

Application Form

Profile

Kristi

First Name

Reed

Last Name

Middle Initial

Email Address

Home Address

City

Suite or Apt

State

Postal Code

What Ward do you live in? *

☒ Nonresident

Primary Phone

Alternate Phone

Vips Ind./ The Grand Hotel in Salem

Employer

Director of Sales and Marketing

Job Title

Hotels

Occupation

Which Boards would you like to apply for?

Salem Cultural and Tourism Promotion Advisory Board: Submitted

Which of the following City of Salem Board or Commission meetings have you attended? *

☒ None

Interests & Experiences

What do you feel you can contribute as a board or commission member?

Besides being born and raised in Salem, OR, I have been with my company for 30+ years in Salem, and have a very strong passion for our communities assets and heritage. Sustaining these assets is a priority.

Upload a Resume

What prompted your interest in applying to serve as a board or commission member?

Having worked with Scott Snyder for my entire career, I am engaged on his involvement on this board. I know what he has accomplished and what the future of this boards decisions mean to our structure as a city and a destination. I know he is "terming" off and I'd like to help carry on what he has been apart of for so many years.

Please explain how your education, professional, personal, or volunteer experience and knowledge qualify you to serve on the board(s) or commission(s) for which you are applying.

I've been with my company, Vip's Industries, for over 30 years. I've sat on many local boards and have no problem asking questions and speaking up. I currently sit on the board for Deepwood and I'm on the board for OTTA. An organization that promotes the State of Oregon, it's assets as a state and it's cultural heritage. Collaboration with venues and other hotels around the state to promote outside travel.

List any experience you have with volunteering for the City of Salem or other organizations.

I have volunteered for many things throughtout the years. Active in Salem Main Street, Deepwood, Marion Co. Public Works, and many more.

Briefly explain any experience you have working with your neighborhood association or other public bodies or committees.

Deepwood Estate OTTA Straub Environmental Center Luckiamute Charter School Board
Salem Main Street Assoc. GOSGMP SEDCOR volunteer and others

Can you commit to attending a minimum of 75 percent of scheduled meetings? (Please refer to the City's website for the meeting schedule. Failure to meet the attendance requirement may result in removal from office.)

☒ Yes ☐ No

Please list up to three (3) references whom we could contact to learn more about your qualifications (name/email address or phone number/relationship).

Scott Snyder 503-779-1601 scott.snyder@grandhotelsalem.com Chrissie Bertsch 503-779-1405 chrissie@salemconventioncenter.org Jim Vu 503-930-8676 jimnvu@gmail.com

Question applies to Salem Cultural and Tourism Promotion Advisory Board

In your opinion, what do cultural amenities such as Bush House, Deepwood Estate, Historic Elsinore Theatre or the Hallie Ford Museum of Art contribute to our community and quality of life?

Outside people traveling into any unknown community look to find out what makes that community "tick." People who love to travel come in all different sizes, ages and have vastly different interests. It used to be that the older crowd coming in to an area were the only ones who wanted to learn about the history of Salem. In the more recent years I've noticed that the crowd of people curious about the cultural side of Salem has gotten younger. This is huge. Making sure we are marketing to the correct demographic, and why is so important to the sustainability of us as a community. Continuing to use this asset as a selling feature of why and what makes Salem, Salem is very important. Making sure that the funds the hotels generate get used for the good of the order and in the right way is so important for us now and for the future.

Question applies to Salem Cultural and Tourism Promotion Advisory Board

In your opinion, are there any opportunities in Salem to improve its image as a tourist destination?

Always. I don't think any one community has it 100%. Not even Leavenworth, WA. There is always room to grow and to be better than we were today. I look forward to and appreciate the opportunity to be apart of that success. Thank you.

Question applies to Salem Cultural and Tourism Promotion Advisory Board

The Salem Cultural and Tourism Promotion Advisory Board includes one member from the for-profit tourism industry. Are you applying for this position?

☒ Yes ☐ No

Demographics

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts.

Ethnicity

Gender

Question