



CITY OF OREGON CITY CITY COMMISSION SPECIAL INTERVIEW MEETING AGENDA

Commission Chambers, Libke Public Safety Facility, 1234 Linn Ave, Oregon City
Tuesday, April 8, 2025 at 7:30 PM

Ways to participate in this public meeting:

- Attend in person, location listed above. Please see the public comment guidelines below.
- Attend the livestream of the meeting on the City's YouTube Channel: <https://www.youtube.com/user/CityofOregonCity>
- Register to provide electronic testimony (email recorderteam@orcity.org or call 503-496-1509 by 3:00 PM on the day of the meeting to register)
 - Email recorderteam@orcity.org (deadline to submit written public comment 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

1. CONVENE MEETING AND ROLL CALL

2. GENERAL BUSINESS

- a. DMMO Board of Directors Interviews
- b. Potential Appointment of DMMO Board Members

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](#) 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:** April 8, 2025
From: James Graham, Economic Development Manager

SUBJECT:

DMMO Board of Directors Interviews

STAFF RECOMMENDATION:

Interview and appoint three (3) candidates to serve on the Board of Directors of Destination Oregon City, Inc., (DMMO).

EXECUTIVE SUMMARY:

Staff is presenting three (3) candidates that applied to be seated on the Board of Directors of the Destination Management/Marketing Organization ("DMMO").

BACKGROUND:

During its March 4, 2025, Special Meeting, the City Commission interviewed eight candidates for the DMMO Board of Directors. The Commission sought to appoint seven candidates to represent various industry sectors.

The approved Bylaws of Destination Oregon City, Inc. state the following:

The corporation recognizes the importance of including voices from the following sectors: lodging, retail, restaurant, outdoor recreation, beverage, historic sites, river-based activities, and agritourism. As such, at all times, at least four of the Directors shall have a direct connection to one or more of those sectors through current or previous employment, investment, ownership, or nonprofit Board service. In order to preserve a diversity of voices, no more than one Directors may be from any one sector at any time. To the degree possible, the Board shall represent different geographical areas within Oregon City.

After the interview session, the City Commissioners made four (4) appointments and decided to ask staff to go back into the community to identify more candidates, especially those that are representative of the arts/culture, retail, agritourism and retail industry sectors.

The following candidates applied for this second round of interviews for the Board of Directors of the DMMO:

- Jessica Land

- Trieste Andrews
- Daria Loi

OPTIONS:

1. Interview and Appoint three (3) candidates to the Board of Directors of Destination Oregon City, Inc.
2. Appoint fewer or no candidates for the Board of Directors of Destination Oregon City, Inc.

Print**Destination Management/Marketing Organization Application - Submission #1608****Date Submitted: 3/12/2025****Name***

Trieste Andrews

Email Address*

[REDACTED]

Address*

Po Box 868

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?*

Although not noted above in the different sectors, I am applying to the Board with a focus on Art and Culture. For the past 12 years I have been heavily involved in the arts in Oregon City. My experience includes 9 years with the Three Rivers Artist Guild - 7 years on their Board, 3 as president and the Chair of the Oregon City Arts Festival for 5. I sat on the first OC Arts Commission board for 3 years including Chair for the first year. I procured funding for TRAG during Covid, funding for numerous Art projects with a focus on interactive community art pieces. I am a proponent for a future Art Community Center in Oregon City based on many residents input. I am currently president of the Brush & Palette Art Group - a non-profit 501c7 organization..

Why are you interested in serving on this board?*

I believe Art & Culture are two of the most impactful economic engines in a City. The Art's financial impact for tourism in a City is unmatched. In the most recent 2022 Arts and Economic Prosperity study it was stated that Clackamas County's arts and culture sector generated \$26.1 million in economic activity during 2022, supported 573 jobs, contributed \$17.5 million in household income for local residents and delivered \$4.5 million in tax revenue to local, state and federal governments.. I believe it is tantamount in Oregon City's tourism plan to include Arts and Culture.

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

Community engagement and support in any city is a key factor in promoting tourism and drawing visitors to a place. The importance of Art & Culture in a city is one of the prime avenues for accomplishing this. Think of murals in small towns that otherwise would not be on the map but produce much needed income, or multi-cultural festivals that not only draw our diverse community together but draw outside visitors to us, or the theater, dance and music events that support a city's financial needs and budgets. Art & Culture can produce a stream of economic wealth to a city.

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

Shown by the exclusion of Arts & Culture in the first call for a Board for the DMMO, art is clearly not recognized or supported enough, and yet actual statistics show that it is one of main sources for Tourism success. It is crucial that this focus be included in a Tourism plan.

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

Oregon city has established a 20 year plan that includes goals for diversity, inclusion, education, youth mental support among other focuses. The Arts can be a tool to accomplish every one of these goals. Art brings people together promotes inclusion and understanding of those around us, and builds a stronger more successful community in every way.

Please upload a copy of your resumé. *

31225 Trieste resume.docx

TRIESTE ANDREWS

PO Box 868, Oregon City, Oregon, 97045 [REDACTED] [REDACTED]

Action-oriented arts advocate intent on creating change by bringing arts-focused resources to community organizations in the greater Clackamas County area. Proven ability to collaborate with internal and external stakeholders while exceeding objectives. Demonstrated ability to adapt to technology; experience running social media campaigns and procuring funding through fundraising events and grant applications.

EXPERIENCE

- 2025-present: current President of Brush & Palette Arts Group – a 501c7 organization
- 2022 –2023: Our Creative Future Steering Committee – co-creating an Arts and Culture plan for 4 counties
- 2021 – 2024: Art Commissioner with the Oregon City Art Commission; OCAC Chairperson 2021-2022
- 2022-2023 – Director of Chamber Services for the Oregon City Chamber of Commerce
- 2014-2021 Three Rivers Artist Guild - President 2019-2021; Board Member 2016-2021; Member 2014-2022

ACCOMPLISHMENTS

- November 1, 2023 – Honored by Mayor McGriff on national Extra Mile Award Day as one of four people in Oregon City who have given back to their community.
- 2023& 2024 – Member of the core management team to create the first Pride event in Oregon City
- 2022 – Created an interactive community mural during the 100th anniversary of the Oregon City Arch Bridge
- 2022 – Procured funding and an Artist from the Confederated Tribes of the Grand Ronde, Brian Krehbiel, to create one of the first new murals in Oregon City
- 2022 – Procured funding and an Artist, Cathy Rowe, to restore the Trolley mural on Oregon City’s Main Street
- 2021 – Procured funding and artists to replace vacant storefront windows with works of art
- 2021 – Assisted the Oregon City Economic and Development Manager to recreate an Art Commission in Oregon city
- 2021 – Initiated a movement in Oregon City to reinstitute murals in Oregon City which had been prohibited for 5 yrs
- 2019-2021 – Procured over \$30,000 in grants and funding during Covid for art projects and to support the continuance of the Three Rivers Artist Gallery
- 2020 - Initiated the first Spring Fling Art Festival with TRAG while maneuvering the safety requirements of Covid
- 2019 – “She Flies With Her Own Wings” – Partnered with Clackamas County Historical Society to create 9 life-size depictions of historical Clackamas women which then toured Clackamas County
- 2017-2021 – Chairperson for the annual Oregon City Festival of the Arts

SKILLS

- Proficient in Word, Excel, Power Point, and Canva
- Proficient in using Facebook and Instagram as marketing tools
- Proficient in presentations and customer relations
- Proficient in creating and managing fundraising events
- Proficient in Grant Writing

EDUCATION

Marylhurst University: M.A. Organizational Communication; Teikyo Post University: B.A Business Management

ASSOCIATION AFFILIATIONS

OC Rotary Club; OC Chamber of Commerce; Clackamas County Arts Alliance; Our Creative Future Steering Committee; Downtown Oregon City Association; City of Oregon City; OC Parks and Rec; OC Together; Three Rivers Artist Guild; the Women’s Club; Clackamas County Historical Society; Museum of the Oregon Territories; Oregon City Childrens Theater, End of the Oregon Trail Interpretive Center; Angels in the Outfield; White Rabbit Black Ink Café

Print

Destination Management/Marketing Organization Application - Submission #1596

Date Submitted: 3/11/2025

Name*

Daria Loi

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
- Retail
- Craft Beverage
- River-based
- Restaurant
- Outdoor Recreation
- Historic Sites
- Agritourism

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

I own a business in downtown Oregon City and currently serve on OC Arts Commission. In both roles, I spend a considerable amount of my time planning and executing activities, events and opportunities to attract visitors to Oregon City, leveraging what our city offers, from historic sites to natural attractions, unique spaces and retailers.

Since I opened my business, I have successfully attracted a considerably high number of new visitors (from Portland, Lake Oswego, West Linn, Sherwood, Tualatin, Beaverton, Hillsboro, Wilsonville, Newberg, Gresham, Vancouver WA and even interstate) who were interested in and learned about my business through social media and marketing strategies. Once they reach me, I typically direct them to other local businesses and attractions, providing tourism recommendations, sharing local stories and offering flyers promoting local attractions. Frequently, during those encounters I informally interview them to learn more about what they like, what they are hoping to find and what types of services they'd benefit from.

Additionally, I have been partnering with the Downtown OC Association and have been providing much feedback and ideas on how to improve our attractiveness to tourists that venture in the Downtown district.

Finally, I have been partnering with Mt Hood Territory and the Clackamas Arts Alliance and thanks to such partnerships I promoted my business as a tourist attraction in the region. An example of such work is this article, focused on local entrepreneurs: <https://www.mthoodterritory.com/articles/women-entrepreneurs>

Why are you interested in serving on this board?*

Oregon City is an absolute gem, packed with unique attractions. That said, I believe that it is still a somewhat undiscovered hidden treasure and has yet to reach its full potential as a tourism destination. Serving on this board offers a unique opportunity for me to tap into decades of executive marketing, sales and experience design to bring value to my city, ensuring more people can discover, enjoy and fully leverage all the amazing value we have to offer.

As an Oregon City business owner, I have direct understanding of what what services and opportunities visitors wish to access when they visit us and what could enrich Oregon City's attractiveness as a tourism hub. Additionally, I have hands-on knowledge of current barriers to growth and coordinated partnerships -- and what could be done to more efficiently and creatively support a robust tourism economy without jeopardizing the city's character and unique identity.

I wish to join the board so I can serve my city, inspiring visitors to learn about our hidden gem while advancing prosperity and quality for local businesses and communities.

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

At a high level, key factors include a strong local economy, unique attractions, well-maintained infrastructure, a welcoming environment and effective marketing and partnerships. Locations with a thriving tourism industry frequently leverage their unique attractions yet surround and strengthen such attractions by offering the ability to:

- Discover them, through carefully curated branding, marketing, advertising and partnerships (Discover);
- Reach them, through adequate infrastructure and accessibility (Access);
- Enjoy them fully and consistently, through experiential design and targeted partnerships (Experience);
- Experience them sustainably, without impacts at economic, environmental, structural and cultural levels (Protect & Sustain);
- Contribute to them, generating a sense of ownership, pride, belonging and care (Participate).

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

Strengths: heritage attractions (McLoughlin hood & Downtown); natural attractions (waterfalls, river, cliffs, nature walks); agritourism (e.g. wine industry); unusual retailers and experiences (e.g. ghost tours, small/quirky stores)

Weaknesses: cross-organization collaboration and efficiency; brand/marketing and social media strategy; urban decor curation; past stigmas (low income, poor education, rough) and perception of being unwelcoming (unsafe, poorly lit, homelessness, conservative community)

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

While there are many aspects that DMO could and should focus on, I believe that Oregon City's ability to thrive as a tourism center is deeply weakened by visible gaps in how partnerships across various players, interests and communities are created, coordinated, planned and sustained over time.

For Oregon City to thrive as a tourism hub and destination, DMO has a unique opportunity to bring collaboration, cohesion and alignment to the forefront -- becoming a strategic leader tasked with the important role of coordinating among diverse players, motivations and needs consistently, efficiently, sustainably and collaboratively.

Please upload a copy of your resumé. *

Loi Daria_resume.pdf

Art, Design & Strategy Executive

Research | Ideation | Definition | Testing

Creative leader with extensive experience driving innovation in global enterprises (profit and non-profit) and proven success in delivering human-centered innovations in art, design, strategy, and customer/user experiences (CX/UX).

Accomplished researcher adept at conducting global field and market studies and deploying art, technology and design innovation to develop novel products, services and systems. Created innovative arts-based system to engage participants.

Collaborative strategist with expansive operational expertise in planning, project, and innovation management across highly ambiguous contexts to forge powerful results.

Prolific thought leader with vast experience across industry-leading projects, events, conferences, and publications.

Passionate leader and champion dedicated to empowering, influencing, and nurturing teams and diverse individuals through participation, actionable insights, and human-centric strategies.

Core Competencies

Art & Creative Industries	Innovative Design Principles	Cross-Functional Leadership
CX/UX Research Design	Ecosystems Enablement	Intellectual Property Filings
Product Design & Strategy	Team Creation/Growth	Staff Development & Mentoring
Participatory Art/Innovation	Go-To-Market Strategy	Stakeholder Engagement

Highlighted Accomplishments

- AWARDS: [Inspiring Fifty Italy](#) (*50 Most Influential Women in Tech*), 2018; Intel's Global D&I Achievement Award, 2018.
- STRATEGIC LEADERSHIP: Founded and runs an art and design gallery focused on promoting and elevating women artists and minority creatives; Led 50+ enterprise-level projects across 6 continents resulting in multimillion investments in ecosystem and marketing funds, go-to-market strategies, design wins, and specs changes.
- INNOVATION & INVENTION: Designed novel AI processes to drive innovation, strategy, and best practices; re-imaged the future of TV to drive design wins. Created 13 patents, filed or granted.
- THOUGHT LEADERSHIP: Lectures, Presentations & Workshops (68); Keynotes & Panels (26); mentored 100+ individual.
- PUBLICATIONS: Book (1), Book Chapters (15); Scientific Articles (23); manuscripts & forewords (4); Refereed Papers & Presentations (60); White Papers, Press & Blog Features (40+); Selected Commercial Publications (35+); Theses (2).

Professional Experience

Imperfecta, Founder, Curator and resident artist

June 2023 – present

Art studio and gallery focused on promoting and elevating ~40 women artists and minority creatives.

Astral Labs, Chief Experience Officer and Co-Founder

May 2023 – present

Driving experience across all vectors in a (stealth) startup focused on 3D printing, GenAI and computational design.

STUDIO LOI, LLC, Experience Maker, Owner

May 2019 – present

Leading participatory art and design projects and providing consulting and thought leadership to numerous organizations.

- Advisory: Democracy Lab Board of Directors; Ci5 Client Advisory Board; CETI Institute Executive Council.
- Leadership: Oregon City Arts Commission; ACM Interactions Editorial Board; Hon. Prof. Newcastle University Australia.

FISHTAIL

April 2022 – August 2023

Vice President, Head of User Experience and Design

C-suite leader reporting to the CEO, in charge of experience and design across multiple vectors.

- Heading platform UX and design as well as all branding and marketing.
- Co-leading the company's key processes as well as its mission, vision, roadmaps and employees experience.

AVAST TECHNOLOGY

August 2021 – April 2022

CTO Head of Innovation

Executive leadership reporting to Avast CTO and in charge of a wide range of innovation efforts.

- Headed UX research, design and prototyping efforts to explore and drive human-centric technology innovation.
- Co-led Avast's tech transfer innovation process and pipeline.
- Co-lead product exploration and developments in cybersecurity, consumer privacy and misinformation.

MOZILLA CORPORATION**July 2019 – May 2021****Senior Director, Head of Design & People Experiences, Core Products, July 2020 – May 2021**

Reporting to Chief New Products Officer, led research and design efforts to grow Mozilla Core Products.

- Created, coached, and led growing team of 20+ managers and individual contributors.
- Headed design and research for Mozilla Core Product (Mozilla VPN; Mozilla Pocket; and Mozilla Hubs).

Senior Director, Head of Experiences & Design, Emerging Technologies, July 2019 - June 2020

Reported to COO, leading research and design efforts to identify, prototype, and drive novel emerging technologies that align with Mozilla's pledge for a healthy Internet. Designs were iterated with 3,000 users around the world to date.

- Designed systems for vulnerable populations, leveraging machine learning, personalization, and connected devices.
- Helmed design of user-managed identity and AI systems to prevent online abuse.
- Oversaw program focused on identifying safe and private alternatives to current social media offerings.

INTEL CORPORATION**Nov 2006 – June 2019****Senior Director, Principal Engineer, Intel Labs, Sep 2016 – June 2019**

Led UX Innovation and design for AI and smart spaces programs for learning spaces, aging in place, and smart enterprise.

- Led global program focused on humanizing technology through AI. Designed 10 guidelines for developers.
- Envisioned and led smart home program focused on unobtrusive sensors and AI to support older adults.
- Led design of 40+ smart enterprise use cases and influenced client platforms innovation.

Senior Director, Principal Engineer, Client Computing Group, April 2011 – Aug 2016

Principal Investigator for 20+ global, large-scale, high-impact projects, with demonstrated strategic and operational expertise in managing complex, cross-functional, multi-stakeholder programs.

- Oversaw global research program demonstrating that users spend 77% of time using touchscreens during tasks, fortifying Intel's touch strategy and leading to millions in marketing funding, a \$300M+ ecosystem investment, a novel go-to-market strategy, design-wins, and changes to Ultrabook specs.
- Designed novel processes (10x10 Method and Heuristics Analysis Tool) to drive fast innovation and data-driven strategy.
- Applied novel research and testing processes to programs and products (e.g. XPS12; Latitude 12 7000), developed in collaboration with Dell CTO office and Design VP.
- UX Lead for North Cape, Tiger Cape & Llama Mountain in delivering 2-in-1 reference designs to serve as foundations for Ultrabooks, featuring innovative IP filings and enabling design wins with key partners.
- Intel UX Lead for Intel-Microsoft global program testing pre-launch versions of Win8 OS across multiple platforms, leading to immediate adjustments/recommendations for Windows 8.1.

Senior Research Scientist, Intel Labs, Aug 2010 – Mar 2011

Principal Investigator for projects focused on consumer electronics, ultramobile systems, and context-awareness.

- Led UX research in investigating use of sensing technologies in civic engagement.
- Championed customer program with EMEA partner to bring to market a novel Set Top Box Service.

Senior Research Scientist, Digital Home Group, Nov 2006 – July 2010

Principal Investigator for 20+ programs focused on digital home and consumer electronics space.

- Reimagined the future of TV by designing 30+ use cases and influential keynote demo that led to multiple design wins.
- UX Lead in cross-functional team developing Intel's 1st Canmore platform demo feature.
- Designed 3 novel interfaces for Intel Multi-App Framework, co-developed demos, and presented in multiple trade.
- Intel UX Lead for Intel-Google user-research program testing pre-launch versions of Google TV and Logitech accessories.

Additional experience as Sr. Research Fellow, Head of Design Studies, Industrial Design, Royal Melbourne Tech Institute.

Education & Credentials

Arts-Based Ph.D. in Management/Design, RMIT University, Melbourne, Australia.

Bachelor with Honors, Architecture (minor in Industrial Design), Politecnico di Milano, Milano, Italy

Additional Information (including IP, publications, projects, memberships) available at www.darialoi.com.

Print**Destination Management/Marketing Organization Application - Submission #1633****Date Submitted: 3/21/2025****Name***

Jessica Land

Email Address*

info@oregoncityfarmersmarket.com

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)***

- | | | |
|--------------------------------------|--|--|
| <input type="radio"/> Lodging | <input type="radio"/> River-based | <input type="radio"/> Historic Sites |
| <input type="radio"/> Retail | <input type="radio"/> Restaurant | <input checked="" type="radio"/> Agritourism |
| <input type="radio"/> Craft Beverage | <input type="radio"/> Outdoor Recreation | <input type="radio"/> Arts & Culture |

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

I have been the market director for Oregon City Farmers Market for the past 5 years. During that time, I doubled the size and attendance numbers of our market, drawing more folks to purchase locally grown produce from our small area farmers. We see customers traveling to Oregon City from the Portland Metro, Milwaukie, Tigard, Canby and Molalla. The majority of our farms travel less than 6 miles to our market. We are celebrating hyper local food with equitable access while offering a welcoming and inclusive space within Oregon City. As we continue to grow our hope is to expand our reach and welcome visitors who make our market a new shopping destination.

Why are you interested in serving on this board?*

As a person who works in local agriculture within both our community and county, serving in this capacity allows the opportunity to keep a pulse on Oregon City's abundant agricultural presence, while increasing awareness and education on the value of local farms.

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

Current economic conditions warrant a vibrant tourism industry. Oregon City possesses a great deal of history and historical sites.

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

The tourism website needs a refresh with updated agritourism information. Our farmer's market is not even listed as a destination under the agritourism tab.

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

Increasing economic growth and opportunities for small local businesses to thrive.

Please upload a copy of your resumé. *

Jessica_Land_Resume.docx



Jessica Land

Oregon City, OR 97045 [REDACTED]
 [REDACTED]

PROFESSIONAL SUMMARY

Accomplished Manager and Director recognized for the sustainable and diverse growth of multiple farmers markets. Proven record of increasing the number of food access programs and equitable food systems within markets. Highly organized and a motivated leader in a field that requires strong leadership and the ability to deliver mission-critical results.

SKILLS

- Fundraising, Grant Writing and Reporting
- Strong attention to detail
- High level of Organization
- Excellent Communicator and Public Speaker
- Industry Expertise
- Excellent Creative Writer and Event Planner
- Developer of Key Messages
- People and Culture
- Media Relations
- Marketing and Advertising
- Technical trainer for staff and vendors
- Social media

WORK HISTORY

EXECUTIVE DIRECTOR/MARKET MANAGER *03/2020 to CURRENT*

Oregon City Farmers Market

- Farmers Market Manager with proven record of grant writing, fundraising and awarded benefits.
- Budget writing and fiscal management
- Spearheaded new program initiatives to address unmet community needs and advance the organization's mission.
- Advocated for policy changes at both local and state levels to further support Oregon City Farmers Market's food subsidy goals.
- Built relationships with donors, government officials and other organizations to secure funding and support for the organization.
- Tripled SNAP sales by writing grants to 'match' funds, supporting SNAP recipients, local farms and economy.
- Developed strategic partnerships with key stakeholders to expand the organization's reach and influence.
- Increased organizational efficiency by streamlining processes and implementing new systems.
- Train vendors with implementation of SNAP, Double Up Food Bucks and Farm Direct Nutrition Programs.
- Presenter for State of Oregon, OSU Extension, OSU Small Farms School, Mayor, City and County Commissioners, American Heart Association on SNAP, Double Up Food Bucks and the food insecurity crisis in Oregon

MARKET OPERATIONS AND PROGRAMMING CONSULTANT

12/2022 to

05/2023

James Beard Public Market | Portland, OR

- Contracted position to plan, coordinate, implement and manage operational activities related to the opening of a public market in Portland.
- Collaborated with cross-functional teams to deliver optimal results within tight deadlines.
- Developer of policies related to market procedures, workflow, all-inclusive hiring programs and vendor criteria.
- Identify key stakeholders and establish partnerships.
- Develop food benefits programming through SNAP, WIC and Double Up Food Bucks.

OPERATIONS MANAGER

10/2017 to 02/2021

Beaverton Farmers Market

- Annual budget development for all sponsored events.
- Increased recruitment of sponsors (New Seasons, Natural Grocers, etc.) for children's nutrition program.
- Scheduling of all non-profit community groups.
- Hiring manager for 20 staffers.

FARMERS MARKET MANAGER

03/2008 to 03/2011

Silverton Farmers Market

- SNAP/ Farm Direct Nutrition Processor
- Responsible for all media and market outreach
- Community presentations on value of local farmers market and its effect on farm economy and health

EDUCATION

B.S | English and Food Sustainability Systems (in progress)

06/2024

Portland State University

Le Cordon Bleu College of Culinary Art - Portland, Portland, OR