

## **RESOLUTION**

**WHEREAS**, in accordance with Section 370.251 of the Texas Transportation Code and the City of El Paso's Petition and Request for Authorization to Form the Camino Real Regional Mobility Authority, as approved by the Texas Transportation Commission, the terms for three (3) Camino Real Regional Mobility Authority (CRRMA) Board positions expire on February 1<sup>st</sup> of each year;

**WHEREAS**, in the event of a vacancy, Board member nominations shall be solicited by the Mayor from City Council by written notice for a period of not less than two (2) weeks, and upon completion of this two week period, the Mayor shall review all received recommendations and those identified by the Mayor as well;

**WHEREAS**, the Mayor shall then make one (1) nomination for each position via presentation to the City Council at a City Council meeting and Council shall appoint a member for each open position by majority vote evidenced by City Council Resolution;

**WHEREAS**, on January 27, 2014, the Mayor notified City Council in writing of the three vacancies and requested Council provide their recommendations for nominations for the three positions through February 10, 2014;

**WHEREAS**, no recommendations were received from Council and the Mayor has identified one nomination for each vacant position each of which were presented at a City Council meeting on March 4, 2014;

**WHEREAS**, the City now desires to make appointments, in accordance with the appointment process outlined herein to CRRMA Board Positions 1, 3 and 5;

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:**

That the City of El Paso hereby appoints the following board members to the Camino Real Regional Mobility Authority Board for the positions identified below, each of which shall take effect March 5, 2014:

1. Les Parker for Position 1, whose term will expire on February 1, 2016;
2. Dori Fenenbock for Position 3, whose term will expire on February 1, 2016; and
3. Joe Wardy for Position 5, whose term will expire on February 1, 2014.

**APPROVED THIS 4<sup>TH</sup> DAY OF MARCH 2014.**

**THE CITY OF EL PASO**

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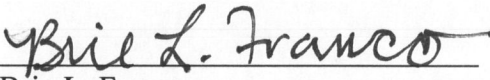
Oscar Leeser, Mayor

**ATTEST:**

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Richarda Duffy Momsen  
City Clerk

**APPROVED AS TO FORM:**

  
Brie L. Franco  
Assistant City Attorney

**Brown, Chelsea E.**

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**From:** Moreno, Taylor L  
**Sent:** Monday, January 27, 2014 4:58 PM  
**To:** Mayor and Council and Staff  
**Cc:** Telles, Raymond L.; Scott McLaughlin - Business; Firth, Sylvia B.; Franco, Brie L.  
**Subject:** Camino Real RMA  
**Attachments:** Letter-CRRMA Nomination Solicitation.pdf

Good afternoon Members of Council:

Attached please find a letter from Mayor Leaser regarding vacancies in the Camino Real RMA Board.

Regards,  
Taylor

**Taylor L. Moreno**

*Chief of Staff*

*Office of the Mayor*

300 N. Campbell, 2<sup>nd</sup> Floor | El Paso, Texas 79901

(915) 212-1051 | (915) 309-8342 (cell) | (915) 212-0022 (fax)

[morenotl@elpasotexas.gov](mailto:morenotl@elpasotexas.gov)

***Please note my new office and fax number.***



**OSCAR LEESER**  
MAYOR OF EL PASO

January 27, 2014

Members of El Paso City Council  
300 N. Campbell  
El Paso, Texas 79901

Dear Fellow Members of Council:

As of February 1, the Camino Real Regional Mobility Authority (CRRMA) will have three vacancies that my office is responsible for filling. Pursuant to an August 31, 2010 City Council resolution, "In the event of a vacancy, Board member nominations shall be solicited by the Mayor from City Council representatives by written notice for a period of not less than two (2) weeks." For that reason, I am formally requesting recommendations for the three vacancies. All recommendations are due to my office by close of business on Monday, February 10, 2014. At that time, all recommendations will be reviewed and I will bring forward the nominations for each open position for your consideration.

Please forward any recommendations to Ms. Taylor Moreno. I look forward to any recommendations you may have and working together to secure the subsequent appointments.

Sincerely,

Oscar Leeser

Mayor

CC: Mr. Raymond Telles, Executive Director, CRRMA

Mr. Scott McLaughlin, Chairman, CRRMA

Ms. Sylvia Borunda Firth, City Attorney

Ms. Brie Franco, Assistant City Attorney

DATE: 2-12-14

TO: City Clerk

FROM: Mayor Oscar Leaser

ADDRESS: 300 N. Campbell, 2<sup>nd</sup> Floor TELEPHONE 212-0021

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

Agenda for the Council Meeting of February 18, 2014

Nomination of Joe Wardy as a regular appointee to the Camino Real Regional Mobility

Item should read as follows: Authority (CRRMA) Board

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

NAME OF BOARD/COMMITTEE/COMMISSION: Camino Real Regional Mobility Authority (CRRMA) Board

NOMINATED BY: Oscar Leaser DISTRICT: Mayor

NAME OF APPOINTEE Joe Wardy  
(Please verify correct spelling of name)

E-MAIL ADDRESS: \_\_\_\_\_

BUSINESS ADDRESS: \_\_\_\_\_

CITY: El Paso ST: TX ZIP: 79912 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: Ralph Adame

EXPIRATION DATE OF INCUMBENT: 2/1/2014

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

DATE OF APPOINTMENT: 2/18/2014

TERM BEGINS ON : 2/19/2014

EXPIRATION DATE OF NEW APPOINTEE: 2/1/2016

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

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

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

# Joe D. Wardy

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## Career Summary

- Served as president and CEO of NCED, later Ready One Industries, and led the complete reorganization of the company saving 1300 jobs and preserved the company's federal contracts.
- As mayor of El Paso, Texas, the nations twenty-second largest city, led major initiatives to bring more accountability and efficiency to city government.
  - \*Led the efforts to revise the city charter that brought a city manager form of government and four year terms for the mayor and city council.
  - \*Assured the city of a 50 to 100 year water supply by changing the strategic direction of our water utility to include importation.
  - \*Organized the various community Economic Development entities into a cohesive group with an Economic Development Foundation as the lead organization.
- A thirty-year career in the transportation and logistics industry that included trucking, customs brokerage and distribution.
- Leadership skills with demonstrated hands-on experience.
- Extensive experience in strategic planning, organizational development and staff development.
- Led efforts in the last ten years in process improvement and change management.
- Extensive experience in financial analysis and management.
- Orchestrated the merger of three companies in 1999 into a logistics company that was acquired by United Parcel Service in 2001.

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## Professional / Government Experience

**Visiting Nurse Association of El Paso, El Paso, TX**  
President and CEO

January 2012 to present

- Selected by this non-profit's board of directors to modernize an entity that has existed for 45 years in the El Paso community.
- Created an organizational structure that focused on process improvement and accountability.
- Competition by for profit entities and reduced payments from Medicaid and Medicare had resulted in ongoing financial losses that required training, accountability and modernization of processes.
- Developed a competent and qualified business development group to compete in a market with overcapacity and gain penetration with top referral sources for patients.
- Streamlined the management structure and eliminated unnecessary positions at every level in six different divisions.

- Reduced overhead by setting performance standards for clinicians and non-clinicians.
- Recruited nurses versed in modern technology to take advantage of the major investment in new technology and software.
- Created a new home health division with high-powered personnel to meet the needs of the marketplace.

**Stagecoach Cartage & Distribution, LP, El Paso, TX** March 2008 to April 2011  
Vice President of Strategic Development

- Built the sales and marketing function from a one person department to 3 full time sales personnel and gave terminal managers sales responsibility.
- Created a marketing campaign as well as a systematic sales process focused on the company's core business.
- Streamlined the customer service and dispatch function into a cohesive operations group.
- Created two million dollars in new business for the over the road division.
- Investigated possible company acquisitions.

**Consultant (Self employed) April 2007 to February 2008**

Clients included a major defense contractor working for Homeland Security opportunities along the U.S. / Mexico Border. Utilized my expertise in government relations, business development, marketing, strategic planning, budgeting and logistics for local and national companies.

**Ready One Industries, El Paso, Texas**

March 2006- March 2007

**(F.K.A. National Center for the Employment of the Disabled)**

President/CEO

- Recruited to help rescue a 300 million dollar organization with numerous problems.
- Downsized the organization from 4050 to 1300 personnel to be in compliance with federal contract provisions for the severely disabled.
- Stabilized the financial management of the organization by establishing strict budget procedures and selling off non-performing assets.
- Recruited a world-class management team to establish processes to manage a \$200 million dollar organization.
- Established credibility in Washington DC with the federal agencies responsible for the Jarvis Wagner O'Day Program for the severely disabled.
- Set up a compliance process to certify 722 severely disabled employees according to the Jarvis Wagner O'Day Program guidelines.

**The City of El Paso, Texas**

2003 – 2005

Mayor, (elected May 2003 for a two year term)

- Successfully led a bond issue initiative for \$115 million dollars for city- wide infrastructure improvements.



- Brought a results oriented approach to city departments with defined goals and objectives.
- Passed two city budgets that met the needs of the city without a tax increase by utilizing creative finance techniques to reduce future interest expense of \$10 million dollars.
- Led lobbying efforts in Austin and Washington with state and federal elected officials to bring over \$100 million dollars for Ft.Bliss, public transportation and homeland security projects.

**Desert Eagle Distributing Company, El Paso, Texas**

2002

Chief Operating Officer

- Recruited as part of a plan to streamline operations as recommended by a management consultant.
- Initiated individual manager accountability for budget development and operational performance.
- Implemented a mentoring program to develop supervisors and managers internally from the organization.
- Formalized the budget process as a company wide participative exercise.

**UPS Supply Chain Solutions, El Paso, Texas**

2001

Regional Executive, Southern Border Operations

- Served 1 year as agreed to contractually as a condition of the sale of the company to assist the UPS transition teams.
- Managed the transition of systems, procedures and operations into the UPS operating structure.
- Consulted on general business matters to coordinate sales and operations integration with UPS business units.

**Miles Group Inc., El Paso, Texas**

2000 – 2001

Chief Operating Officer

- El Paso based Logistics Company with fifteen offices, one thousand employees and seventy million dollars in annual sales.
- Led the efforts to bundle various services for Fortune 500 companies as demanded by market forces.
- Engineered the merger of three distinct companies into one operating group.
- The only major company with locations at each southern border crossing with comprehensive services; transportation, distribution and customs brokerage.
- Established a National Accounts Sales and Marketing group to compete with major competitors.
- Company sold to United Parcel Service in 2001.

**Herman / Miles Trucking, Inc., El Paso, Texas**

1985 – 1999

President

- Joined the company as its first employee in December 1985 and built the integrated transportation services company.
- Progressed from general manager to vice president and eventually to president of the company with an equity position.



- Clients included all major international airlines and freight forwarders as well as major national companies including Game Stop, Phillips Electronics and Thompson Consumer Electronics.
- Employed two hundred and fifty personnel at seven regional service centers with corporate offices in El Paso, Texas.
- 1999 sales exceeded thirty million dollars.

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### **Education**

**The University of Texas at El Paso, BBA, 1976, Finance and Management**

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### **Personal**

- Married, two children
- Fluent in Spanish
- Interests include golf, hunting, shooting sports and football officiating.

### **Professional / Community Activities** (Past and present)

- **The University of Texas at El Paso, Development Board, Member, 2006 to present**
  - **Sierra / Providence Health Network Governing Board, member and past Chairman, 2007 to 2012**
  - **Paso Del Norte Group, member**
  - **American Trucking Associations, Vice president at large, International Trade and Customs Committee Member, 1995-2000**
  - **North American Transportation Alliance Advisory Board (NAFTA), Member, 1994**
  - **Texas Motor Transportation Association, Executive Committee and International Trade Advisory Committee Chairman, 1999-2000**
  - **Liberty Mutual Insurance Company, Southwest Advisory Board, Member, 1999-2000**
  - **Greater El Paso Chamber of Commerce, Executive Committee and previous Chairman of the transportation and government relations committees, 1989-2001**
  - **El Paso Leadership and Research Council, Executive Committee and Chairman, 2002**
  - **Metropolitan Planning Organization (MPO), Technical Advisory Committee Chairman, 2002**
  - **Border Port Authority Task Force, Member, appointed by the Texas Department of Transportation.**
  - **Candlelighters of El Paso, Board Member, 2002**
  - **Franklin High School Football Booster Club, President, 1998-99**
-

DATE: 2-12-14

TO: City Clerk

FROM: Mayor Oscar Leeser

ADDRESS: 300 N. Campbell, 2<sup>nd</sup> Floor TELEPHONE 212-0021

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

Agenda for the Council Meeting of February 18, 2014

Nomination of Lester Parker as a regular appointee to the Camino Real Regional Mobility

Item should read as follows: Authority (CRRMA) Board

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

NAME OF BOARD/COMMITTEE/COMMISSION: Camino Real Regional Mobility Authority (CRRMA) Board

NOMINATED BY: Oscar Leeser DISTRICT: Mayor

NAME OF APPOINTEE Lester Parker  
(Please verify correct spelling of name)

E-MAIL ADDRESS: lesparker@unitedelpaso.com

BUSINESS ADDRESS: 293 Puesta del Sol

CITY: El Paso ST: TX ZIP: 79912 PHONE: 915-231-2501

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: David Marcus

EXPIRATION DATE OF INCUMBENT: 2/1/2014

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

DATE OF APPOINTMENT: 2/18/2014

TERM BEGINS ON : 2/19/2014

EXPIRATION DATE OF NEW APPOINTEE: 2/1/2016

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

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

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

LESTER L. PARKER  
293 Puesta del Sol  
El Paso, Texas 79912-4872

Business: 915.231.2501 Fax: 915.231.2535  
E-Mail: [lesparker@unitedelpaso.com](mailto:lesparker@unitedelpaso.com)

**Work Experience:**

- 2001 – Present Founding President, CEO and Chairman of United Bank of El Paso del Norte
- 1999 – 2001 Organizer of United Bank of El Paso del Norte and Managing Agent of Investment Group of El Paso
- 1990 – 1999 Founding President and Director of Bank of the West, El Paso, Texas
- 1987 – 1990 Organizer of Bank of the West and Managing Agent of The El Paso Group
- 1985 – 1986 President, CEO and Director of The Coronado Bank, El Paso, Texas
- 1983 – 1990 Personal Business Agent and Financial Advisor, John MacGuire Enterprises; Self employed as Strategic Management Consultant
- 1978 – 1983 Founding President, CEO and Chairman of First City Bank - West, N.A., First City Bancorporation of Texas, Inc.
- 1970 – 1978 Vice President, Corporate Lending Division, Marketing Officer and Operations Officer - First City National Bank of El Paso
- 1967 – 1970 Captain in the United States Army
- 1961 – 1967 Various retail and banking positions

**Present Civic Activities:**

- University of Texas at El Paso College of Business Advisory Council – Chairman
- Lee & Beulah Moor Childrens Home and Foundation - Director
- Independent Bankers Association of Texas - Director
- Independent Community Bankers of America Minority Bank Council - Member
- Greater El Paso Chamber of Commerce – Director, Executive Board
- El Paso Humane Society Foundation - Director
- Assistance League of El Paso - Advisory Board Member
- The Paso del Norte Group – Member
- Sunturians, Inc. - Co-Founder, Past President and Director - Life Member
- Leadership El Paso - Graduate Class 2
- Rotary Club of El Paso – Membership Committee Chair

**Former Board Memberships:**

- Coalition for Affordable Housing in Greater El Paso – Founding Chairman (10 years)
- El Paso Project ARRIBA - Director and Chairman
- Rio Vista Rehabilitation Hospital - Chairman
- El Paso Hispanic Chamber of Commerce - Director
- Federal Reserve Bank of Dallas, El Paso Branch – Director
- Paul O. Foster School of Medicine - Advisory Board Member
- Texas Bankers Association - Director

**Former Board Memberships: (continued)**

- Southern Union Company (NYSE) - Director
- Tri-State Broadcasting, Inc. - Director
- City of El Paso Public Utility Regulation Board - Member
- City of El Paso - Brownfields Redevelopment Board - Member
- El Paso International Airport - Director for three non-consecutive terms, Chairman
- Boy Scouts of America, Western Region - Director
- Yucca Council, Boy Scouts of America - President and Director
- Santa Teresa Airport Commission, Dona Ana County, New Mexico - Commissioner
- First Bankers Trust and Savings Association, Midland, Texas - Director
- El Paso Rehabilitation Center - Director
- El Paso Community College Foundation Board - Director
- El Paso Arts Alliance - Director
- El Paso Westside YMCA - Director
- Beautify El Paso Association - Director
- Texans for Lawsuit Reform Board of Governors - Member
- El Paso Advertising Federation - Director
- KCOS Public Television - Director
- The El Paso Festival - Director
- El Paso Plaza Theater Corporation - Director
- El Paso Private Industry Council, Inc. - Chairman
- United Way of El Paso, Loaned Executives - Chairman
- El Paso Club - Director

**Honors:**

- Recipient of the Conquistador Award from the City of El Paso, 1983
- SBA Small Business Lender of the Year, 2006
- Financial Services Advocate of the Year for the State of Texas, Small Business Administration, 1995
- Recipient of Silver Beaver Award from the Boy Scouts of America, 1992
- Participant in The National Security Seminar, U. S. Army War College, 1986
- Selected for Department of Defense JCOC Program, 1995

**Other Professional Experience:**

- Visiting Professor in Economics and Finance, 1978 - 1982, University of Texas at El Paso;  
Guest Lecturer - 1985 - Present
- Private Pilot

**Education:**

- University of Texas at El Paso - M.B.A., Economics and Finance - 1977
- University of Colorado, Boulder - Graduate Certificate, Marketing - 1972
- University of Texas at El Paso - B.B.A., Finance - 1967

DATE: 2-12-14

TO: City Clerk

FROM: Mayor Oscar Leeser

ADDRESS: 300 N. Campbell, 2<sup>nd</sup> Floor

TELEPHONE 212-0021

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

Agenda for the Council Meeting of February 18, 2014

Nomination of Dori Fenenbock as a regular appointee to the Camino Real Regional Mobility

Item should read as follows: Authority (CRRMA) Board

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

NAME OF BOARD/COMMITTEE/COMMISSION: Camino Real Regional Mobility Authority (CRRMA) Board

NOMINATED BY: Oscar Leeser DISTRICT: Mayor

NAME OF APPOINTEE Dori Fenenbock

(Please verify correct spelling of name)

E-MAIL ADDRESS: dori@fendenbock.com

BUSINESS ADDRESS: 405 Camino Real Avenue

CITY: El Paso ST: TX ZIP: 79922 PHONE: 915-443-2676

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: Rosario Holguin

EXPIRATION DATE OF INCUMBENT: 2/1/2014

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

DATE OF APPOINTMENT: 2/18/2014

TERM BEGINS ON: 2/19/2014

EXPIRATION DATE OF NEW APPOINTEE: 2/1/2016

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

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

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

# Dori Fenenbock

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405 Camino Real Avenue | El Paso, Texas 79922 | 915-443-2676 | dori@fenenbock.com

## OBJECTIVE

Board Member, Camino Real Regional Mobility Authority- "a useful partner [with the El Paso City Council] in developing the transportation solutions necessary for the El Paso region." (<http://www.crrma.org/history.asp>)

## SKILLS

Legal research and analysis; organizational leadership and strategic planning; sales and marketing

## EDUCATION

- University of Tulsa College of Law, Tulsa, Oklahoma- Juris Doctorate (1990-1993)
- University of Texas, Austin, Texas- Bachelor of Arts, Psychology / History (1986-1990)

## EMPLOYMENT HISTORY

### Business Owner

1/1/1995 — 5/1/2013

*El Paso, Texas*

- Manufacturer's Representative for Rock-Tenn Company, Norcross, Georgia
- National sales of paperboard, folding cartons and plastic packaging
- Effectuating the design, manufacture and delivery of point-of-purchase packaging
- Accounts included Dial (Scottsdale, AZ), Einstein Brothers Bagels (Golden, CO), Clif Bar (Berkeley, CA), Stash Tea (Pomona, CA), United States Postal Service (Washington, D.C.), Airborne Express (Seattle, WA)

### Bank One, Trust

1/15/1994 — 12/15/1994

Department

*Boulder, CO*

- Assisted in the establishment, investment and maintenance of client trust fund accounts

### Law Clerk

1/1/1993 — 5/30/1993

*The Honorable Stephanie Seymour*

*10<sup>th</sup> District, United States Court of Appeals, Tulsa, OK*

- Wrote legal decisions for the U.S. 10<sup>th</sup> District Court of Appeals
- Performed legal research and wrote legal briefs for the court in response to appellate documents

## ACTIVITIES

- President-Elect, Jewish Federation of El Paso- Chair of the Executive Director Search and Finance Committees
- Past-President, El Paso Jewish Academy- Chair of the Head of School Search and Development Committees
- Boy Scouts of America- Pack 29 Den Leader, Troop 59 Merit Badge Coordinator, and Merit Badge Instructor for Citizenship in the Community, Citizenship in the Country and Citizenship in the World
- Leadership El Paso- Member Class 36, El Paso Chamber of Commerce
- Sustainer, Junior League of El Paso
- Champion YPO / WPO Seminar, Public Speaking for Spouses and Partners, San Diego, CA, voted a best international event