

DATE: 11/6/2019			
TO:	City Clerk		
FROM:	City Representative Henry Rivera, District 7		
ADDRESS:	300 N. Campbell	TELEPHONE	915.212.0007
Please place the following item on the (Check one):		CONSENT	<input checked="" type="checkbox"/>
		REGULAR	<input type="checkbox"/>
Agenda for the Council Meeting of	November 12, 2019		
Item should read as follows:	Appointment of Rose Lucero to the Zoning Board of Adjustments as an alternate member by City Representative Henry Rivera, District 7.		

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

NAME OF BOARD/COMMITTEE/COMMISSION: Zoning Board of Adjustments

NOMINATED BY: City Representative Henry Rivera DISTRICT: 7

NAME OF APPOINTEE: Rose Lucero  
(Please verify correct spelling of name)

E-MAIL ADDRESS: N/A

BUSINESS ADDRESS: N/A N/A N/A  
 ST: ZIP: PHONE:

HOME ADDRESS: N/A N/A  
 CITY: ST: ZIP: PHONE:

**DOES THE PROPOSED APPOINTEE HAVE A RELATIVE WORKING FOR THE CITY?** YES: X 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:** PEDRO LUCERO, PARKS & RECREATION OR MAINTENANCE

**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: Maria Smith

EXPIRATION DATE OF INCUMBENT: 10/1/2019

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

DATE OF APPOINTMENT: 11/26/2019

**TERM BEGINS ON :** 11/27/2019

**EXPIRATION DATE OF NEW APPOINTEE:** 11/27/2021

PLEASE CHECK ONE OF THE FOLLOWING: 1<sup>ST</sup> TERM: X

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

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

\_\_\_\_\_

# **ROSE A. LUCERO**

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## **Summary of Qualifications**

Innovative and ambitious professional with 20 years experience managing grassroots initiatives, working with the community at large to include volunteers and professional staff, and managing fundraising campaigns and special events. Exemplary bilingual oral and written communication skills. Outstanding problem-solving, analytical and decision-making skills with proven ability to conceptualize and execute solutions. Skilled in balancing the on-going needs of an organization with the emphasis of meeting goals and maintaining excellent relationships. Highly capable of collaborating with community leaders, professionals, staff members, and volunteers of all levels.

## **Professional Experience**

### **Bond Outreach Coordinator**

**El Paso Independent School District**

**September 2019-present**

Responsible for community outreach as related to the \$669 Million 2016 District Bond. Areas of focus include serving as liaison between district and project management company, community presentations, marketing and logistic initiatives associated with the bond.

### **Marketing Director**

**November 2018-September 2019**

**Scherr Legate Law Firm**

Responsible for the creation of the marketing program for the law firm, to include but not limited to website, billboards, promotional videos, and radio commercials, special events and media relations.

### **Logistics Field Organizer**

**August 2018-November 2018**

**Beto O'Rourke For U.S. Senate**

**El Paso, Texas**

Proud staff member of the largest political grassroots program in Texas. Responsible for meeting daily goals with the voter contact program in El Paso County. Served as the logistics field organizer to set-up satellite offices that allowed volunteers easier access for involvement. Traveled as directed by the Field Director.

### **Development Officer**

**September 2017-June 2018**

### **Make-A-Wish Foundation**

Responsible for managing the fundraising initiatives of the Foundation and securing support for wish related projects.

Work with media to highlight the uniqueness of wishes granted to children in El Paso

Serve as official spokesperson for the organization

Surpassed grant budget by \$10,000

Increased funds and participants by double for the Walk for Wishes in El Paso

### **Director of Development & Community Relations**

**May 2013-September 2017**

#### **The Salvation Army**

Responsible for the direction of marketing, fundraising, securing resources, and increasing the visibility of the organization to include social media, grant writing, special events, and donor development.

Created 7 new fundraising initiatives over 3 years

Served as official spokesperson

Formed media partnerships with print, television, and radio outlets

Supervise volunteer department with an average of 600+ hours each month

Increased Red Kettle volunteer adoption by 500 percent

Develop in-kind partnerships with schools and community partners estimating at \$250,000

Work with Advisory Board members and volunteers to maximize efforts

Collaborate with other non-profit organizations to provide the most services to clients

Establish strong community partnerships with government entities, corporate and public sectors

Coordinate disaster services for the organization

### **Marketing Manager**

#### **Rave Marketing and Events, LLC**

**October 2009-May 2013**

Identify and develop new sponsorships and maintain strong corporate relationships and maintain strong corporate relationships

Manage corporate sponsorship sales to ensure contract fulfillments

Execute event logistics from start to finish

Work directly with media and develop effective new stories for clientele

Maintain and develop relationships with community leaders, including Fort Bliss

Organize social media campaigns

Supervised contract labor and volunteers

### **Marketing & Communications Manager**

**April 2004-October 2009**

#### **United Blood Services**

Responsible for marketing efforts of a region comprising of seven cities  
Directed and managed special projects that addressed areas of improvement  
Managed fund raising projects over \$300,000 in three years  
Leveraged a \$250,000 advertising budget with media partners  
Served as organization's official spokesperson  
Worked collaboratively with Community Advisory Board  
Supervised 20 employees and two supervisors  
Created community education programs  
Received two promotions in the first two years

### **Executive Director**

**June 1999-November 2003**

#### **Susan G. Komen Breast Cancer Foundation**

Responsible for the day-to-day operations of the Foundation  
Official spokesperson for the organization  
Created and managed corporate sponsorships and charitable giving to meet goals  
Developed first education outreach program, while managing over 300+ volunteers  
Supervised grantee reporting and grant process

### **Awards**

2007 Most Creative Blood Drive-America's Blood Centers  
2003 Lee National Denim Day-Outstanding Affiliate Marketing Campaign

### **Education**

New Mexico State University-Las Cruces, New Mexico  
Bachelor of Science-Hotel, Restaurant & Tourism Management  
December 2009

### **Community Service**

President, El Paso Executive Women Lions Club  
Advisory Board, El Paso Civic, Convention & Tourism Bureau  
YISD Parent Advisory Council, Bel Air Representative  
CEIC Council, Bel Air High School  
Founder, Bel Air Christmas Project and Beyond Bel Air  
Past President, Loretto Academy Parents Association  
Past Logistics Chair, March of Dimes Walk for Babies  
Women's Advisory Council, Las Palmas Medical Center  
Past Finance Chair, Junior League of El Paso Christmas Fair  
Past Hospitality Chair, Junior League of El Paso  
Provisional Class Co-Chair, Junior League of El Paso  
Board of Directors, Amigo Airsho

## References

Veronica Escobar, Congresswoman-District 16  
(915) 433-6041/[vgescobar@gmail.com](mailto:vgescobar@gmail.com)

Gina Roe-Davis, President-Rave Marketing & Events  
(915) 726-2465/[gina@ravemarketing.com](mailto:gina@ravemarketing.com)

Nora Aviles, Human Resources Manager-Salvation Army  
(915) 329-8215/[naviles@uss.salvationarmy.org](mailto:naviles@uss.salvationarmy.org)