

Salem Cultural and Tourism Promotion Advisory Board

Claudia Lee Vorse

Occupation: Associate Director

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Ward: 2

Date Applied: 7/13/2017 2:07:29 PM

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Business Address: 3340 Commercial St. SE, Salem

Supplemental Answers:

Have you attended a meeting of the Cultural and Tourism Promotion Advisory Board? If yes, how many?

No, but I have read through available minutes and reports.

Please list the citizen advisory committees, civic, charitable or other organizations upon which you have served including the dates and length of service.

The Rotary Club of Salem, Good Works Committee - 4 years, 2013-2017 The Rotary Club of Salem, International Service Committee - 4 years, 2013-2017 The Rotary Club of Salem, Fellowship Committee - 4 years, 2013-2017 Rotary International, Fundraising Chair - 2 years, 2015-2017 Livingstone Adventist Academy, Home & School Board member - 7 years, 2004-2010 Livingstone Adventist Academy Golf Tournament Chair - 2 years, 2008-2010 Salem Fire Foundation, Associate Director - 1 year, 2016-2017 Salem Police Foundation, Associate Director - 1 year, 2016-2017 Friends of Salem Police campaign - 3 months, 2017

What do you believe you can contribute to the Cultural and Tourism Promotion Advisory Board?

My knowledge of the area, the resources in our area, and the needs of the area. I can contribute time and energy and reflect the wishes of my diverse group of friends, neighbors and church communities. I have a long history of serving on boards and appropriating funds. I believe I can make sound decisions for our city too.

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?

They bring visitors into our community from all over the world and add sophistication and depth and breadth to our community.

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

Yes, some sidewalks need attention, as the walking/fitness population increases, there could be more injuries from uneven or broken concrete. I think we are doing a great job on print and film media to attract people here, but it's important for downtown to stay vibrant. It has been great to walk downtown over the last year and enjoy businesses and restaurants staying open later and the sidewalks full of natives and tourists. We could do a better job of cleaning up how Salem looks from I-5. It looks pretty desolate from the freeway.

Please explain your interest in serving on the Cultural and Tourism Promotion Advisory Board.

I feel a lot of pride having grown up here in Salem, and want to give back to the community via my time and energy. I work well with others and feel that I can be a part of making positive changes, and making hard choices about what can help Salem grow and continue to be a destination for families, corporate retreats and oenophiles.

What is your understanding of the role of the Cultural and Tourism Promotion Advisory Board?

To help shape the convention and tourism businesses in Salem. To properly allocate the TOT and recommend development and budgeting to the City Council.

Please provide a short biographical statement (150 words or less)

I retired from aviation, as the CFO at Salem Air Center in 2012. Upon retirement, I turned an antiques restoration hobby into a business, Style Rehab, and made that a successful venture, which I sold to the competition in 2014. From late fall 2014 to late fall 2016 I was the Executive Assistant to Jim Bernau, at Willamette Valley Vineyards, where I used my knowledge of the region to assist tourists with questions about the area and guided them to other businesses in Salem and the greater Willamette Valley. After retiring for the second time, I realized I fail at doing nothing all day, and returned to the work force, by joining VanNatta Public Relations, where I manage several PR and Association clients. This job creates endless possibilities to use the caterers, meeting spaces, recreational facilities and other Salem resources for our non-profit, and for-profit clients. This keeps me current with what is available, what works and what doesn't. I have a 20-year-old daughter, Lindsey, and my husband, Clayton, passed away 4 ½ years ago. I enjoy reading, photography, and wine tasting with friends.