

DATE: 02-25-15

TO: City Clerk

FROM: Representative Larry Romero

ADDRESS: 300 N. Campbell, El Paso, Texas 79901 TELEPHONE 915-212-1007

Please place the following item on the (Check one): CONSENT XXX REGULAR \_\_\_\_\_

Agenda for the Council Meeting of Tuesday, March 3, 2015

Appointment of Barbara Perez to the Hispanic Cultural Center Subcommittee by District 2 City

Item should read as follows: Representative Larry Romero.

**BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM**

NAME OF BOARD/COMMITTEE/COMMISSION: Hispanic Cultural Center Subcommittee

NOMINATED BY: City Representative Larry Romero DISTRICT: 2

NAME OF APPOINTEE Barbara Perez  
(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: X

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: N/A  
New Committee

EXPIRATION DATE OF INCUMBENT: \_\_\_\_\_

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

DATE OF APPOINTMENT: 3/3/2015

TERM BEGINS ON : 3/3/2015

EXPIRATION DATE OF NEW APPOINTEE: 12/31/2015

PLEASE CHECK ONE OF THE FOLLOWING: 1<sup>st</sup> TERM: x

2<sup>nd</sup> TERM: \_\_\_\_\_

UNEXPIRED TERM: \_\_\_\_\_

# BARBARA PEREZ

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## LETTER OF INTRODUCTION

Please consider this letter of introduction as an expression of my interest in exploring and identifying career opportunities that will capitalize on my leadership career in community development. In pursuit of that goal, I have enclosed my résumé that outlines my professional background for your review and consideration.

As shown on my résumé, my experience includes a variety of challenging community-based leadership roles where I developed a solid network with influential business leaders and demonstrated the ability to galvanize these leaders to embrace issues affecting our community. I derive immense personal and professional satisfaction in helping people come together to strive for common goals... and watching them become successful in their quest. I am committed to providing spirited, principled, and effective leadership to develop innovative programs that reflect the values, diversity, aspirations, and priorities of the organization they serve.

I attribute my success to several key factors: (1) the ability to easily assume a leadership role in ever-changing, challenging responsibilities, yet effortlessly adapt to team-player situations, (2) advanced interpersonal and analytical skills, (3) an aptitude for evaluating and resolving complex issues, and (4) a propensity for exceeding acceptable standards.

Please consider the following in addition to my enclosed résumé:

**In-depth project management**, planning, organizing, and evaluating programs for effectiveness and efficiency. Held presentations with community leaders addressing a variety of concerns and showcasing solutions.

**Decisive, innovative, and dedicated team leader**, inspiring strong team morale coupled with promoting high-quality work supported by community-oriented attitude.

**Developed strong relationships** with community leaders, committee members, volunteers through outstanding communication skills and business etiquette. More specifically, I have consistently demonstrated an ability to establish credibility and confidence with individuals or large groups. Further, I am experienced and comfortable in dealing with top public and private community leaders.

It is with great interest that I encourage you to consider me as a serious candidate, as I am confident that your organization will benefit from my focus on achieving business objectives.

Sincerely,

*Barbara Perez*  
Barbara Perez

Enclosure

# BARBARA PEREZ

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## PROFESSIONAL SUMMARY

### *Vision – Leadership – Integrity*

Progressive-minded professional offering a wealth of experience in highly visible and demanding executive-level community leadership roles, complemented by a broad spectrum of political, business, and management expertise that integrates guidance skills, and personal drive with lifelong interest for helping others. Diverse scope of qualifications encompassing, assessing complex situations and formulating solutions. Experienced and comfortable in dealing with top public and private community leaders. Assertive, competitive, intuitive, and innovative. An achiever of the exceptional rather than expected results. Entrepreneurial spirit, energy, attitude, and style.

An accomplished public speaker and a competent facilitator with a keen analytical ability; adept in needs assessments, program efficacy, and the legislative process. Self-directed and highly motivated; successfully acclimate to new professional roles. Able to respond effectively to demanding situations, provide visionary leadership, and follow through with diligence and competence. Barbara is committed to lifelong learning and professional development in a Bicultural, Bilingual Community.

#### Areas of expertise include:

- *Public & Media Relations*
  - *Policy & Procedure Development*
  - *Program Vision & Strategy*
  - *Marketing Communications*
  - *Cross-Cultural Awareness*
  - *Political Campaign Strategies*
  - *Consensus Building*
  - *Project Development & Management*
  - *Public Speaking & Presentations*
  - *Budget Development & Management*
  - *Strategic Partnerships & Alliances*
  - *Executive Program Leadership*
  - *Community Outreach Programs*
  - *Strategic Planning & Implementation*
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## NOTEWORTHY ACHIEVEMENTS AND AWARDS

- Spearheaded four successful, high-profile political campaigns
  - Elected County Commissioner – El Paso County Commissioner's Court
  - Elected Board of Trustees – Socorro Independent School District
  - Elected City Representative – El Paso City Council for three terms
  - Elected Justice of the Peace, Precinct 4- Presently serving a four year term
  - Co-Founder and First Woman, Hispanic, Elected to Vice-Chair – El Paso Hispanic Chamber of Commerce.
  - Served as Chairman for the El Paso Hispanic Chamber of Commerce
  - Instrumental in recruiting Edward James Olmos as guest speaker for the Chamber's first annual banquet, with the first largest attendance record for the civic center with over 1,200 guests.
  - As Chairman of the Hispanic Chamber, Barbara negotiated an agreement with City Council on a 50 million dollar renovation project at the El Paso International Airport. This agreement allowed Small business owners to joint venture with other contractors in order to afford high bonding guidelines resulting in fair and more competitive bidding.
  - This initiative resulted in more spending opportunities for El Paso's working families, and changed business attitudes when competing for government contracts.
  - Received Honorable Mention, while serving as Chairman, from the U.S. Hispanic Chamber of Commerce, in the chamber's second year of operation for its record of 500 paid members, and its record of accomplishments in community outreach and small business participation.
  - The El Paso Hispanic Chamber of Commerce was established by Barbara and 10 other business owners donating \$1,000 apiece, and with a strong belief that small and minority owned business were not fairly represented in El Paso. Today the Hispanic Chamber is well established and highly recognized for its many accomplishments to the El Paso small business community.
  - After a denial of sponsorship from City Council, Barbara was Instrumental in bringing the Tigua Indians as sponsors for an up and rising boxer, Oscar de la Hoya. This was the first event of its kind to be held at the Sun Bowl, with 50,000 fans in attendance.
  - First Woman to be licensed as Field Insurance Adjuster in the State of Texas
  - First Woman Marketing Director for Dickshire Distributing Company
  - Received the coveted City of El Paso Conquistador Awards from Mayors Bill Tilney, and Larry Francis.
  - Inducted into the Fort Bliss Women's Hall of Fame
  - Honorable Mention from the El Paso Women's Hall of Fame
  - Honorable Mention from the El Paso Times' Adelante Mujer Hispana
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## COMMUNITY LEADERSHIP EXPERIENCE

### Justice of the Peace, Precinct 4

2011-present

Elected 2011 and has completed 160 mandatory hours of Judicial and administrative study.

#### MISSION AND GOALS

To serve the public expeditiously, with the utmost respect, courtesy and professionalism while remaining fair and impartial. To uphold the integrity and competence of the judge and the court staff.

To establish and maintain high standards of personal appearance and conduct.

To refrain from manifesting bias or prejudice, dismissive or defensive attitudes towards any person conducting Justice Court business.

#### ACCOMPLISHMENTS

In the last 3 ½ years JP 4 audit ratings greatly improved by going from Poor, Very Poor, to Adequate, which is the highest rating given from the Auditor's office.

Changed questionable discrepancies in upper management and support staff processing policies.

Implemented interoffice system by periodically auditing each employee's work station for back-log and possible discrepancies.

Created logs for in-coming and out-going correspondence:

Precept logs, mail logs, refund logs, and Constable incoming and outgoing Citations and Warrant logs.

Cleared up a serious 9 year Civil and Criminal backlog from previous court.

#### DUTIES OF JUSTICE OF THE PEACE

Justice of the Peace Court is a constitutional office with Jurisdiction in Class C offenses to include:

Truancy, evictions, juvenile offenses such as minor in possession of alcohol, tobacco, drug paraphernalia, minor assaults, traffic violations, and minor civil matters with settlement authority up to \$10,000.

Determines probable cause, issues arrest warrants, issues both adult and juvenile statutory warnings.

Administrative Duties:

Oversee staff operations to include collection of fees, fines and court costs. Assure all bank deposits are made on a timely basis. Work closely with court coordinator on yearly budget and auditors reports.

Barbara's leadership ability in Precinct 4 has proven successful in the past 3 ½ years. JP 4 is now performing at a successful level, not only due to Barbara's leadership, but to a dedicated and well trained staff.

Barbara understands that a person's success is only as good as the people who work for you. Staff must feel appreciated for their work, respected for their differences, and must understand the differences in work and home priorities, and also understand exactly what is expected from them in a work environment.

**Univision 750 Radio****2007-2010****Radio Talk Show Host**

Barbara returned to talk radio with a variety of community topics of interest to include local and federal politics. Her strong stands have always been in support of important community issues and honest political candidates.

Barbara has been the only radio host to receive an on-air call, from Democratic, Presidential Candidate and former First Lady of the United States, Hillary Clinton.

**County Commissioner, Precinct 1****2004 – 2005****EL PASO COUNTY COMMISSIONER'S COURT**

El Paso, Texas

High-profile elected leadership position; involved in conducting general business functions of El Paso County in an effective and efficient manner, to include all financial, health, safety, and infrastructure matters.

- Initiated use of federal grant monies to provide the first bus service to El Paso Community College's Mission Del Paso Campus, and encouraged the Town of Clint, the City of Socorro, and the El Paso Community College, to commit to a financial contribution towards this effort. Barbara successfully negotiated an inter-local agreement between all three entities, to include the County of El Paso, which significantly reduced the County's financial commitment.
- Successfully negotiated the City/County Health Inter-local Agreement.
- Served as advocate for hiring two professional medical examiners to fill the void in the County Medical Examiner's Office and provide much needed assistance to the Sheriff's Department, the El Paso Police Department, and the Office of the District Attorney.
- Instrumental in establishing the Eastside Nutrition Center to provide a much-needed meal service for seniors in East El Paso. This program now serves 150 to 300 seniors per day at no additional expense to El Paso County taxpayers.

**Board of Trustees****2002 – 2004****SOCORRO INDEPENDENT SCHOOL DISTRICT**

El Paso, Texas

Elected position; involved in guiding the Socorro Independent School District towards academic excellence by charting the direction of educational programs and services, establishing operational policies, ensuring financial viability, and setting the standards by which success could be measured.

- Originated proposal for fair bidding and solicitations for the \$198 million dollar bond issue, resulting in seven state-of-the-art schools being built.
- Initiated a fair contract bidding proposal to include opportunities for all architects and building contractors to benefit from our tax dollar investment.

**City Representative – District 6  
EL PASO CITY COUNCIL**1993 – 1999  
El Paso, Texas

Elected position charged with providing overall leadership for the City by enacting laws, directing actions necessary to provide for the general welfare of the community, and allocating City resources for programs, services, and activities.

- Ran three successful political campaigns; defeated a well-known incumbent to win first election.
  - Led initiative to build Mission Valley Police Regional Command Center; negotiated a 1966 land purchase from the Public Service Board, resulting in a \$2 million savings for El Paso taxpayers.
  - Initiated the first inter-local agreement between the City of El Paso, the Socorro Independent School District, and the Ysleta Independent School District to share park space, resulting in saving substantial tax dollars.
  - Launched the new Father Martinez Senior Center using Community Development Block Grant (CDBG) funds.
  - Initiated the Ysleta Branch Library with CDBG funds.
  - Led actions for numerous infrastructure improvements in District 6, to include street drainage improvement projects and city park enhancements.
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**CIVIC LEADERSHIP EXPERIENCE**

Vice-Chair, Metropolitan Planning Organization (MPO)  
President, El Paso Housing Finance Corporation – County Commissioner  
Board of Directors, Hispanic Leadership Institute  
Citizen's Advisory Board, Norwest Bank  
Board of Directors, El Paso Housing Finance Corporation – City Council  
Transportation Advisory Board, El Paso Transportation Advisory Study  
Foundation Board, El Paso Hispanic Chamber of Commerce  
Advisory Board, Kennedy Brothers Housing Complex  
Board of Directors, Rio Grande Council of Governments  
Municipal Advisory Board, State Attorney General  
Advisory Board, Lower Valley YMCA  
Advisory Board, Project Change  
Board of Directors, Texas Association of Local Housing Finance Agency  
Business Women's Executive Forum  
El Paso for Jesus Task Force  
Citizens Interview Board on Police Brutality  
Mayor's Task Force for El Paso Electric Company  
Board of Directors, Sun Carnival Association  
Board of Directors, United Way of El Paso  
Board of Directors, Friends of El Paso Museum of Art  
Chairperson, El Paso Diabetes Association Walk-a-thon  
Board of Director, UMC  
Chairman of Judges Technology and Security Fund

**OTHER PROFESSIONAL EXPERIENCE**

**Radio Talk Show Host**  
**KROD RADIO**

1999 – 2002  
El Paso, Texas

Barbara was the first woman and widely respected, popular on-air talent in El Paso, Texas. A variety of political issues were discussed in a live call-in show environment.

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**EDUCATION**

**Undergraduate Studies**  
**EASTERN NEW MEXICO UNIVERSITY / UNIVERSITY OF PHOENIX**

**Completed all necessary State Accreditation Courses for County Commissioner, School Board Trustee, and Justice of the Peace positions.**

**Graduate – Dale Carnegie School of Public Relations and Public Speaking**