

DATE: 8/15/2016

TO: City Clerk

FROM: Mayor Oscar Leeser

ADDRESS: 300 N. Campbell, 2nd Floor TELEPHONE 212-0021

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

Agenda for the Council Meeting of August 23, 2016

Item should read as follows: Appointment of Jorge Hernandez to the Tax Increment Reinvestment Zone Number 5

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: Tax Increment Reinvestment Zone Number 5

NOMINATED BY: Oscar Leeser DISTRICT: Mayor

NAME OF APPOINTEE Jorge Hernandez
(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: Elke Cumming

EXPIRATION DATE OF INCUMBENT: 6/22/2016

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

DATE OF APPOINTMENT: 8/23/2016

TERM BEGINS ON : 6/23/2016

EXPIRATION DATE OF NEW APPOINTEE: 6/22/2018

PLEASE CHECK ONE OF THE FOLLOWING: 1st TERM: x

2nd TERM: _____

UNEXPIRED TERM: _____

Jorge Hernandez

Jorge Hernandez is the Vice-President of Hernandez Fashions Inc. in El Paso, Texas. He is a life time resident of El Paso and attended Jefferson High School.

In 1983, his parents Luis and Manuela Hernandez opened up a small retail clothing store at 615 S. El Paso Street. In 1987, Jorge began working in this family business where his responsibilities included all duties related to shipping, receiving and warehousing. In 1990, Hernandez Fashions was incorporated and Jorge was appointed to the office of Secretary. He then took over the day to day operations of the store including all management, marketing/merchandising and accounting responsibilities.

In 2001, Jorge expanded the product line of Hernandez Fashions to include custom made exotic skin leather cowboy boots and western wear. He traveled extensively to established retail accounts in several states including West Texas, New Mexico, Kansas, Oklahoma, Arizona and Colorado. Jorge later developed “Krystal Jeans” a private label of women’s jeans. He opened a second retail location named after his private label in 2009.

In 2000, Jorge negotiated and arranged the financing for the purchase of the building which housed the family business and other retail establishments at 615– 619 S. El Paso Street. He later purchased a 3000 square foot parking lot on Oregon Street which he developed into prime commercial retail space. In 2010, he acquired several additional commercial properties in the area. Jorge has been instrumental in repairing, updating and revitalizing each of these properties and continues to invest in commercial real estate.

Jorge Hernandez has been actively involved in the Downtown El Paso area for over 25 years. He has continually strived to resolve important issues affecting his community while helping improve the area’s appeal and help stimulate the economic growth of this important area of our city. Jorge sits on the Board of Directors for the Downtown Management District and is the Vice President of the Central Business Association.