



CITY OF OREGON CITY CITY COMMISSION SPECIAL DMMO INTERVIEW MEETING AGENDA

Commission Chambers, Libke Public Safety Facility, 1234 Linn Ave, Oregon City
Thursday, April 10, 2025 at 6:00 PM

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

- Email recorderteam@orc.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. DMMO Board of Directors Interview
 - b. Potential Appointment of DMMO Board Members
 - 3. ADJOURNMENT**
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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 10, 2025
From: James Graham, Economic Development Manager

SUBJECT:

DMMO Board of Directors Interview

STAFF RECOMMENDATION:

Interview and appoint Jessica Land to serve on the Board of Directors of Destination Oregon City, Inc., (DMMO).

EXECUTIVE SUMMARY:

Staff is presenting one candidate that had previously applied to be seated on the Board of Directors of the Destination Management/Marketing Organization (“DMMO”) but could not attend the interview due to unforeseen circumstances. In that the City Commission wanted to interview someone from the agri-tourism industry, Jessica Land was permitted to be rescheduled for an interview.

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 agri-tourism. 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 Director 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, agri-tourism and retail industry sectors.

On April 8th, the City Commission interviewed and appointed two candidates to the Board of Directors of the DMMO. After the interview session, the City Commission wanted to interview

an existing applicant from agri-tourism. Previously, Jessica Land, Market Director of the Oregon City Farmers Market, was scheduled to be interviewed but could not attend the April 8th meeting due to unforeseen circumstances. Therefore, Ms. Land's interview was rescheduled for April 10, 2025.

OPTIONS:

- 1. Appoint the interviewee to the Board of Directors of Destination Oregon City, Inc.
- 2. Do not Appoint the candidate to the Board of Directors of Destination Oregon City, Inc.

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

[REDACTED]

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

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