



## **KFDA Committee Descriptions**

### **Organization Committee**

The organization committee does the critical work of establishing consensus and cooperation by building partnerships among the various groups in the community that have a stake in your commercial district – no easy task! This committee also coordinates board recruitment, elections, annual meeting, etc. Chairperson: *Jason Aarstad, Gathering Grounds*

### **Downtown Design Committee**

The Design Committee plays an important role in shaping the public image and improving the physical landscape of your Main Street, making it an attractive place for residents, visitors, business owners, and potential investors alike. This committee also works on programs such as our downtown flowers, façade improvement programs and other projects related to built environment. Chairperson: *Kendall Bell*

### **Klamath Piano Project (Subcommittee of DESIGN)**

KFDA recently formed a committee to put together a plan to implement a “Pianos on the Street” project in downtown Klamath Falls. To summarize, this project would accept donated pianos and commission local artists to decorate them, after which they would be placed in strategic locations in the downtown area. These would be functional pianos – maybe not concert quality, but certainly suitable for passersby to sit down and play. Chairperson: *Laty Xayavong, Thai Orchid*

### **Economic Revitalization**

The Economic Restructuring Committee is responsible for strengthening a community’s existing economic assets while diversifying its economic base. Chairperson: *Keegen Mueller, A Leap of Taste*

### **Promotion Committee**

Promotion in every Main Street community takes a different form, but the goal is the same: to create a positive image that will rekindle community pride, highlight your town's historic assets, and improve consumer and investor confidence in your commercial district. This committee helps with Third Thursday planning and other promotional projects for KFDA. Chairperson: *Charlie Wyckoff, Klamath Falls Farmers Market*

### **Downtown Parks**

This committee is responsible for programming and scheduling events at Sugarman’s Corner, Klamath Commons, and The Plaza. Chairperson: *Mike Angeli, The Ledge*