

DATE: October 15, 2019

TO: City Clerk

FROM: City Representative Isabel Salcido

ADDRESS: 300 N. Campbell TELEPHONE 212-0005

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

Agenda for the Council Meeting of October 15, 2019

Re-appointment of Frank Luna to the Museums and Cultural Affairs Advisory Board by

Item should read as follows: Representative Isabel Salcido, District 5.

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: Museums and Cultural Affairs Advisory Board

NOMINATED BY: Isabel Salcido DISTRICT: 5

NAME OF APPOINTEE Frank Luna
(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:

HAS APPOINTEE BEEN A MEMBER OF OTHER CITY BOARDS/COMMISSIONS/COMMITTEES? IF SO, PLEASE PROVIDE NAMES AND DATES: _____

LIST ALL REAL ESTATE OWNED BY APPOINTEE IN EL PASO COUNTY (BY ADDRESS): N/A

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

NAME OF INCUMBENT: Frank Luna

EXPIRATION DATE OF INCUMBENT: 10-01-19

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

DATE OF APPOINTMENT: 10-15-19

TERM BEGINS ON : 10-01-19

EXPIRATION DATE OF NEW APPOINTEE: 10-01-23

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

2nd TERM: _____

UNEXPIRED TERM: _____

FRANK LUNA

Video Producer, Creative Director

COMMUNITY

As a native of El Paso and after spending years working within a wide range of creative industries in New York and San Diego - I realized that I can provide an opportunity for aspiring and established artists.

In 2014, I launched the community space thChrch. thChrch (non-religious), started off as an open source business start-up - welcoming the community of musicians, artists and filmmakers to have a hand into the type of business they needed and wanted. From that point, my business model was born. Now, thChrch is a profitable communal production space that fosters many collaborative endeavours, events and most importantly - mentors artists to build self-sustaining business

SKILLS

Photography
Videography
Video Editing
Illustration
Storyboards
Screenwriting
Music Production
Content Development
Business Development
Education (Video, Design, Music)

EDUCATION

BA: University of Texas at El Paso
Creative Writing, Film

The Edit Center (Manhattan, New York)
Six-Week Intensive Editing Course

CONTACT

WORK EXPERIENCE

thChrch - San Diego, CA & El Paso, Tx (2014-present)
Video Director, Editor, Art Director, Branding

As a grassroots endeavour, I took it upon myself to step into many roles to ensure the success of the business. - such as original content development (writing, producing, videography, editing), Business Development, Event Curation, Sales, Motion Graphics & Design, Marketing, Accounting, Client and Sponsorship Relations.

Platt College - San Diego, CA (2012-2014)
Professor: Video Production, VFX, Music Production

My main purpose was to go beyond teaching the theory and technical aspects of video and film. My goal was to empower students to learn through curiosity - that would lead to a sense of self discovery that encouraged progress and growth.

Digital Gym - San Diego, CA (2011-2013)
Workshop Coordinator, Marketing, Graphic & Web Design

Developed curriculum (video production, editing, music, online marketing) for all multi-media courses. Market and promote classes on all media platforms. Manage a handful of instructors to adhere to the curriculum as well as engage students in a one-on-one setting.

JVP Productions - New York (2002-2010)
Co-Founder, Video Director, Art Director, Editor, Business Development

JVP Productions was my first successful Video Production Company I launched just months after arriving to New York City (2002). Our projects ranged from TV, Film, Documentary, Broadway, Live Art Installations, Commercials, Corporate Events, Education, Non-Profits and Print. It was during this time where my skills as a Producer, Director, Art Director and Entrepreneur progressed.

**References furnished upon request*