

DATE: 9/22/2016
TO: City Clerk

FROM: Nicole Ferrini, Chief Resilience Officer

ADDRESS: 801 Texas, Basement, Office of Resilience TELEPHONE 212-1621

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

Agenda for the Council Meeting of October 18, 2016

Item should read as follows: Appointment of Eddie Gutierrez to the Regional Renewable Energy Advisory Council, as a non-voting member.

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: Regional Renewable Energy Advisory Council

NOMINATED BY: Nicole Ferrini, Chief Resilience Officer DISTRICT: N/A

NAME OF APPOINTEE Eddie Gutierrez
(Please verify correct spelling of name)

E-MAIL ADDRESS: eduardo.gutierrez@epelectric.com

BUSINESS ADDRESS: P.O. Box 982

CITY: El Paso ST: TX ZIP: 79960 PHONE: (915) 543-5763

HOME ADDRESS: _____

CITY: _____ 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:

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

WHO WAS THE LAST PERSON TO HAVE HELD THIS POSITION BEFORE IT BECAME VACANT? NAME OF INCUMBENT: N/A

EXPIRATION DATE OF INCUMBENT: N/A

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

DATE OF APPOINTMENT: 10/18/2016

TERM BEGINS ON : 10/18/2016

EXPIRATION DATE OF NEW APPOINTEE: 10/18/2018

PLEASE CHECK ONE OF THE FOLLOWING: 1st TERM:

2nd TERM: _____

UNEXPIRED TERM: _____

Eddie Gutierrez, MPA-URP

Qualifications: VICE PRESIDENT OF PUBLIC, GOVERNMENT AND CUSTOMER AFFAIRS

- Managerial executive and public affairs leader who enhances corporate credibility and branding, showing creativity with astute, proactive implementation – and above all – no ego or political baggage.
- Efficient and proven administrator, managing high-level strategic planning, corporate giving programs, civic engagement initiatives, political advocacy, community relations and marketing communications.
- Practical, metric-driven management-style that listens first, provides clear direction and fosters overall team initiative, responsibility and professional growth; when necessary, can make the tough decisions.
- Persuasive motivator that can convene and secure partnerships, resolve conflict and bridge together an public affairs team with a substantive understanding of utility processes and rate case strategies.
- Extensive public speaking and communications skills with a keen eye for message development, evaluating all possible variables: customer care, community, legal, politics, media, employees, regulators, investors, etc.

CORE COMPETENCIES

Corporate Strategy Development	NM / TX Legislative Background	Research / Public Opinion Testing
Capacity & Business Planning	Bilingual Public Relations	Persuasive Convener & Facilitator
Budgetary Analysis / Discipline	Community Development	Corporate Giving, Economic Dev.
Employee Mgt. & Retention	Philanthropic & Civic Engagement	Managerial, Metric-Driven
Strategic / Crisis Communications	Targeted Marketing / Advertising	Advocacy / Policy Strategist

PAST CORPORATE EXTERNAL & PUBLIC AFFAIRS EXPERIENCE

The |Gutierrez| Group / GGPR

Managing Director

El Paso, TX / Glendale, CA

January 2006 – October 2013

- Managed a boutique consulting firm specializing in strategic planning and management support, cause/social marketing campaigns, public relations and philanthropic programs and legislative/advocacy initiatives.
Reporting Structure: Up to 15 direct reports, 25 indirect reports – all reporting to VP or Dir. level positions.

Clients:

El Paso Downtown Management (DMD) / Inter-local - City of El Paso

- **Marketing Initiatives.** Developed Downtown El Paso's marketing implementation plans generating millions in new local investment, 150 million media impressions in 2 years and \$400,000 in advertising value; secured international and statewide association awards for recording-breaking 20+ events and \$100K in ad revenues.
City of Pico Rivera, Merchants Association – East Los Angeles, Utility: Water Replenishment District (WRD)
- **Corporate Giving & Planning.** Established a new private-public partnership with corporate and economic development partners in East L.A. and Pico Rivera, securing \$1 million in new donors over 2 years.
- **Rate Analysis and Public Communications.** Advised on WRD assessment for recycled water, proposing a 5-year benchmarking initiative focused on community relations and the value proposition of service.

East Los Angeles Cityhood Campaign, Physicians for Social Responsibility, CA State Majority Leader Gloria Romero

- **Legislative Advocacy and Research.** Supported external positioning (community, legislative, PR, research) for East Los Angeles' Cityhood initiative to become an incorporated city, reaching 35 million at its PR launch, securing \$30,000 for the initial feasibility study and field / capacity planning for a ballot initiative campaign.
- **Renewable Energy Advocacy.** Trained over 100 physicians for both legislative and media advocacy on clean and renewable energy in CA; coordinated over 50 legislative visits, press conferences and briefings.
United Farm Workers (UFW), Cesar Chavez Foundation, Political Campaign for Christine Chavez
- **Business Planning and Forecasting.** Developed a feasibility study evaluating the costs-benefits of several business models for providing immigration services in TX, NM and CA; supervised four researchers to create business planning for a nonprofit vs. profit cooperative network servicing 2-3 million residents.

- **Public Relations Reboot.** Reorganized media servicing for Cesar Chavez Day from 2005-2010, producing a total audience reach of 1.5 billion and established a new corporate giving program, including a new Chavez Foundation Annual Dinner raising \$3.5 million within 4 years of its reboot with primarily corporate donations.
- **Crisis Communications.** Provided strategy development for water shortage crisis and immigration reform; coordinated outreach for hunger strikes and pesticides campaigns, securing 80 million media impressions.
- **Campaign Strategies.** Advised on the first of Cesar Chavez's family to run for public office, reaching over 350 million people with field operations and national media – e.g. *Despierta America*, *NPR*, *CNN* and *O Magazine*.
Preschool California (Edge), Liberty Hill Foundation, California Community Foundation (CCF)
- **Legislative Advocacy and PR.** Increased Latino parent participation for Preschool Advocacy Day by 30%, and produced all PR materials, including press kits and talking points, capturing 200 million media impressions.
- **Corporate Research.** Facilitated opinion testing with 20 focus groups, including survey design and evaluation, to leverage \$2 million in annual grants to mobilize immigrant “boomers” to volunteer in communities.
- **Corporate Philanthropy.** Created a new civic engagement grant program by announcing CCF's largest donation of \$200 million, facilitating \$2-5 million annually and identifying 50 new civic organizations to fund.
Red Bull North America, Sunkist, Western Union, Best Buy, Microsoft XBOX, Procter and Gamble
- **Strategic Planning.** Implemented strategic plans for Hispanic-related marketing, including formulating consumer trends, business plans and performance measures, resulting in increased market saturation in the top 17 Latino markets by 40% over 3 years and reduced customer and vendor complaints by 20%
- **Public Relations.** Served as media liaison, spokesperson and event planner for client events, securing over 4,000 news segments and an audience reach of 12 billion media impressions from 2006-2010.

Equality California (EQCA)

Founding Director of Communications / Policy Consultant

Los Angeles, CA

January 2005-2006, 2008-2009

- **Media Relations.** Launched the first communications department, generating a total media reach of 600 million, including the *Washington Post*, *CNN*, *Late Show with David Letterman* and the *Associated Press*.
- **External Relations.** Created a database of 8,000 contacts and a 40,000 member distribution list that attributed to a 90% media placement rate, generating over 1,500 articles, news segments, editorials and countless speeches and online content equivalent to \$6 million worth of paid media.

Gay & Lesbian Alliance Against Defamation (GLAAD)

Intern / Regional Manager / Assoc. Director / Director

Los Angeles, CA – New York City, NY

May 2000 – January 2005

- **Direct Management.** 80% retention with a reporting structure of 5 direct reports and 10 indirect reports.
- **Community Outreach.** Coordinated and managed community outreach strategies and planning, participating in over 300 community-focused outreach programs, initiatives and campaigns in NM, TX, AZ and CA.
- **Advocacy and Legislation.** Facilitated over 2,000 trainings focused on NM and TX advocacy while securing 5,000 news articles, broadcasts and op-eds; provided \$1.2 million worth of free services on a yearly basis.

National Council De La Raza (NCLR)

Public Policy Analyst / Congressional Hispanic Caucus Fellow

Washington, D.C.

May 1999 – May 2000

- **Economic Development.** Directed 3 key Latino reports on Census sampling, welfare and healthcare reform.
- **Spanish-language outreach.** Coordinated 20 press conferences on economic development initiatives.