interested in serving on this board?*

I see Oregon City's location at the Falls and its many Museums which could be linked together effectively for Oregon City Cruise/ Luxury Coach Tours. I pioneered that with the county, Oregon City and an Oregon City non-profit. It was a great success and delivered hundreds of people with entry fees included to those museums.

What do you think is necessary for a community to have a thriving tourism industry?*

First: an attitude where we want to include community members in delivering services to our visitors. Second: We have many diverse opportunities available in Oregon City with museums and attractions. The river needs to be considered one of our strongest because we've got it. Lastly everyone should have an opportunity to participate in serving guests as well as being patrons and guests for tourism to work. Our attitude should be diverse, inclusive and give everyone opportunity.

What do you think Oregon City's strengths are when it comes to promoting tourism? What are its weaknesses?*

From what I have seen there are many assets available to serve tourism, there is a willingness of the city leadership to make it happen. There seem to be nodes of interest that would be best unified with everyone working together. Weaknesses seem to be focused primarily around the need to unify effort and importantly get the citizens of Oregon City aware that Oregon City can be a destination town.

The functions of a modern DMO go beyond marketing. What role do you see Destination Oregon City playing in the City's tourism industry?*

Destination Oregon City is in need of leadership and organization to accomplish the aspirations of being a tourism and visitation place. The river provides opportunities for people to come from long distances to participate in short duration or long distance tours because of its location. When the Locks were operating I was leading and producing tours all the way to Historic Champoeg/ Newberg. I also captained vessels down In Salem that serve that area and still do. There is no reason this DMMO cant work with myself and my many connections to make Oregon City the "River Place Destination".

Please upload a copy of your resumé. *

Lowell Gillespie Resume.pdf

Lowell Gillespie

[REDACTED]
Oregon City, OR 97045
[REDACTED]

As a long-term resident of Oregon City (over 40 years), I see Oregon City as not only desirable but very feasible destination place especially for river-based tourism. Those operations can include tours and cruises from other sites that would include Sellwood, Milwaukie, Lake Oswego and Gladstone. All those communities have docks where embarkation of guests can occur with a destination such as Oregon City and the Falls as foremost and marketable. I further see operations with high quality and luxury coach tours that would meet vessels in Oregon City and then provide museum tours, downtown tours, extensive old home drive bys and other such operations as joint Oregon City Cruise Tours. I performed those service for Portland Spirit in 2016 and 2017. My past experience includes operating hospitality programs with my daughter Vicky Collie that served both on the water and onshore programs for cities in northern Oregon.

Military Service

- US Army Tank Commander 1960's
- US Coast Guard Auxiliary Member and Service 1980's and continuing service

Lowell Gillespie and Associates (through 1970)

- Manufacturer's Representative for American automobile manufacturers and associations (5 major manufacturers and associations in America)

Yachts-O-Fun Incorporated (1980-1995)

- Hospitality, Vessel operations, and special events owner/operator
- 200-ton inland waterways master license US Coast Guard – this license allows me to operate and navigate all vessels on the Columbia and Willamette system

Yachts-O-Fun Charters and Special Events

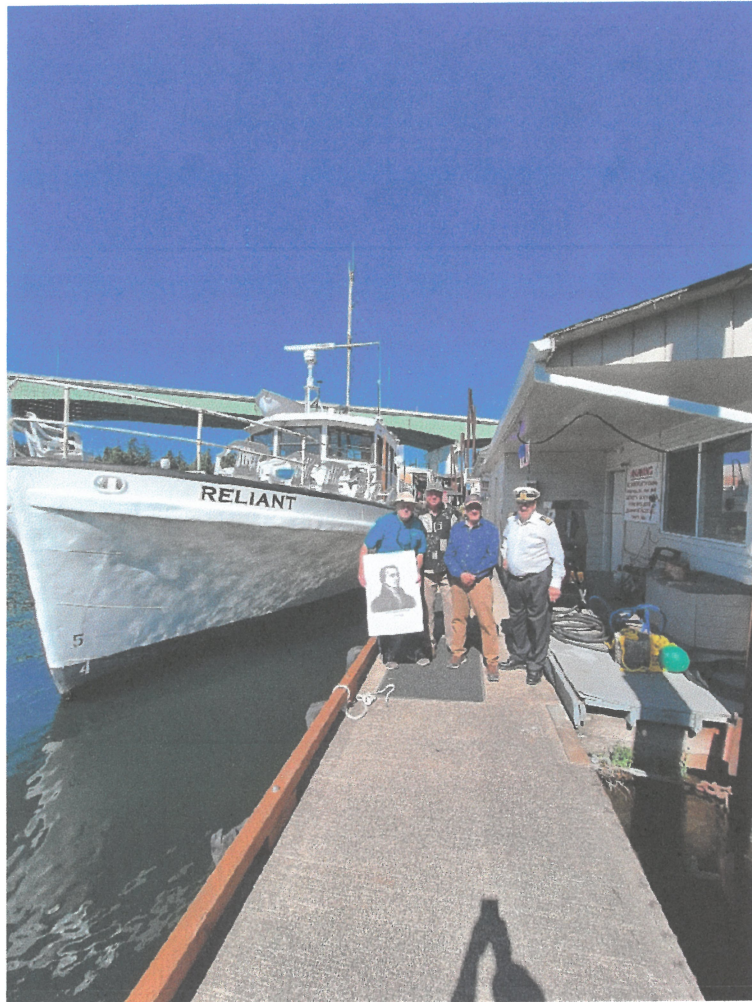
- Produced and operated vessels for "Columbia River Short Course", Willamette River Short Course", Portland Rose Festival, Port of Portland, Oregon City to Champoege Cruise Tour, Oregon City to Astoria Cruise Tour, and over 100 other departures with hospitality services and event planning required

Portland Spirit (1995 – 2017)

- Operated all 5 commercial vessels and developed special routes including a route for both on the water and onshore tours of Oregon City

Owner/Operator Motor Vessel Reliant Cruise Tours (2020 – Present)

- Please see the attached picture about our successful cruise from Oregon City on September 21 with our new partner and immigrant Guillermo Basalo Sucre from Venezuela



Willamette Falls Captain Lowell Gillespie and his beautiful Motor Vessel Reliant hosts sold-out River Assets Cruise on September 21, 2024. Pictured left to right: Jerry Herrmann, Vice Chair; Kent Ziegler, Chair River Assets Task Force; Venezuelan Refugee and Businessman Guillermo Basalo Sucre; and Willamette Falls area Captain Lowell Gillespie

Print

Destination Management/Marketing Organization Application - Submission #1280

Date Submitted: 1/1/2025

Name*

Carol A Dumond

Email Address*

[REDACTED]

Address*

[REDACTED]

City*

OREGON CITY

State

OR

Zip Code

97045

Primary Phone Number*

[REDACTED]

Alternate Phone Number

Which sector would you be representing if appointed to the Board of Directors? (Choose only one)*

- | | | |
|--------------------------------------|--|---|
| ☐ Lodging | ☐ River-based | ☒ Historic Sites |
| ☐ Retail | ☐ Restaurant | ☐ Agritourism |
| ☐ Craft Beverage | ☐ Outdoor Recreation | |

Describe your experience in the tourism industry? How much of that experience was in Oregon City?*

I serve on the board of directors of Willamette Falls Symphony, Oregon City's orchestra since 1981. Most of what we do is in Oregon City, although we do sponsor an annual summer project, the Oregon Mahler Festival, which requires a larger venue than is available in Oregon City and so is rehearsed and performed at Lake Oswego High School. In my previous life in San Francisco, I was involved in many musical and theatrical performances in a wide variety of venues.

Why are you interested in serving on this board?*

I'm interested in becoming more involved in this community. I've lived here for five years now, and I believe that the size of the city gives an individual citizen a greater chance to help improve the local quality of life than she has in a larger city.

What do you think is necessary for a community to have a thriving tourism industry?*

The citizenry should be welcoming and friendly. The areas most often visited by tourists should be clean and safe and should be as attractive as possible. There should be enough parking to accommodate tourists who prefer to drive here, as well as enough public transportation to make our destination easily accessible to those who choose it. There should be a good balance among opportunities for shopping, entertainment, and dining.

What do you think Oregon City's strengths are when it comes to promoting tourism? What are its weaknesses?*

We have a storied history as the End of the fabled Oregon Trail. We have surviving indigenous tribes active in the community. We have a beautiful natural setting, including the second largest waterfall by volume in the US. We have iconic structures such as the Municipal Elevator, the Promenade, and the Arch Bridge. We have a small but high quality gourmet dining district along Main and Washington Streets, with room for more there and elsewhere. We do not have any downtown art gallery spaces or permanent indoor performing arts venues (as opposed to ad hoc outdoor spots for special events).

The functions of a modern DMO go beyond marketing. What role do you see Destination Oregon City playing in the City's tourism industry?*

The organization should develop short- and long-term plans for tourism growth and maintenance, and should be concerned with the sustainability of the tourism industry here. It should also coordinate with the city government in developing these plans. It should be involved with connecting projects with local, state, and national funding sources where available. The DMO can be of great assistance as liaison between the City and its tourism assets.

Please upload a copy of your resumé. *

CAD resume NOV2024.pdf

[REDACTED]
Oregon City, OR 97045
[REDACTED]

Carol Dumond
Attorney (ret.)

Objective: I have played with Oregon City's resident symphony orchestra (Willamette Falls Symphony) since January, 2007 and have lived in Oregon City since March, 2019. Now that I've settled into the community and the disruption of Covid is over, I want to become more civically involved.

Current employment: I am retired from paid work, but am currently volunteering as a violist in the Willamette Falls Symphony, and have served on its board as a member at large and now as chair of the board of directors. My duties are to write the board meeting agendas, conduct the meetings, maintain relationships with donors, and to assist in fundraising and in the planning and execution of the orchestra's special projects.

Employment history:

1985 – 2004: Attorney, California Public Utilities Commission, San Francisco. In this job I worked eight years as advisory and appellate counsel, in which I advised the Commission on legal questions and represented it before the California and United States Supreme Courts. Following that, I worked twelve years as an enforcement attorney, managing cases and staff, including engineers, accountants, economists, and investigators, before the Commission and occasionally in civil court.

1984 – 1985: Staff attorney, John Carl Warnecke (Architect), San Francisco. I advised management on legal and liability questions.

1983 – 1984: Associate attorney, Severson, Werson, Burke & Melchior, San Francisco. Assisted lead attorneys in cases involving insurance defense.

1971 – 1980: Announcer/engineer, KQED-FM, San Francisco. Office Manager, Richard E. Neuman, Inheritance Tax Appraiser. Assistant to the Business Manager, Foote, Cone, & Belding Advertising, Los Angeles. Various other clerical positions.

1971 – present: At all times since acquiring a music degree, I have participated in performing groups, including conducting the choir at Compton First Christian Church (Compton, California; paid), the Pacifica Singers (Los Angeles), the Pacific Mozart Ensemble (San Francisco), the San Francisco Community Orchestra, the Portland University Orchestra, the Portland Recorder Orchestra (founding member); the Recorder Orchestra of Oregon (founding member), the Starlight Symphony/Tualatin Valley Symphony, and the Willamette Falls Symphony.

Education:

Stanford Law School, J.D., 1983.

University of Southern California, BA (Music), 1971.

Mt. San Antonio Community College, music major, 1966 – 1968.

Print

Destination Management/Marketing Organization Application - Submission #1298

Date Submitted: 1/7/2025

Name*

Don Ramsey

Email Address*

[REDACTED]

Address*

[REDACTED]

City*

Oregon City

State

OR

Zip Code

97045

Primary Phone Number*

[REDACTED]

Alternate Phone Number

Which sector would you be representing if appointed to the Board of Directors? (Choose only one)*

- | | | |
|--------------------------------------|--|--------------------------------------|
| ☐ Lodging | ☒ River-based | ☐ Historic Sites |
| ☐ Retail | ☐ Restaurant | ☐ Agritourism |
| ☐ Craft Beverage | ☐ Outdoor Recreation | |

Describe your experience in the tourism industry? How much of that experience was in Oregon City?*

I was co-owner of a boat rental company for six years that operated on the lower Willamette River out of Oregon City

Why are you interested in serving on this board?*

To help grow economic prosperity in Oregon City and have non-residents understand the beauty and heritage Oregon City has to offer

What do you think is necessary for a community to have a thriving tourism industry?*

Listen to what the people want

What do you think Oregon City's strengths are when it comes to promoting tourism? What are its weaknesses?*

Strengths-the river, the history, the forest, the geographical location, and the people

Weaknesses-one hotel (and it's expensive), lack of restaurants (getting better), people think it's too far, lack of teen facilities

The functions of a modern DMO go beyond marketing. What role do you see Destination Oregon City playing in the City's tourism industry?*

Finding more ways to draw people into Oregon City. Making people want to stay for hours or a day. Not just in and out.

Please upload a copy of your resumé. *

Don_Ramsey_Senior Customer
Success Manager.pdf

Accomplished professional with experience managing client relationships and fostering business growth within a global technology landscape. Excel in strategic planning, innovative problem-solving, and elevating customer engagement through impactful learning and development initiatives. Proven record in preventing client churn, surpassing sales targets, and nurturing key accounts, reflecting a strong ability to align services with client business operations for optimal outcomes. Bring a hands-on approach to marketing and sales, successfully launching and scaling a customer-focused business to profitability. Committed to enhancing partner relations and program participation through effective communication and innovative loyalty strategies, ready to deliver exceptional results as a Senior Customer Success Manager.

Areas of Expertise

- Customer Focused & Advocacy
- Contract Negotiations Skills
- Problem Solving
- Work Cross-Functionally
- Customer Retention & Churn Prevention
- Strategic Planning
- Account Management & Growth
- Consumer Relationship Management
- Professional & Analytical Skills

Professional Experience

[BLUEVOLT Portland, OR, April 2021 — April 2024](#)

[Senior Customer Success Manager](#)

Manage and enhance customer relationships for a diverse portfolio of fifty-four clients across three continents, ensuring high adoption, retention, and satisfaction rates. Employ strategic planning and innovative approaches to bolster learning and development programs. Conduct discovery meetings, account mining, and continuous business reviews to align BlueVolt services with client business requirements. Foster trusted advisor status with clients to set and achieve critical goals and key performance indicators for successful business outcomes. Advocate for customer needs across departments, ensuring resolution of technical issues and fulfillment of customer goals. Lead initiatives for customer engagement, including bi-weekly technical webinars and cross-selling of Creative Services.

- Prevented churn of four key accounts by de-escalating issues and fostering collaborative environment, resulting in renewed contracts.
- Achieved total contract sales of \$938,776 in 2021, \$493,000 in 2022, and \$1.14M in 2023 through diligent account management and strategic upselling.
- Surpassed KPIs and sales targets by identifying and capitalizing on upsell and cross-sell opportunities, including expansion into new markets with three universities.
- Initiated and conducted bi-weekly technical webinars, enhancing customer engagement and product adoption.
- Recognized as top Customer Success Manager based on Annual Recurring Revenue (ARR) for two consecutive years, and second highest in the third year.

[Willamette Falls Electric Boat Company, Portland Metro Area, July 2017 — Jan 2022](#)

[Co-Owner](#)

Pioneered the establishment and operation of an electric boat rental service in the Portland Metro Area, growing the venture to profitability by the second year. Orchestrated comprehensive marketing program, including the creation and execution of a local marketing plan in collaboration with business and tourism entities. Designed and maintained the company website, leveraging social media platforms such as Facebook, Twitter, Yelp, Groupon, and TripAdvisor as part of the marketing strategy. Delivered exceptional consumer service, engaged to resolve customer issues, and provided sales support to foster business expansion and ensure consistent year-over-year growth.

- Launched business from inception, achieving a profitable margin in the second year of operation.
- Developed and executed a multi-channel marketing strategy that bolstered brand recognition and customer acquisition.
- Designed a user-friendly company website, enhancing customer satisfaction and facilitating online engagement.

- Provided firsthand customer relations and sales support, contributing to sustained business growth each year.

[Xerox Corporation, Wilsonville, OR, July 2017 — Dec 2018](#)

[Customer Loyalty and Retention Manager](#)

Managed customer loyalty rewards program for a global corporation with a focus on B2B hardware, software, and SaaS service sales. Directed the Genuine Xerox Rewards loyalty program in the Western Hemisphere, aligning with comprehensive performance planning. Engaged end-users and cultivated loyalty without a dedicated budget, employing innovative approaches to strategy development. Spearheaded the creation and distribution of an informative quarterly newsletter to maintain communication and provide value to program members. Oversaw the project management for the design, testing, and release of two mobile applications, enhancing customer advocacy and program accessibility.

- Increased Genuine Xerox Rewards membership by 35%, significantly expanding the customer base and enhancing brand loyalty.
- Amplified active member program participation by over 200%, demonstrating effective engagement strategies and campaign management.
- Led development and launch of two mobile applications, improving customer experience and program interaction.

[EVANTA, A Gartner Company, Portland, OR, June 2016 — May 2017](#)

[Program Manager](#)

Orchestrated the recruitment of Fortune 100 CIOs and CISOs to participate in Governing Body events, enhancing the network's value and reach. Implemented strategic initiatives to boost vendor sponsorship sales and support, ensuring sustainable event funding. Drove robust attendance at CIO and CISO events, contributing to the events' success and recognition within the industry.

- Surpassed revenue targets for new hires by an exceptional 500%, demonstrating outstanding sales acumen.
- Earned accolade for the highest sales contract secured by a new employee, highlighting exceptional sales performance

[Xerox Corporation, Wilsonville, OR, Feb 2008 — Feb 2015](#)

[Inside Partner Manager](#)

Supported field operations and conflict resolution as Inside Partner Manager, ensuring monthly revenue targets were met for assigned territories. Enhanced Xerox market share by collaborating with business partners and field staff. Served as a key advisor to partner sales representatives, facilitating technical training and strategic sales guidance. Led technical knowledge and sales teams, fostering product knowledge and sales effectiveness.

- Surpassed sales revenue goals by 110%+, earning the NARS Excellence Summit trip four consecutive years (2009-2012).
- Achieved distinction as Top Inside Partner Manager in 2010 and 2011, demonstrating exceptional sales leadership.
- Provided pivotal leadership as Technical and Sales Team Lead from 2013 to 2015, enhancing team performance and product expertise.
- Maintained a history of partner growth for twenty-six quarters and met contract revenue goals for 28 consecutive quarters, underscoring sustained success and client satisfaction.

Education

[Bachelor of Science in Political Science](#) | Oregon State University, Corvallis, Oregon

Certifications

Certified Customer Success Manager (CCSM), SuccessHackers compliance

Project Management Certification (PMP), Portland State University (in progress)

Microsoft Certified Systems Engineer Program, University of Phoenix - Tigard, Oregon

Community Involvement

- Rip City Success, Co-Chair, Portland CSM Support Group
- Technology Association of Oregon, Co-Leader Jobseekers managing people
- Oregon City Christian Church, Chairperson of Elder Board, Seven person professional board, working with \$1.3M annual budget
- Senior Project Manager for \$3 million building project, advised project manager on operations
- Director of Safety & Security and, supervising thirty one people, creating and adjusting policies, procedures and trainings

Print

Destination Management/Marketing Organization Application - Submission #1299

Date Submitted: 1/7/2025

Name*

Holly Pfortmiller (Soll)

Email Address*

[REDACTED]

Address*

[REDACTED]

Recorder's note: resident of Molalla

City*

Molalla

State

Oregon

Zip Code

97045

Primary Phone Number*

[REDACTED]

Alternate Phone Number

[REDACTED]

Which sector would you be representing if appointed to the Board of Directors? (Choose only one)*

- | | | |
|--|--|--------------------------------------|
| ☒ Lodging | ☐ River-based | ☐ Historic Sites |
| ☐ Retail | ☐ Restaurant | ☐ Agritourism |
| ☐ Craft Beverage | ☐ Outdoor Recreation | |

Describe your experience in the tourism industry? How much of that experience was in Oregon City?*

I have worked at the only hotel in Oregon City for almost 18 years. I have been the general manager of this hotel for the last 5 years. I have been on the Clackamas County Tourism Board for multiple years, this year I became Co-chair. All of my tourism experience has been in Clackamas County.

Why are you interested in serving on this board?*

As the only hotel in Oregon City, I feel that my voice and opinion matter. I am in a unique position where ALL aspects of tourism affect my business, so I have no bias on what in our community we are focused on, be it water recreation, museums, agriculture; I am able to look at tourism as a whole.

What do you think is necessary for a community to have a thriving tourism industry?*

Unity. We all need to understand the economic impact tourism has in our city. We also need to understand that too much of a good thing can go very wrong, very quickly. While we grow our tourism industry, we must do all we can to protect our natural resources and ensure our community stays safe and responsible.

What do you think Oregon City's strengths are when it comes to promoting tourism? What are its weaknesses?*

Our location alone is a drawing factor. Our history is unmatched and cannot be re-created. Unfortunately, this is also our downfall as most of our historic locations are closed, or open very sporadically. Our current destinations need support, they need more than just volunteers to operate and grow their profitability. Our small businesses need support to advertise, PARKING, we need parking in our downtown area. We underutilize the rivers that surround us.

The functions of a modern DMO go beyond marketing. What role do you see Destination Oregon City playing in the City's tourism industry?*

The first item of business (in my opinion) is bringing all of the different groups together to understand the goal. As you are aware, there are groups of people in our city who have dedicated much of their adult lives to ensure our history doesn't go forgotten. The different groups may dig their heels in the sand, we need to ensure that doesn't happen. Their knowledge is priceless. I also feel the DMO should be the "face" of the city. They should be able to walk into the Annual Governors Tourism Conference and know many faces, their names, the towns/businesses they represent, and maintain a GOOD rapport in the industry. This position is just as social as it is anything else.

Please upload a copy of your resumé. *

H Soll Resume.docx

Holly N. Soll

Objective:

To obtain a long term, rewarding career in the tourism industry that will allow me to utilize my varied life experiences, as well as my customer service and management skills.

Personal Skills and Strengths:

Responsible, independent worker with the ability to multi-task.
Supportive team player with excellent communication skills.
Punctual, honest, and reliable while keeping a professional attitude and appearance.
Work well under pressure with speed and accuracy, paying attention to details.

Qualifications:

18 years of Best Western Experience, including all mandatory training through Best Western University completed.
International Executive Housekeepers Association Certified
American Hotel and Lodging – Front Desk Manager Certified for Full-Service Hotel
20 years customer service industry experience with over ten years of Manager experience.
Six years, Assistant General Manager experience.
Four years, General Manager experience.
I have received multiple proficient and outstanding annual reviews written by my supervisor
Over 5 years of serving on the Mt. Hood Territory Tourism Board

Job History:

Best Western Plus Rivershore Hotel

Supervisor: Wendi Humphreys
Phone: 503-655-7141
Position Held: General Manager
Dates Employed: May 2015 - Present

Job Duties

Daily operations of the hotel including, hiring, scheduling, and managing employees, preparing and running employee meetings, daily audits and weekly deposits. Completion of end of month. Charge backs. Payroll trained. I Complete the monthly ordering and research new products. Posting payment in Accounts receivable, making sure everything is balanced. I work closely with vendors and members of our community. Continuing education of Best Western. Daily, I work to achieve the goals we have set as a management team while maintaining a clean and organized environment.

Holly N. Soll

Mt. Hood Territory / Clackamas County Tourism Board – Volunteer

Supervisor: Samara Phelps

Phone: 971-334-9479

Position Held: Tourism Development Commission – Co-chair

Dates: July 2018 - Present

Job Duties

As a member of the Tourism Board, I am involved directly with the tourism industry and the community I live in. Our duties include directing Clackamas County staff where monies would best be spent with the biggest impact. Approving budgeting, marketing, and attending various city meetings. I am part of a secondary committee reviewing grants, making decisions after thorough review to projects in our communities.

Shear Sensations Day Spa

Supervisor: Sheri Lightner

Phone: 541-265-4247

Position held: Receptionist

Dates Employed: September 2014 – May 2015

Job Duties:

Making and scheduling appointments. Answering multi-lined telephones. Cleaning, restocking and organizing. Making clients feel welcomed. Taking payments, both in person and over the phone while making sure all monies are accounted for at all times.

Best Western Plus Rivershore Hotel

Supervisor: Wendi Humphreys

Phone: 503-655-7141

Position held: Front Desk Manager

Dates Employed: May 2007 – September 2014

Job Duties:

Along with the standard and traditional day to day duties of controlling the front office operations of a 114 room, full service hotel; I also dealt largely with the public. In addition to providing exemplary service to our guests and staff members, I was also required to communicate effectively with my local law enforcement agency, chamber of commerce representatives, politicians, vendors, sales people and outside contractors; while maintaining courtesy and professionalism.

Holly N. Soll

██████████

██████████████████

References:

Peggy Nault
Best Western Regional Service Manager
Home: ██████████

Wendi Humphreys
Direct Supervisor
Home: ██████████

Samara Phelps
Executive Director Oregon's Mt. Hood Territory
Home: ██████████

Print

Destination Management/Marketing Organization Application - Submission #1343

Date Submitted: 1/14/2025

Name*

Lee Belowski

Email Address*

[REDACTED]

Address*

[REDACTED]

City*

Oregon City

State

OR

Zip Code

97045

Primary Phone Number*

[REDACTED]

Alternate Phone Number

Which sector would you be representing if appointed to the Board of Directors? (Choose only one)*

- | | | |
|--------------------------------------|---|--------------------------------------|
| ☐ Lodging | ☐ River-based | ☐ Historic Sites |
| ☐ Retail | ☐ Restaurant | ☐ Agritourism |
| ☐ Craft Beverage | ☒ Outdoor Recreation | |

Describe your experience in the tourism industry? How much of that experience was in Oregon City?*

I have been working in the tourism industry for the last four and a half years. The entire time has been in Oregon City as the Flatwater/Assistant Operations manager for eNRG Kayaking located at Sportcraft Landing.

Why are you interested in serving on this board?*

As a skilled operations manager, I am eager to serve on this board and contribute to the growth and development of Oregon City. With a deep passion for the community, I believe my expertise in strategic decision-making can help the board achieve its goals and make a meaningful, positive impact.

What do you think is necessary for a community to have a thriving tourism industry?*

To cultivate a thriving tourism industry, a community requires a multifaceted approach. This includes developing a portfolio of appealing tourist attractions, establishing well-designed infrastructure for transportation and accommodation, fostering a welcoming local culture, implementing effective marketing and promotion strategies, adopting sustainable practices, and facilitating strong community involvement.

What do you think Oregon City's strengths are when it comes to promoting tourism? What are its weaknesses?*

Oregon City effectively promotes its historical attractions to tourists. Yet, the city would benefit from equally emphasizing its experiential tourism offerings, such as outdoor recreation and river-based activities.

The functions of a modern DMO go beyond marketing. What role do you see Destination Oregon City playing in the City's tourism industry?*

Destination Oregon City's role should be to actively promote the city as a desirable travel destination. This involves attracting visitors through targeted marketing campaigns, managing partnerships with local businesses, and ensuring a positive visitor experience. This can be achieved by providing comprehensive information and facilitating easy access to local attractions. Ultimately, these efforts will help boost the local economy through increased tourism.

Please upload a copy of your resumé. *

Lee Resume .docx

Lee Belowski**WORK EXPERIENCE*****Northwest River Guides / eNRG Kayaking*****6/2020-Current****FLATWATER/ ASSISTANT OPERATIONS MANAGER**

- Supervising the daily operations of the Paddling/Rental Programs
- Provide operational, and Policy and Procedure training to all new and current employees.
- Give recommendations to the Director for marketing investments based analysis of the ad campaign performance.
- Provide oversight and management of the operational and financial performance of tubing location.
- Organize and facilitate specialized events
- Partner with community-based conservation efforts to improve public access and sustain the cleanliness of local waterways.

Massage Envy- OR, WA, ID & MT Territory**10/2018-7/2019****DISTRICT MANAGER**

- Accountable for the overall operational support of 20 independently owned and operated franchised locations within the Region.
- Developed a trusting and collaborative relationship of mutual accountability with franchisees and their managers, leading to a strong working partnership achieving shared goals.
- Supported the efforts of the Regional Director and provided support to assist franchisees with delivering strong operational performance for the region of independently owned and operated franchised locations, as measured by the HPI.
- Delivered training, coaching, and other learning opportunities to improve the identified areas needing improvement.
- Ensured completion documentation and follow-up on compliance requirements, as measured in the Operations Standards Reviews (OSR), throughout the region.

Massage Envy- Oregon**1/2016-10/2018****BUSINESS MANAGER**

- Developed positive relationships with employees, members, and guests.
- Managed a team of 70+ employees across multiple locations.
- Assist Franchise Owner and GM in setting and achieving all membership and retail sales goals and profitability.
- Built a high achieving team at with positive year over year success
- Mentored junior employees to develop professionally and successfully coached 3 employees for preparation to become Business Managers
- Provided ongoing guidance and coaching to current Business Managers
- Provided guidance and corrective action plans to ensure proper OSR standards are met
- Coordinated offsite events focusing on community reciprocity and stewardship

KEY SKILLS AND COMPETENCIES

- Managing Positive Behaviors
- Strong Communication Skills
- NOLS Wilderness First Responder
- ACA L2 Kayak Instructor

ACADEMIC QUALIFICATIONS***University of New Hampshire*****2001-2006**

BSc, Kinesiology (Sport Studies)/ Minor in Business Administration

REFERENCES- Available on request.