

Application Form

Profile

Melissa

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O'shea

First Name

Middle Initial

Last Name

Email Address

Home Address

City

Suite or Apt

State

Postal Code

What Ward do you live in? \*

☒ Ward 3

Primary Phone

Alternate Phone

Affordable Framing

Employer

Assistant Manager, Design Consultant

Job Title

Art & Picture Framer

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?

As a lifelong Salemite, I’ve always had many hopes and dreams for this medium sized city. With the fresh new perspective of someone who has participated in many events and knows many different crowds within Salem, I feel I can offer new ideas and input towards the growing ideas of Salem. An acquaintance of a diverse crowd in town, I hear the whispers of ideas, change, and wishes from its residents and know I can help Salem grow to its potential. With more people opting to live in a further suburb of Portland, Salem grows with younger residents. As someone who has lived in both cities, I believe I can appeal to the younger generation of tourists as well as the continuing middle and older Salemites that continue to reside in this great city. I’ve always craved to help out more, and I know I can contribute to the artistic and modern vision of tourism that accentuates the town’s historical roots.

Upload a Resume

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

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I first heard of an opening for SPAC through a client at work and she thought I would be perfect due to my fresh perspective to Salem's art scene. Even though that particular spot was not vacant, I browsed all of the other boards and commissions to offer and found this interesting one. I have always been a part of Salem and been a peruser of downtown restaurants and local businesses. I've always had the sparks of many ideas on how to make the downtown space particularly better. I've heard of the wishes and wants of many friends both young and old and would like to contribute the ideas of its long time residents for the future of Salem. I've done the social media of a local restaurant, volunteered at the Art Fair and Clay Ball, helped with a booth in the First Friday Art Walks, done murals in a local downtown business, and currently work for the small business Affordable Framing. Though I usually participate in Salem's art scene, I am a patron to many local restaurants and businesses and know they are the reason for Salem's beauty and resilience. I also love to travel and through my adventures (many in Europe), I always thought of cool ideas and systems that would be neat to incorporate into Salem. I'd love the opportunity to show my appreciation for this town and help out in any way I can to make it be the best it can be.

**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.**

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When I was going to college in Portland, I was working at a local brunch spot called Cheryl's on 12th and Jake's Famous Crawfish. It was in the local heart of the downtown area where things and events were always happening. From downtown weddings to Pride festivals/parades, I saw all the craziness and interesting events that can take place in a city. Being right by Powell's Books and the Crystal Ballroom, I was right in the hub of seeing all the great things a city could offer. I witnessed TV shows being filmed on the streets, protests, and hoards of tourists visiting from other countries. I was not only just looking at these from the outside, I was able to talk to the tourists dining at our restaurant and since I had such knowledge of Oregon, I was almost always recommending places and activities and becoming a little local guide disguised as a waitress. I've always come to love the places I've lived in and I have loved the idea of promoting your hometown and helping direct any tourists to the fabulous local establishments. I want to be someone who helps their town by directing people to the best places the town can offer so they leave their vacation cherishing their time in Salem. Especially in today's age, social media plays a significant part in tourism these days. I created the social media presence for Gerry Frank's Konditorei a few years ago that helped Salem's gem of an establishment thrive in today's age. As a longtime business from the 80's, the Konditorei was the lunch and dessert spot for Salem. As most of the longtime faithful patrons of the Konditorei are aging, I wanted to bring younger clientele into the restaurant and started the Instagram account with 11 followers. With styled photographs of the cakes, food, and beverages I slowly gained followers and attraction from many other local businesses and when I passed the account to a fellow co worker, (after working there for many years) I left the account with a few thousand followers and plenty of views across both Instagram and Facebook. Getting the younger generation into the business helped tremendously and it helps create an online presence for future tourists when they look into visiting Salem, they know where to go to get quality dessert. Not only do I love this city, but I love its people and businesses and will do anything I can to help through good reviews, word of mouth, and support.

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

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Though I haven't volunteered directly for the City of Salem, I have helped out with many small organizations and events within Salem. Starting in college, I started to intern for the Salem Art Association and created a relationship with them that I still cherish to this day. I would continue to volunteer for them and help out with events like the Art Fair & Festival and their Clay Ball. With those events, I mainly helped with marketing as the photo assistant and was in charge of photo releases and surveys. For the Clay Ball, I helped with their silent auctions and detailing who won each piece and packaging everything up for the winners at the end. I've also helped out with the Family Building Blocks Uncorked Wine Auction one year as a volunteer wine pourer and one year at the Beer Fest as a volunteer beer puller. Another event that I am very fond of is the First Friday Art Walk. Not only as a participant, I have helped my husband with his Polaroid booth many times. He partnered with Ernie & Gray (RIP) and I'd help cash people out and help with posing for the photo booth. We even got to use the buildings for Uptown insurance, Perla, Common People Yoga, and Bike Peddler. The events where local businesses and artists support each other are my favorite to attend. Now as the Assistant Manager for Affordable Framing, I represent the business at the Salem Chamber of Commerce greeters meetings. I now get to talk with the heads of other great Salem establishments and am still in the process of meeting more people and learning of the plethora of more organizations and events within the community. The great thing about Salem is that there are always smiling faces, ready to shake your hand and tell you of new events within your neighborhood.

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

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In the fabulous times in 2020 (sarcasm indeed), I happened to get lucky and purchase my first home in South Salem. As always a renter, I would live in different parts of Salem (I've also lived in Portland and Albany for a time) but only for maybe a year or so at a time. As my nomadic youth has prevented me from working with a neighborhood association, I still feel I've bonded with the parts of Salem I've inhabited. I'm very lucky to work five minutes away from where I live which makes me really love and cherish my neighborhood within the Morningside area. I frequent the small parks and get along with my neighbors and know if my neighborhood needed me, I'd be there. The funny thing about youth is that maybe you don't have certain records of your involvement with the city due to the business of school and scraping by trying to make a living, but you get so much life experience and general knowledge that helps you to gain that future experience. This is the moment where I ask: could someone's enthusiasm and time as a Salemite qualify for their experience in serving on the Tourism Promotion Advisory Board? I personally think a board of diverse people ranging from young to old are the ones who can speak for the city.

**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.)**

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☒ 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).**

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Susie Kroeker (503) 399-0529, General Manager at Affordable Framing Linae Sielicky: (503) 585-7070, Owner of Konditorei Katie Davis: (503) 949-8510, Owner of Ponderosa & Thyme

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?**

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Salem is such a treasure with its important art and historical scene. As you must know with my involvement with the Salem Art Association (and an avid art history lover!), I've always thought the Bush House is an important historical root for Salem. Keeping its legacy alive with tours and preservation for the future is vital and valuable for Salem's tourists enjoying the Bush Park area. When people visit the Salem area, they look for culture, history, and beauty. These establishments not only offer tours, fine art, and shows, but they also showcase Salem's historical beauty as well. Not only the tourists, but the locals also enjoy Elsinore's beautiful murals, Deepwood's glorious gardens, Bush House's charming architecture, and Hallie Ford's fabulous modern and historic art. Keeping the culture alive in Salem as well as keeping the historic beauty alive, these important establishments are the cornerstone of Salem, Oregon.

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?**

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Yes, there are always more opportunities for Salem to grow! One of Salem's largest struggles in my opinion is how large and spread out it is without a decent public transit system. Salem keeps growing horizontally and not vertically and everywhere is so dependent on people driving their cars to places. One of my largest ideas (really large) is to bring back Salem's trolley system. Either by bringing back the wires and tracks or turning a vintage trolley into a motorized modern trolley (like a fancy city bus). To have a cute public transit system and help with the car/parking problems, not only will it help people, but it will be such an iconic thing to bring back that will in itself, become a tourist icon. To have the trolley wrap around the main parts of downtown Salem (example: Bush Park to Mission Mill to Willamette University to Salem Cinema to Cinnabare to Salem Center Mall area to the Reed Opera House to Riverfront park/Carousel to the Grand Hotel to the Konditorei and back to Bush Park.) This way, people can park further away when they want to go to an event or dinner downtown and just hop on the trolley and create less traffic downtown. This idea also pairs well with creating more walking streets by closing traffic on some streets to open more pedestrian traffic in the downtown area. This would add more outside tables for restaurants and spots for artist vendors and local musicians to liven up the city center (mainly in the summertime). Other ideas I've had is to have more murals on blank building walls. Getting local artists to paint things inspiring and beautiful helps make the city look more invigorating and lively. Even just the few older murals in the downtown area, (the large "Theatrical Heartscape" and the pastoral scene and large goose furniture mural in the alleyways on Court street) are a spot for people to take pictures and make their ways into social media. Creating a more beautiful city further brings in more pictures and tourism. Especially with Tiktok and Instagram, aesthetics are important. A very simple way to add to the heart and soul of the downtown area is bunting flags. It sounds silly but many European small towns have colorful bunting flags stretching from building to building in their main downtown space and instantly creates a sense of joy and spirit within the town. From large scale tourism draws to simplistic little touches, Salem has the potential to create more of a draw for the long run.

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?**

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☐ Yes ☒ No

Since I am not a business owner, I would not represent the for-profit aspect of this position but I am rather a representative of an independent homeowner within Salem.

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### 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

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### Question