

## Application Form

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### Profile

<u>Rita</u> First Name	<u>Siong</u> Last Name
<u>[REDACTED]</u> Email Address	
<u>[REDACTED] [REDACTED]</u> Home Address	<u>Suite or Apt</u>
<u>Salem</u> City	<u>OR</u> State
	<u>97304</u> Postal Code

### What Ward do you live in? \*

☒ Ward 8

<u>[REDACTED]</u> Primary Phone	<u>[REDACTED]</u> Alternate Phone	
<u>PGE</u> Employer	<u>Market Insights Manager</u> Job Title	<u>Gather market insights for marketing purposes</u> 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? \*

☒ Salem Human Rights and Relations Advisory Commission

### Interests & Experiences

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

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My strong background in market research, evaluation and marketing will provide great expertise to the board as the board strives towards its goals for culture and tourism for the City of Salem. I also bring humor into everything that I do.

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[Upload a Resume](#)

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

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I have lived in Salem for the past eighteen years. I moved to Salem from Asia, and for the first few years, was in a state of culture shock, having lived in cities with millions of people to a small, sleepy little town. Salem has grown on me over the last ten years or so, and I now call Salem home. I would like to offer my expertise to make Salem into a tourist destination. I also want to be a lot more involved in my community, and I am in the phase of my career where I can afford to do so. Additionally, PGE strongly encourages employees to be involved in their community, which ensures that work does not get in the way of my community activities.

## **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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I hold a Master of Arts degree in Psychology, which I use in my current work of distilling customer needs, drivers, motivations and barriers into actionable insights. I am a very experienced qualitative and quantitative market researcher, and have worked with multinational companies to grow and embedded their brands into consumer hearts and minds. I have also lived and worked in a number of countries (Malaysia, New Zealand, Canada and China), and am a firm believer in the value of diversity and inclusion in driving Salem into the future. Cultural diversity is going to be even more of a norm, even in our little town of Salem. I currently serve as a Commissioner with Salem's Human Rights Commission (my second round in this role - I was a Human Rights Commissioner in 2008 or thereabouts).

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

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I am a commissioner with the Salem Human Rights Commission. I have, in my past, work with dog rescues (e.g., Hopes Haven). I have also volunteered with St. Joseph's Church to improve the spoken English of immigrants, and with the Interfaith group that provides temporary shelter for those who are homeless due to unexpected circumstances. I have volunteered with women's shelters in Malaysia.

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

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I have unfortunately not been too involved with my neighborhood association, but I keep an eye on issues pertinent to my West Salem neighborhood (particularly in relation to the third bridge, homelessness and growth). As stated before, I am a Commissioner with Salem's Human Rights Commission.

**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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1) Gretchen Bennett (Staff in the Mayor's office who take on the humongous task of corralling the Human Rights Commissioners) 503-540-2371 2) Lauren Isaac, Director of Customer Experience at PGE (my boss) [REDACTED] 3) Kimberly Howard, Corporate Social Responsibility at PGE (Kimberly is my colleague who is aware of my community activities) [REDACTED]

Question applies to Salem Cultural and Tourism Promotion Advisory Board

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

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They are much needed venues for cultural expression and enjoyment. As our city of Salem grows in population size and affluence, citizens will look to cultural amenities to enhance the quality of their lives. Such amenities also allow us to explore difficult subjects like poverty, social tensions, cultural changes as the population demographics by necessity shifts as the city grows. Additionally, availability of cultural amenities is one of the key draws for tourists.

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

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There are many opportunities, which will, first of all, require us to do some self-examination to determine why we do not have more tourists coming in. There are different layers of tourists, broadly split by Oregonians vs. those out of state vs. international tourists. We can start the self-examination by looking at established papers on how cities become great, and seeing how the learnings from secondary research can be applied to Salem. Examples are: 1) The McKinsey report on How to Make a City Great: <https://www.mckinsey.com/~media/mckinsey/featured%20insights/urbanization/how%20to%20make%20a%20city%20great.pdf> 2) This one titled "10 Tiny Towns with Big Tourism Dreams" <https://adventure.howstuffworks.com/10-tiny-towns-with-big-tourism-dreams.htm> We would need to analyze tourism data, if possible, going back to at least the last five years to determine any trends. We would also need to examine potential tourists' perceptions of Salem, and take steps to address barriers and communicate what is unique in Salem. We would need to look at whether Salem has social media presence as a tourist destination and take steps to address this if needed. I also have a suspicion that the cultural amenities mentioned in an earlier question (e.g, Elsinor Theater, Deepwood Estate, etc.) are insufficient in themselves as tourist attractions. We are surrounded by vineyards, farmland, and decent golf clubs - those probably have not been leveraged enough as tourist attractions.

**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

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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

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☒ Asian or Pacific islander

### Gender

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☒ Female