

Application Form

Profile

Felipe _____ Gonzales _____
First Name Middle Initial Last Name

Email Address _____

Home Address _____ Suite or Apt _____

Salem _____ OR _____ 97306 _____
City State Postal Code

What Ward do you live in? *

Ward 4

Primary Phone _____ Alternate Phone _____

LifeSource Natural Foods _____ Director of Marketing _____ Marketing & Project Management _____
Employer Job Title 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?

Hello, I recently spoke to Mayor Bennett about getting more involved in public service. He was so kind and suggested I join the Salem Cultural and Tourism Advisory Board due to my experience as an owner of a Marketing Agency in Las Vegas, NV. Most of our clients were in the tourism industry including hotels, casinos, attractions, convention centers, and tour operators. I'd love to learn more about public service and using my skills to benefit my community. My attached resume has not been updated. Thank you!

Upload a Resume _____

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

Suggestion of Mayor Bennett on a place to begin getting more involved in public service

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.

My marketing agency, Cerebro Marketing, represented several clients in the tourism industry in Las Vegas. I've worked on several tourism campaigns related to concerts, events, and other attractions in Downtown Las Vegas.

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

Through my current employer, LifeSource Natural Foods, I've participated in a few events to provide non-profits with financial donations and free meals.

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

I've recently begun attending my Homeowners Association meetings and inquired on openings on the board.

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).

Lucas Amorelli, _____, Friend Mark Rutledge,
, Friend Naomi Collette,

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?

I love historical places! I grew up with a huge appreciation for history since it didn't last long in Las Vegas. Historical buildings were always torn down for the latest extravagant casino. I preferred downtown Vegas with their history and focus on the roots of Las Vegas. These buildings represent Salem's history and are important landmarks for tourist to understand our roots.

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?

There's room to improve in everything. I'm a avid A/B Tester, just because something works, doesn't mean it shouldn't be challenged. I've improved marketing results by testing new ideas against existing top performers. We can also expect change in our city, culture, and technology. This requires constant vigilance to stay ahead of trends and shifts in consumer behavior.

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

Hispanic

Gender

Male