

DATE: April 11, 2018

TO: City Clerk

FROM: City Representative Aleksandra Annello

ADDRESS: 300 N. Campbell TELEPHONE 915-212-0002

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

Agenda for the Council Meeting of April 17, 2018

Appointment of Tracy J. Yellen to the Ad Hoc Charter Advisory Committee by Representative

Item should read as follows: Aleksandra Annello, District #2

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

NAME OF BOARD/COMMITTEE/COMMISSION: Ad Hoc Charter Advisory Committee

NOMINATED BY: City Representative Aleksandra Annello DISTRICT: 2

NAME OF APPOINTEE Tracy J. Yellen  
(Please verify correct spelling of name)

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

CITY: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_ PHONE \_\_\_\_\_

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

\_\_\_\_\_ 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: NO

**HAS APPOINTEE BEEN A MEMBER OF OTHER CITY BOARDS/COMMISSIONS/COMMITTEES? IF SO, PLEASE PROVIDE NAMES AND DATES: BUILDING AND ZONING ADVISORY COMMITTEE 2000-2005, CHARITABLE SOLICITATIONS COMMISSION 2003-2004, PARKS & RECREATION ADVISORY BOARD 2002-2003**

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

NAME OF INCUMBENT:

N/A

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

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

DATE OF APPOINTMENT: 4/17/2018

TERM BEGINS ON : 4/17/2018

EXPIRATION DATE OF NEW APPOINTEE: 6/12/2018

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

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

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

# TRACY J. YELLEN

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## EXPERIENCE

- 25 years program (development, implementation, marketing, communications)
- 15 years fundraising (operations, program, capital, endowment, grants, events)
- 12 years strategic planning, business planning, board development
- 10 years foundation executive management (budgets, finance, investments)
- 10 years binational relations (U.S.-Mexico relations, Spanish proficiency)

## EMPLOYMENT

CEO, Paso del Norte Health Foundation & Affiliation Foundations. Working with the Board of Directors, lead the Paso del Norte Health Foundation and its affiliated foundations (Paso del Norte Charitable Foundation and Fundación Paso del Norte para la Salud y Bienestar in Cd. Juarez) with a 19-member staff to include strategic direction, board/committee work, investment management, fund development, operations and administration, and communications to advance health, economic development, education and quality of life in the region. (January 2016-Present)

President, Paso del Norte Foundation. Working with the Board of Directors, manage all aspects of the Foundation including strategic planning, fund development, administration, staff development, and communications to increase the resources to improve well-being in the binational, tristate region. (August 2013-January 2016)

Managing Partner, MJD & Associates. Provide executive management, fund development and organizational consulting services in the border region. Served as Chief Operating Officer for the Foundation for the Diocese of El Paso on a consultant basis responsible for all aspects of the Foundation's work including board/committee work, fund development and communications with a 6-member staff. (January 2006 – July 2013)

Campaign Director, YWCA USA/Global Campaign. Manage and direct multi-million fundraising campaign for the World YWCA to fund the leadership development of women and girls worldwide. (October 2003 – December 2005)

Development Director, YWCA El Paso Del Norte Region, El Paso, Texas. Oversee fundraising, housing development, children's health insurance program enrollment, and other contracts and program activities for the YWCA El Paso Del Norte Region. (November 1997 – October 2003)

Public Outreach Director, Border Environment Cooperation Commission, Cd. Juarez, Chihuahua, Mexico. Oversee public, media and government relations, communications and outreach for binational development Commission working with local, state and federal officials and border communities on environmental infrastructure projects. (April 1995 - October 1997)

Public Outreach Coordinator, Office of Border Affairs, Texas Commission on Environmental Quality, El Paso, Texas. Assist with the coordination of policy and programs to improve the quality of the environment on the Texas-Mexico border. (June 1992-March 1995)

## **EDUCATION & TRAINING**

University of Texas at El Paso, El Paso, Texas. Master of Public Administration. (July 1995)

The Johns Hopkins University, Baltimore, Maryland. Bachelor of Arts Degree. International studies major; Environmental studies minor. (May 1992)

Leadership El Paso, Class 17, El Paso, Texas. Competitive 9-month leadership development program sponsored by the Greater El Paso Chamber of Commerce. (1994-1995)

Mexican-American Legal Defense and Education Fund Leadership Development Program, El Paso, Texas. 80-hour leadership and personal development course. (Summer 1993)

## **PROFESSIONAL AFFILIATIONS & CIVIC ENGAGEMENT**

- Member, Executive Committee, Borderplex Alliance, (2016-Present)
- Chair, El Paso Behavioral Health Consortium (2017-Present)
- Member, Board of Directors, Women's Fund of El Paso (2004-12, 2015-Present); President (2010-12)
- Member, UTEP Liberal Arts Advisory Board (2016-Present)
- Member, Board of Managers, University Medical Center of El Paso (County Hospital Appointment) (2008- 2016); Board Chairman (April 2012-March 2014)
- Treasurer, El Paso High School PTSA (July 2017-Present); Wiggs Middle School PTA (July 2014-June 2016); Mesita Elementary School PTA (July 2011-June 2013)
- Treasurer, El Paso High School Orchestra Booster Club (September 2016-Present)
- Vice President, El Paso High School Basketball Booster Club (October 2017-Present)
- Member, Board of Directors, YWCA El Paso Del Norte Region (2004-2011); VP (2007/08)
- Member, Paso Del Norte Group (2004-2011)
- Treasurer, Friends of EPISD Bond Election (2007)
- Member, Kern Place Neighborhood Association, Inc., (2001-2007); President (2001-2005)
- Member, UTEP Liberal Arts Advisory Committee (2015-Present)
- Member, UTEP Rebounders Club (2004-2008)
- Member, UTEP Centennial Commission (2004-2005)
- Member, Building and Zoning Advisory Committee, Mayoral Appointment (2000-2005)
- Member, Charitable Solicitations Commission, City Council Appointment (2003-2004)
- Member, Parks and Recreation Advisory Committee, Mayoral Appointment (2002-2003)
- Member, Board of Directors, Keep El Paso Beautiful, El Paso, TX (1992-1995)
- Member, Board of Trustees, Johns Hopkins University, Baltimore, MD (1992-1996)
- Member, Second Decade Society, Johns Hopkins University, Baltimore, MD (2006-2012)
- Coach, Midnight Basketball, El Paso, TX (1994-1998)
- Coach, Mini-Dribblers, El Paso, TX (1993-1998)
- Varsity Women's Basketball, Johns Hopkins University (1988-1992); Captain (1991-1992)

## **HONORS/AWARDS**

- El Paso Commission for Women Hall of Fame Inductee for Civic Leadership (2018)
- Humanitarian of the Year Award, Project Amistad (2014)
- Woman of Impact Award, El Paso Inc. (2014)
- Fundraising Executive of the Year Award, Association of Fundraising Professionals (2012)
- Elaine Pharr Woman of the Year Award, Nolan Richardson Charities (2012)
- Southern Women in Public Service Conference Scholarship Recipient, Stennis Center for Public Service, awarded to an emerging female community leader (2001)
- American Business Women's Association Scholarship for graduate school (1993/94)
- Class of 1979 Memorial Scholarship Award awarded to an incoming senior (1991-1992)
- Class of 1984 Christopher O. Pinto Award awarded to a graduating senior (Spring 1992)