



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: *Jill Russel, eXp Realty*

Downtown Design Committee

The Design Committee plays an important role in shaping the public image and improving the physical landscape of our Downtown, 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 the built environment. Chairperson: *Kendall Bell*

Klamath Piano Project (Subcommittee of DESIGN)

This is our popular “Pianos on the Street” project in Downtown Klamath Falls. To summarize, this project accepts donated pianos and commissions local artists to decorate them, after which they are placed in strategic locations in the downtown area. These are functional pianos – maybe not concert quality, but certainly suitable for passersby to sit down and play!

Chairperson: *Laty Xayavong, Thai Orchid*

Economic Vitality

The Economic Vitality Committee is responsible for strengthening our community’s existing economic assets while diversifying our economic base. The EV committee works on projects that build up our businesses and drives traffic downtown. 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: *Raena Rodgers, Discover Klamath*

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*