

DATE: 7/27/2016

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 x REGULAR \_\_\_\_\_

Agenda for the Council Meeting of 8/9/2016

Item should read as follows: Appointment of Bernie Olivas as a member of the Greater El Paso Civic, Convention and Tourism Advisory Board

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

NAME OF BOARD/COMMITTEE/COMMISSION: Greater El Paso Civic, Convention and Tourism Advisory Board

NOMINATED BY: Oscar Leaser DISTRICT: Mayor

NAME OF APPOINTEE Bernie Olivas  
(Please verify correct spelling of name)

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

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

CITY: \_\_\_\_\_ 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:**

**HAS APPOINTEE BEEN A MEMBER OF OTHER CITY BOARDS/COMMISSIONS/COMMITTEES? IF SO, PLEASE PROVIDE NAMES AND DATES:** GREATER EL PASO CIVIC, CONVENTION AND TOURISM ADVISORY BOARD –T ERM EXPIRED 9//2013

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

NAME OF INCUMBENT: Jay Pritchard

EXPIRATION DATE OF INCUMBENT: 9/4/2016

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

DATE OF APPOINTMENT: 8/9/2016

**TERM BEGINS ON :** 9/5/2016

**EXPIRATION DATE OF NEW APPOINTEE:** 9/4/2018

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

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

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

Bernie Olivas, a native El Pasoan, has developed a love and a passion for his work like no other. Olivas is the executive director of the Sun Bowl Association, a position that he has held since 2001.

Olivas oversees 20 different special events in El Paso, including the Hyundai Sun Bowl, the WestStar Bank Don Haskins Sun Bowl Invitational, the Western Refining College All-America Golf Classic, the Sun Bowl Fan Fiesta and the Academy Sports + Outdoors Sun Bowl International Soccer Tournament.

The Sun Bowl Association produces the largest economic impact in El Paso for a single event in the city with the annual Sun Bowl football game.

Since becoming Executive Director, Olivas has helped secure sponsorship changes for several events. He was instrumental in the current sponsorship agreements with Hyundai, Helen of Troy, makers of Brut and Vitalis, WestStar Bank, Academy Sports + Outdoors and Western Refining. He also helped secure the Hyundai Sun Bowl's television contract extension through 2019, making the relationship between the Sun Bowl and CBS the longest in college bowl game history.

Olivas, who was a Sun Bowl volunteer for over 20 years, served as the 2000 Sun Bowl Association President – the 66th president in Sun Bowl History. His involvement with the Sun Bowl began when he joined one of the team host committees, and he was named to the Sun Bowl Board of Directors in 1992. He was also named to the football selection committee, of which he is still a member.

Prior to joining the Sun Bowl Association full-time, Olivas was employed by Merck Pharmaceutical Company for 13 years and was most recently a Health Science Advisor for Merck.

A graduate of Cathedral High School, Olivas earned a bachelor's degree in health sciences from the University of Texas at El Paso in 1976. He was also a member of the UTEP football team.