

METROPOLITAN EXPOSITION RECREATION COMMISSION

Resolution No. 07-27

For the Purpose of Recognizing Gale Castillo's Contributions to the Metropolitan Exposition Recreation Commission.

WHEREAS, Gale Castillo has served as a Board Member of MERC since September 2003, providing leadership and counsel to the agency;

WHEREAS, Gale Castillo has demonstrated a passionate commitment to promoting cultural inclusiveness and economic opportunity for all in our community; and,

WHEREAS, during her tenure, the agency produced notable achievements that include:

- Developed a five-year strategic business plan that provides MERC with an innovative blueprint for its continued growth as a premier public venue management agency.
- Created MERC's first Values Statement with unprecedented employee engagement. The five values—Respect, Excellence, Teamwork, Innovation and Community—reflect the agency's aspirations.
- Engaged regional stakeholders to advocate for the development of a convention headquarters hotel adjacent to the Oregon Convention Center.
- Implemented an enterprise wide Event Business Management System to enhance MERC's capacity to more effectively manage its business, financial, events and sales operations.
- Developed programs and systems to promote, monitor and benchmark MERC's engagement of minority, women and emerging small business vendors for purchase of goods and professional services.
- Developed a Fundraising and Marketing Cooperation Agreement with Friends of the Performing Arts Center, a nonprofit organization founded to support the mission and activities of PCPA, which allows them to continue to promote, enhance and support PCPA through advocacy and fundraising.
- Developed an innovative, performance-based National Sales, Marketing and Convention Services Agreement with the Portland Oregon Visitors Association to ensure the Oregon Convention Center is positioned to secure premium national convention business.
- Connected the Portland Expo Center to the region's light rail transportation system with the development of the Interstate MAX Light rail line service.
- Completed extensive facility infrastructure and system enhancements at Oregon Convention Center, Portland Expo Center, and Portland Center for the Performing Arts venues to increase efficiencies, reduce costs, advantage technologies, and improve customer experiences; and

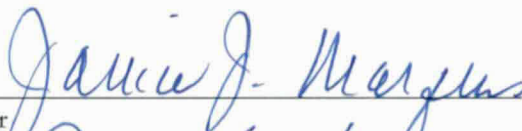
WHEREAS, the Commission and its staff appreciate Gale Castillo's dedicated service to the Commission;


BE IT THEREFORE RESOLVED that the Commission thanks Gale Castillo for her service, leadership, humor, and thoughtful counsel as a MERC Commissioner.

Passed by the Commission on September 12, 2007.

Approved as to Form:
Daniel B. Cooper, Metro Attorney

By: 


Chair


Vice Chair → Sec-Treas