

## Application Form

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### Profile

Britni A Davidson Cruickshank  
First Name Middle Initial Last Name

Email Address

Home Address Suite or Apt

Keizer OR 97303  
City State Postal Code

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

☒ Nonresident

Primary Phone Alternate Phone

Salem Electric Member Services Manager Utility Manager  
Employer Job Title Occupation

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### Which Boards would you like to apply for?

West Salem Redevelopment Advisory Board: Submitted

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

- ☒ Center 50+ Advisory Commission  
☒ North Gateway Redevelopment Advisory Board

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### Interests & Experiences

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

My employer (Salem Electric) is located in West Salem and over the past 17 years, I've made relationships with West Salem businesses, and have an interest in building the West Salem business district. I also serve as a board member on the West Salem Business Association and believe I am well connected with West Salem's business community. As a board member I will listen, ask questions, and offer feedback if and when necessary. I enjoy working collaboratively and hope my perspective will add to the conversation.

Upload a Resume

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

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Although I live in Keizer, my "second home" is Salem Electric. I want to see businesses in West Salem succeed. We've had several large businesses move out of West Salem over the past few years, and we've seen several large buildings sit empty for too long. I'm excited to work with a team to get new businesses to move into West Salem and help prospective businesses overcome challenges they foresee with setting up shop in West Salem.

**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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Being involved in the community is not only a part of my job, it's who I am as a person. In my personal life I have been PTA president at my daughter's school where I was responsible for running meetings, setting up fundraisers, and creating a network for parents and teachers to communicate. In my job I am responsible for communicating with commercial and industrial members, as well as administering programs to promote energy efficiency. I understand the variety of challenges businesses face whether it be purchasing energy efficient machinery that will help keep their electric bills low, to getting large semi-trucks across the bridge. I am solution oriented and will do whatever I can to help businesses choose West Salem.

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

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Center 50+ Advisory Commission: 2012-2017 Northwest Senior & People with Disabilities Advisory Council: 2012-2017 Oregon Rural Electric Cooperative Association Action Grassroots Chair: 2017-Current Shangri-La Board Member 2017-2019 North Gateway Redevelopment Advisory Board Member: 2018-Current West Salem Business Association Board Member: 2018-Current

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

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I have attended West Salem Neighborhood Association Meetings to share information about the West Salem Business Association and Salem Electric. I believe West Salem has a unique demographic, where people really want to be involved. While it may not always be possible to make everyone happy, I appreciate the platform that's available for people to voice their concerns. If selected to serve on the advisory board I will work hard to find middle of the ground solutions to problems facing businesses in West Salem.

**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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Tony Schacher -	Salem Electric General Manager
(relationship: boss) Samantha Ross -	West Salem Business Association
President Ted Case -	Executive Director Oregon Rural Electric Cooperative
Association	

Question applies to West Salem Redevelopment Advisory Board

**Are you a resident within the boundaries of the West Salem Neighborhood Association?**

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☐ Yes ☒ No

Question applies to West Salem Redevelopment Advisory Board

**Are you a resident living within the West Salem Urban Renewal District?**

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☐ Yes ☒ No

Question applies to West Salem Redevelopment Advisory Board

**Select the following positions for which you are applying: \***

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☒ Representative of the interests of a business owner, property owner, or other with financial or occupational interests within the West Salem Urban Renewal Area.

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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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☒ Caucasian/Non-Hispanic

### Gender

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☒ Female