DATE: 01/22/2008

TO: City Clerk

FROM: Representative Eddie Holguin Jr.

ADDRESS 2 Civic Center Plaza 10th Floor TELEPHONE 915-541-4182

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

Agenda for the Council Meeting of January 22, 2008

Item should read as follows: Board Appointment of Rick Melendrez to the Empowerment Zone Advisory Board by Representative Eddie Holguin Jr., District 6.

SPECIAL INSTRUCTIONS: Category: Owner of a for-profit business located within the Empowerment Zone.

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: Empowerment Zone Advisory Board

NOMINATED BY: Representative Eddie Holguin Jr. DISTRICT: 6

NAME OF APPOINTEE Rick Melendrez
(Please verify correct spelling of name)

BUSINESS ADDRESS: 2101 Basset Ave.

CITY: El Paso ST: TX ZIP: 79901 PHONE: 915-565-1663

HOME ADDRESS:

CITY: ST: ZIP: PHONE:

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

NAME OF INCUMBENT: New Board

EXPIRATION DATE OF INCUMBENT:

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

DATE OF APPOINTMENT: 01/22/2008

EXPIRATION DATE OF NEW APPOINTEE: 01/22/2010

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

2nd TERM: ____

UNEXPIRED TERM: ____

November 7, 2007

City Representative Eddie Holguin
City of El Paso
2 Civic Center Plaza
El Paso, Texas 79901

Honorable Eddie Holguin,

In speaking to Erasmo Andrade, he recommended I submit my application to your office for the Empowerment Zone Advisory Board.

Although I do not live in the zone, I work and own commercial & residential property in the Empowerment Zone. My commercial property that I own and utilize for my online book store is located at 2101 Basset Ave. & the residential property that I own is located at 2103 Basset Ave. Currently, I rent out the residential property.

I know that being a member to this most important board takes on many responsibilities. I have the experience, energy, enthusiasm and time to represent you on this board. I can formulate well thought out recommendations of each program or project that is brought up. I will study the issues before casting an intelligent and honest vote. I will keep you informed of all activities of the board with written reports. I will do my best to represent you.

My wife, Michelle and I have an online book store, we create websites and we handle the public relations for the St. Vincent De Paul Society of El Paso.

I thank you for your considerations.

Sinceramente,
Rich Melnick

Ricky Melendrez

Objective

To join an organization and be successful where my experience and commitment makes a difference within the community.

Work Experience

1989 - 1996	**El Paso Citizen Newspaper**, founder of monthly newspaper focusing on local issues & politics. Responsibilities included Editor/Publisher, writing, layout, sales and distribution. A one person newspaper with a monthly circulation of 10,000.
1996 - 1998	**Chairman, El Paso County Democratic Party** Elected leader of the El Paso County Democratic Party, opened first fulltime headquarters managing a five month Primary budget of $130.0000. Increased voter registration by over 7,000/ embraced new American Citizens into the Democratic Party. Leading the only county in Texas to a victory of all Democratic candidates on the ballot, from the Courthouse to the White House.
1998 - Present	**Texas Emporium, El Paso, Texas** Online book sales, purchase, place, sell and ship books from an inventory of over 2,000 books. (Business presently for sale, contract pending)
1998 - 2000	**2nd Hand Store, El Paso, Texas** Retail sales for the Southwest's largest used store specializing in sales for the Spanish speaking clientele. Promoted store visibility thru advertising and charitable community involvement.
2000 - 2000	**Pepsi Cola Challenge, El Paso, Texas** Coordinated on premise retail booths in national store chains throughout El Paso, Lubbock & Southern New Mexico. Was in charge of transportation, set up, scheduling of staff & conduction taste tests with general public.
2002-2004	**Chairman, El Paso County Democratic Party** Elected leader of the El Paso County Democratic Party. Empowered youths into the democratic process. Organized two new college organizations: University of Texas El Paso Young Democrats and the El Paso Community College Young Democrats. Held the first ever "Rock the Demo Vote," a city-wide rock concert to get out the vote for young people. Planned and executed a major Democratic Party fundraiser featuring NM Governor Bill Richardson and raised over $20,000. Managed a five month primary budget of $188,000. Started the first annual Election Day food drive, "Can the Vote," where voters were asked to bring in can goods to the polls. Over 20,000 cans of food were given to the El Paso Food Bank. Planned various bus trips, protests, and grassroots door-to-door getting out the vote.
1996 - Present	**El Paso Citizen, El Paso, Texas** Graphics & Advertising -Design print advertising for retail, wholesale, & political clients. Plan advertising campaigns.

Education

1968–1971	Cathedral High School	El Paso, TX
1971–1972	El Paso High School	El Paso, TX
1976–1980	University of Texas El Paso	El Paso, TX

Strengths

Communication	Excellent written and oral comprehension in both English and Spanish.
Leadership	Able to motivate people into a team effort to reach goals together
Responsibility	Accustomed to being in positions of responsibility and meeting deadlines; self-motivated and willing to achieve goals.
Organization	Use time, resources, and people to effectively reach common goals and meet deadlines.
Computer Expertise	Computer literate.

References

Leonard Hall	Owner, the Second Hand Store
State Senator Ben Altamirano	
Fr. Isadore Garcia, OMI	
Sonny Melendrez	