

DATE: 1/5/2016

TO: City Clerk

FROM: Mayor Oscar Leaser

ADDRESS: 300 N. Campbell, 2nd Floor TELEPHONE 212-0021

Please place the following item on the (Check one): CONSENT x REGULAR _____

Agenda for the Council Meeting of January 12, 2016

Item should read as follows: Appointment of Jon Law to the Tax Increment Reinvestment Zone Number 5

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: Tax Increment Reinvestment Zone Number 5

NOMINATED BY: Oscar Leaser DISTRICT: Mayor

NAME OF APPOINTEE Jon Law
(Please verify correct spelling of name)

E-MAIL ADDRESS: _____

BUSINESS ADDRESS: _____

CITY: _____ ST: _____ ZIP: _____ PHONE: _____

HOME ADDRESS: _____

CITY: _____ ST: _____ ZIP: _____ PHONE: _____

DOES THE PROPOSED APPOINTEE HAVE A RELATIVE WORKING FOR THE CITY? YES: ____ NO: ____

IF SO, PLEASE PROVIDE HIS OR HER NAME, CITY POSITION AND RELATIONSHIP TO THE PROPOSED APPOINTEE:

WHO WAS THE LAST PERSON TO HAVE HELD THIS POSITION BEFORE IT BECAME VACANT?

NAME OF INCUMBENT: Kupper Gray

EXPIRATION DATE OF INCUMBENT: 6/22/2014

REASON PERSON IS NO LONGER IN OFFICE (CHECK ONE): TERM EXPIRED: x
RESIGNED _____
REMOVED _____

DATE OF APPOINTMENT: 1/12/16

TERM BEGINS ON : 6/23/14

EXPIRATION DATE OF NEW APPOINTEE: 6/22/16

PLEASE CHECK ONE OF THE FOLLOWING: 1st TERM: x

2nd TERM: _____

UNEXPIRED TERM: _____

JON LAW

Results-Focused Solutions for Healthier Communities and Robust Philanthropic Organizations

Dedicated, mission-driven executive with twenty+ years of experience as a transformational leader in all levels of philanthropic community-based organizations, in roles with increasing scope and responsibility.

Strategic leader with proven ability to leverage relationships and apply business acumen to identify and help launch successful initiatives that produce substantive, region-wide change.

Organizational problem-solver, adept at developing and executing enterprise-wide solutions to reenergize teams, revamp stagnant processes, and align business units--to deliver quantifiable results and high performance.

Bilingual (English/Spanish)

Competencies

STRATEGIC PLANNING	COMMUNICATIONS & PUBLIC RELATIONS	BI-NATIONAL GRANTMAKING
PUBLIC HEALTH PROGRAM DEVELOPMENT	FUNDRAISING	OPERATIONAL MANAGEMENT
STRATEGIC PARTNER AND GRANTEE RELATIONSHIPS	HIGH PERFORMANCE TEAM LEADERSHIP	HUMAN RESOURCE MANAGEMENT
	SPANISH SPEAKER	BUDGETING AND FORECASTING

CAREER HISTORY

Paso Del Norte Health Foundation El Paso, TX || 2004 – Present

PRESIDENT || July 2014-Present

COO || July 2012 – July 2014

Support the CEO and lead all businesses functions. Supervise program, accounting, communications, and operations departments with the overarching goal of maximizing health impact and investment in community initiatives. Continue to lead multiple leadership initiatives of the Foundation.

Notable Accomplishments include:

- ◆ Launched Health Information Exchange then transitioned to dedicated Executive Director.
- ◆ Established new critical initiative to reduce binge drinking and delay youth onset of alcohol usage.
- ◆ Coordinated first Foundation implementation of collaborative organizing agencies (Shift+), one on each side of U.S.-Mexico border.
- ◆ Lead REALIZE Board, binational effort to improve performance of non-profit boards of directors across region.
- ◆ Oversaw expansion/improvement of Foundation communications from 2012 to present, including coordination of messaging for 20th Anniversary.

FOUNDING EXECUTIVE DIRECTOR, Paso Del Norte Health Information Exchange || December 2010 – July 2013

Founded new organization to facilitate the exchange of clinical data between all health care providers in El Paso. Purpose of organization is to improve the quality and efficiency of health care, while ensuring patient safety.

- ◆ Shepherded the incorporation of the organization and collaborated closely with a consultant to develop a viable, long-term strategic plan envisioning respected, effective community integration.
- ◆ Raised approximately \$900K in both private and public dollars and rolled out initial services of this organization including the DIRECT Project and query-based exchange.
- ◆ Mediated between competing hospitals to solicit financial and political support from all hospitals in the county.

PROGRAM OFFICER || January 2008 – June 2012

Promoted population-level health improvements across borderplex. Designed and managed initiatives, developed strategic plans, coordinated projects and conducted evaluations.

- ◆ Managed foundation's hallmark Smoke Free Paso del Norte initiative. Positioned initiative and mentored successor to upgrade El Paso's clean indoor air ordinance, make UTEP's campus smoke free, and to prohibit smoking inside all facilities of Housing Authority of the City of El Paso.
- ◆ Designed foundation's strategic response to extreme violence in Cd. Juárez. Resulted in 20 therapists receiving specialized training to treat individuals who have experienced trauma. Funded the provision of secure places for hundreds of youth to participate in service and recreational activities.

ASSISTANT DIRECTOR, CENTER FOR BORDER HEALTH RESEARCH || March 2004 – December 2007

Developed and supported applied research to improve the health and quality of life for residents of the border region.
Negotiated contracts and managed subcontractor relationships.

- ◆ Developed, managed, and implemented five regional health studies, including a study to determine the level and nature of cross-border utilization of health care (see Publications).
- ◆ Collaborated with Texas A&M School of Rural Public Health to successfully develop and coordinate two iterations of a one-year capacity-building project teaching non-profits in U.S. and Mexico to develop and implement community-based participatory research (CBPR) projects.
- ◆ Designed and led training seminar to over 100 grant writers in the Paso del Norte region. Resulted in more effective understanding of how to gain funding and resources for regional non-profit organizations.

UTEP AmeriCorps El Paso, TX || November 2002 – February 2004**INTERIM DIRECTOR**

- ◆ Managed all aspects of \$1.8M program to recruit, train and supervise 103 AmeriCorps members to participate in 33 community service projects serving over 2,500 youths at 53 locations throughout El Paso County.
- ◆ Implemented major programmatic changes that resulted in significantly improved evaluations by the state funding agency and increased member retention rate from 80% in 2002 to 96% in 2003.

EDUCATION

PUBLIC HEALTH GRADUATE CERTIFICATE University of Texas School of Public Health, Houston, TX – Completed 2011

MASTERS OF PUBLIC ADMINISTRATION University of Texas at El Paso, El Paso, TX – Completed 2008

SECONDARY EDUCATION CERTIFICATE Northeastern Illinois University, Chicago, IL – Completed 1995

BACHELOR OF ARTS POLITICAL SCIENCE University of Arizona, Tucson, AZ – Completed 1992

PUBLICATIONS

- Taylor T, Cooper T, Hernandez N, Kelly M, Law J, Colwell B. **A Smoke Free Paso del Norte: Impact Over 10 Years on Smoking Prevalence Using the Behavioral Risk Factor Surveillance System.** *Am J of Pub Health.* 2012, Vol 102(5), 899-908.
- Law JG, Kelly MP, Garcia P, Taylor T. **An Evaluation of Mi Familia No Fuma: Family Cohesion and Secondhand Smoking.** *Am J of Health Education.* 2010 Sept/Oct; 41(5):264-273.
- Kelly MP, Law JG. **Youth Tobacco Control in El Paso, Texas.** *TAPHERD.* 2010, 12-15.
- Law JG, VanDerslice J. **Proximal and Distal Determinants of Access to Health Care among Hispanics in El Paso County, Texas.** *J Immigr Minor Health.* 2010 Feb 19.
- Byrd T, Law JG. **Cross-border utilization of health care services by United States residents living near the Mexican border.** *Rev Panam Salud Publica.* 2009 Aug; 26(2):95-100.

COMMUNITY SERVICE

The Borderplex Alliance – Board of Directors 2014-Present; Strategic Plan Advisory Committee 2015

UTEP Latino Alcohol and Health Disparities Research Center – Scientific Advisory Committee 2015

The Hospitals of Providence – Network Advisory Committee 2014-Present

Texas Tech University School of Nursing – Graduate Advisory Committee 2014-Present

El Paso Downtown Management District – Board of Directors, 2012-Present; Vice President 2014-Present

Texas Health Information Exchange Coalition – Board of Directors, 2010-2013; Treasurer 2012-2013

UTEP Provost's Task Force on Community Engagement – Member, 2012-2013

City of El Paso Census Complete Count Committee – Appointed Member, 2009-2010

Annunciation House – Board of Directors, 2005-2010

Habitat for Humanity of El Paso – Board of Directors, 2004-2005

- Facilitated strategic planning process leveraged \$140,000 capacity building grant

Annunciation House – Full-Time Volunteer & Shelter Director, 1992-1994

- 1st year, provided housing to 1000+ people in Cd. Juárez; 2nd year, provided housing for 100+ political asylum applicants in El Paso.