

DATE: 08-21-2018

TO: City Clerk

FROM: City Representative Michiel R. Noe

ADDRESS: 300 N. Campbell TELEPHONE 915-212-0005

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

Agenda for the Council Meeting of 08-21-2018

Appointment of Barbara Perez to the Open Space Advisory Board by City Representative

Item should read as follows: Michiel R. Noe, District 5

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: Open Space Advisory Board

NOMINATED BY: Michiel R. Noe DISTRICT: 5

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: N/A

HAS APPOINTEE BEEN A MEMBER OF OTHER CITY BOARDS/COMMISSIONS/COMMITTEES? IF SO, PLEASE PROVIDE NAMES AND DATES: HISPANIC CULTURAL CENTER SUBCOMMITTEE 3-2015 – 12-2015

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

NAME OF INCUMBENT: Maria Teran

EXPIRATION DATE OF INCUMBENT: 06-30-2019

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

DATE OF APPOINTMENT: 08-21-2018

TERM BEGINS ON : 08-21-2018

EXPIRATION DATE OF NEW APPOINTEE: 06-30-2019

PLEASE CHECK ONE OF THE FOLLOWING: 1st TERM:

2nd TERM:

UNEXPIRED TERM: X

BARBARA PEREZ

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 Tigra 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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**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.

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