

DATE: March 12, 2015

TO: City Clerk

FROM: Representative Claudia Ordaz, District 6

ADDRESS: 300 N. Campbell TELEPHONE 915-212-0006

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

Agenda for the Council Meeting of March 17, 2015

Appointment of Mayor Maya Sanchez to the Hispanic Cultural Center Subcommittee by

Item should read as follows: Representative Claudia Ordaz, District 6.

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

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

NOMINATED BY: Representative Claudia Ordaz DISTRICT: Six

NAME OF APPOINTEE Mayor Maya Sanchez
(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: New Subcommittee

EXPIRATION DATE OF INCUMBENT: _____

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

DATE OF APPOINTMENT: 03/17/15

TERM BEGINS ON : 03/17/15

EXPIRATION DATE OF NEW APPOINTEE: 12/31/15

PLEASE CHECK ONE OF THE FOLLOWING: 1st TERM: X
2nd TERM: _____
UNEXPIRED TERM: _____

Maya Sanchez

Qualifications

Community activist who successfully led the incorporation of San Elizario, TX and became the City's first mayor. Prior experience includes three years public relations and marketing sector from brand management to press events and product launches. Ten years as a commercial producer including creating and managing budgets, project and team management, supervising creative process—on-set and post production, client services and results analysis.

Experience

CITY OF SAN ELIZARIO, San Elizario, TX - Mayor

May 2014 to present

- ◆ Set up first-ever form of municipal government in San Elizario including negotiating all inter-local agreements with City and County of El Paso and all franchise fees with utilities.
- ◆ Set the City's first budget, which included establishing tax rate and funds from successful sales tax election.
- ◆ Identifying key personnel positions and acting as hiring agent on behalf of City.
- ◆ Working with City Attorney to write ordinances and resolutions, following Texas Government Code to properly implement.
- ◆ Establishing Planning Advisory Committee to develop the City's Land Use Comprehensive Plan and Zoning Ordinance. Assisting with conducting public hearings for input and guidance on execution.
- ◆ Secure City Hall, establish City seal and website and coordinate all marketing collateral.
- ◆ Act as City representative at events and functions throughout the region and abroad.

GHOSTLIGHT CREATIVE, El Paso, TX – Project Manager

June 2013 to Present

- ◆ Development of policies and procedures, customer development/retention, event production, website creation, strategic marketing campaigns and environmental design.
- ◆ Created estimate template and manage budgets through actualization, adjusting projects as needs arise.
- ◆ Acting HR director including facilitating all new hires, running payroll, organizing and conducting employee reviews, maintaining company communications.
- ◆ Secure graphic designers, web developers and interns based on reviewing areas of expertise and rates compared to project needs and scope of budgets.
- ◆ Provide clients with daily work in progress, receive feedback and communicate information to internal teams.
- ◆ Identify work and submit estimates and change orders.
- ◆ Generate and follow up on invoices and closing out projects, making sure all files adhered to company guidelines with all paperwork and communication organized and easily accessible.
- ◆ Develop and maintain databases of designers/developers, vendors and production contacts.
- ◆ Responsible for client gifts which included creation of unique company “swag” and high-end goods and services.

SAN ELIZARIO INCORPORATION EFFORTS GROUP, San Elizario, TX - Director

February 2013 to November 2013

- ◆ Organized SEIEG as a political action committee and created and supervised sub-committees to lead the effort to incorporate San Elizario.
- ◆ Represented SEIEG at the Capitol in Austin in support of HB 2003 and HB 2005, at El Paso County Commissioners Court and at Socorro City Council meetings to garner support for incorporation.
- ◆ Successfully repressed annexation attempt by neighboring City of Socorro and garnered allowance to incorporate within their ETJ thus protecting the historic community of San Elizario.
- ◆ Organized fundraising efforts to cover costs of incorporation and spearheaded all public relations and media outreach.
- ◆ Worked with engineers to develop official metes and bounds.
- ◆ Worked with El Paso County on November 2013 election and canvassed community to promote the benefits of incorporation that resulted in 88% of the vote in favor of incorporation.