

CITY OF EL PASO, TEXAS
AGENDA ITEM DEPARTMENT HEAD'S SUMMARY FORM

DEPARTMENT: Economic Development

AGENDA DATE: February 13, 2007

CONTACT PERSON/PHONE: Economic Development, Kathryn B. Dodson, (915) 541-4670

DISTRICT(S) AFFECTED: N/A

SUBJECT:
APPROVE:

That the City Manager be authorized to sign an Employment Agreement between the **CITY OF ELPASO** and **Victor Venegas**, to employ Victor Venegas as Economic Development Marketing & Outreach Coordinator for the Economic Development Department, at a biweekly rate of \$1,923.08, for 40 hours per week. The term of the contract shall be for the period of February 14, 2007 through February 13, 2008.

BACKGROUND / DISCUSSION:

This position is necessary to continue to foster and develop management plans to meet the City's economic development goals, meet and coordinate economic development/redevelopment activities with public officials, public and private organizations, committees, city employees and interested groups.

PRIOR COUNCIL ACTION:

Has the Council previously considered this item or a closely related one?

No

AMOUNT AND SOURCE OF FUNDING:

Funded for FY/07
Fund Source: 72010268 – 01101 – 72000 – 501011
Contract Amount: \$50,000.00

BOARD / COMMISSION ACTION:

Enter appropriate comments or N/A

N/A

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07 FEB - 8 AM 10:01

*****REQUIRED AUTHORIZATION*****

LEGAL: (if required) _____ **FINANCE:** (if required) _____

DEPARTMENT HEAD: _____
(Example: if RCA is initiated by Purchasing, client department should sign also)
Information copy to appropriate Deputy City Manager

APPROVED FOR AGENDA:

CITY MANAGER: _____ **DATE:** _____

RESOLUTION

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:

That the City Manager be authorized to sign an Employment Agreement between the **CITY OF EL PASO** and **VICTOR VENEGAS**, to employ Victor Venegas as an Economic Development Marketing and Outreach Coordinator for the Economic Development Department, at a biweekly rate of \$1,923.08. The term of the contract shall be for the period of February 14, 2007 through February 13, 2008.

APPROVED this ____ day of February, 2007

THE CITY OF EL PASO

John F. Cook
Mayor

ATTEST:

Richarda Duffy Momsen
City Clerk

APPROVED AS TO FORM:



John R. Batoon
Assistant City Attorney

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07 FEB - 8 AM 10:01

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07 FEB - 8 AM 10:00

STATE OF TEXAS)
)
COUNTY OF EL PASO)

EMPLOYMENT AGREEMENT

This contract entered into by and between the **CITY OF EL PASO**, a home rule municipal corporation hereinafter referred to as "City," and **VICTOR VENEGAS**, hereinafter referred to as "Employee," witnesseth:

WHEREAS, the City, on behalf of the Economic Development Department, desires to employ the Employee as an Economic Development Marketing and Outreach Coordinator; and

WHEREAS, Employee possesses the skills to render said employment to the City.

NOW, THEREFORE, the parties hereto mutually agree as follows:

1. SCOPE OF SERVICES. Employee shall perform the services found in Attachment A, attached and made a part hereof, under the terms and conditions hereinafter stated, and the Employee hereby accepts and agrees to perform such services for the Economic Development Department, in El Paso, Texas. Contractor agrees to adhere to all relevant rules and policies of the Economic Development Department.

2. TIME OF PERFORMANCE. The services of Employee are to commence on or about February 14, 2007 and be completed by February 13, 2008. The City Manager shall have the authority to automatically renew this contract for one or more additional set of periods of time, by giving written notice to the Employee not less than thirty (30) days prior to the date upon which this contract would otherwise terminate. Written notice is given by way of this contract.

3. COMPENSATION AND METHOD OF PAYMENT. Employee shall be paid biweekly at the rate of One Thousand Nine Hundred Twenty-Three and 08/100 Dollars (\$1,923.08) for forty (40) hours per week. The total amount of the contract shall not exceed \$50,000.00 plus benefits. The Employee is classified as an Exempt employee under FLSA and is not eligible for overtime pay. The full time contract employee named in this Agreement shall be eligible for the following benefits:

A. The City's Insurance Plans. The full time contract employee named in this Agreement who is currently enrolled in any of the City's insurance plans shall be eligible to continue to participate in and receive the benefits of those Plans in the same manner as similarly situated full time regular City employees. If Employee is not currently enrolled in any insurance plan, he shall be entitled to enroll in accordance with the provisions of those Plans as they may be amended from time to time.

B. The City's Pension Plan, in accordance with the provisions of the Plan. Election to participate in the City's Pension Plan must be made at the time of signing of this contract. This is an irrevocable election which may not be changed in subsequent contracts.

C. All paid holidays authorized by the El Paso City Council.

D. Accrual of vacation and sick leave in accordance with City of El Paso Civil Service Rules and Procedures. Employee shall be entitled to begin work as a contract employee with the total sick leave and annual vacation time he or she has accrued with the City as a beginning balance as of the date of this Agreement. Seniority for future accrual of vacation leave will be based on number of years of continuous City service immediately prior to the signing of this Agreement.

CITY CLERK DEPT.
07 FEB - 8 AM 10:00

E. Deferred Compensation Plan in the same manner as similarly situated full time regular City employees.

F. Civil and Military leave in accordance with City of El Paso Civil Service Rules and Procedures.

G. Tuition Assistance Program under the terms of the City of El Paso's Policies/Procedures.

The City will provide no other fringe benefits. Employee agrees that at no time will he make a claim against the City for more than the rate provided under the terms of this contract.

4. AMENDMENT OF AGREEMENT. This Agreement may not be modified or amended except by an instrument in writing signed by the parties hereto or pursuant to any City Ordinance authorizing contract amendments.

5. LOCATION OF PERFORMANCE. The place where such services are to be performed is in the Economic Development Department, City and County of El Paso, State of Texas, or such other places as may be directed by the City in order to fulfill the terms of this Contract.

6. LAW GOVERNING CONTRACT. For purposes of determining the place of the Contract and the law governing the same, it is agreed that the Contract is entered into in the City and County of El Paso, State of Texas, and shall be governed by the laws of the State of Texas. Venue shall be in the courts of El Paso County, Texas.

7. COMPLETE AGREEMENT. This agreement constitutes and expresses the entire agreement between the parties hereto in reference to the personal services of the Employee for the City, and in reference to any of the matters or things herein provided for,

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7 FEB -8 AM 10:02

or hereinbefore discussed or mentioned in reference to such services, all promises, representations and understanding relative thereto herein being merged.

8. TERMINATION. Either party may terminate this contract without cause after ten (10) days written notice to the other party of the intention to terminate this contract, or at any time by mutual agreement of the parties. Should the City have cause to terminate this agreement or if Contract Employee is in breach of this contract, the contract may be terminated immediately upon written notification to the Contract Employee of the cause for termination. As a member of the unclassified services for the City, Employee is subject to removal from his or her position pursuant to Section 6.2-3 of the Charter. Employee acknowledges that Employee has no right of appeal with respect to termination of his or her employment.

9. MISCELLANEOUS. The City shall provide such office space for Employee as is necessary, in the sole determination of the City, for Employee to carry out his duties under this Contract.

10. NOTICE. Any notices required under this contract shall be sufficient if sent by Certified Mail, Return Receipt Requested, postage prepaid, to the City or the Employee at the following addresses:

CITY: City of El Paso
Economic Development Department
Attn: Director
Two Civic Center Plaza, 2nd Floor
El Paso, Texas 79901-1196

EMPLOYEE: Victor Venegas

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07 FEB - 8 AM 10:02

IN WITNESS WHEREOF the parties have executed this agreement at El Paso,

Texas this ____ day of February, 2007.

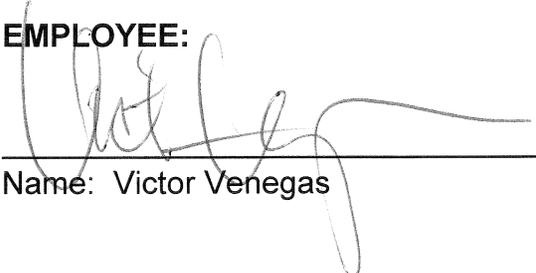
CITY OF EL PASO, TEXAS:

Joyce A. Wilson
City Manager

APPROVED AS TO CONTENT:

Kathryn B. Dodson, Director
Economic Development Department

EMPLOYEE:



Name: Victor Venegas

APPROVED AS TO FORM:

John R. Batoon
Assistant City Attorney

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07 FEB -8 AM 10:02

SCOPE OF DUTIES STATEMENT

Economic Development Marketing and Outreach Coordinator

(EL PASO CONTRACT POSITION)

General Purpose

Under general supervision, plan, coordinate and manage public information, public relations, special events and marketing for the Office of Economic Development.

Typical Duties

Plan, develop and implement a communications and marketing/promotional strategy for assigned department.

Create, update and coordinate timely and cost effective production of promotional printed, broadcast, multi-media and website materials according to a planned strategy.

Promote department programs and services through various media including news releases, flyers, posters, television spots, and other venues.

Write and edit copy for programs, newsletters, press releases, speeches, informational packets, brochures, and radio and television spots.

Provides requested information to public, as appropriate in coordination with Director.

Conduct market research through focus groups, surveys and other means.

Develop and implement departmental policies and procedures.

Coordinate and participate in interviews with media, on the phone, in person or on videotape.

Serve as the Liaison to other departments, community groups and organizations.

Receive investigate and respond to inquiries, comments and complaints from the news media and public.

Provide event planning including tradeshow and coordination services.

Serve as the Office of Economic Development Public Information Officer, Public Relations Coordinator, Special Events Coordinator and Marketing Representative as overseen by Director.

Organize and attend official and special meetings, as necessary.

Design and maintain files and databases on various correspondence, reports, news clippings, mailing lists and contact information.

Perform related duties as required.

Knowledge, Abilities and Skills

- Application of considerable knowledge of marketing principles and practices.
- Application of considerable knowledge of developing and implementing public relations programs.
- Application of considerable knowledge of correct English usage, grammar, spelling, punctuation and vocabulary.
- Application of good knowledge of promotional material development methods and techniques.
- Application of good knowledge of computers and related software used in marketing.

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07 FEB -8 AM 10:02

SCOPE OF DUTIES STATEMENT

Economic Development Marketing and Outreach Coordinator

(EL PASO CONTRACT POSITION)

- Application of some knowledge of supervisory techniques.
- Plan, prepare and implement marketing strategy.
- Establish and maintain effective working relationships with coworkers, officials, news media, customers and the general public.
- Clear concise oral and written communication to prepare and present marketing and promotional programs.

Other Job Characteristics

- Work extended hours as necessary.
- Regular driving through City Traffic.

Education and Experience: Bachelor's Degree in business administration, marketing, public relations, journalism, communications or related field and three (3) years of professional marketing, media, journalism, or public information experience; OR High School or GED and seven (7) years professional marketing, media, journalism, or public information experience.

CITY CLERK DEPT.
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Victor Venegas

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07 FEB - 8 AM 10:02

Professional Experience

Broadcast/Media Coordinator, New Mexico State University June 2006-present

- Conduct internal and external communications for NMSU, in particular the College of Agriculture and Home Economics and the School of Hotel, Restaurant and Tourism Management.
- Communicated potential news opportunities for local media, in particular broadcast media, which were visual, relevant and targeted for key audience demographics.
- Organized and initiated the university's first video news service, providing video, interviews and scripts about campus news via a website to TV stations in El Paso, Texas and Albuquerque, NM

News Director, KTSM-TV (NBC)

October 2004-September 2005

Interim News Director, KTSM-TV (NBC)

August 2004-October 2004

- Charged with supervision of the news department, including but not limited to, budgeting, overseeing technical aspects of every newscast and human resource management.
- Coordinated the execution of news commitments in sales agreements, community service projects and station promotional events, to include telethons, parades and other functions.
- Provided continual direction to staff regarding news judgment, quality of news reporting, and determining which reports provide the most value to the local viewer.

Executive Producer, KTSM-TV (NBC)

June 2004-October 2004

September 2005-November 2005

- Responsible for quality and content of morning, noon, 5 p.m., 6 p.m. & 10 p.m. newscasts.
- Line production of noon, 5 p.m. and 6 p.m. newscasts, approving scripts, assisting reporters with writing style and flow and determining daily story assignments.
- Produced and supervised special projects, including coordination of live coverage of same-day visits to the local area by President Bush and Vice Presidential candidate John Edwards
- Improved ratings in households and key demographic categories in the noon, 5 p.m. and 6 p.m. newscasts.
- Trained interns in television production and news reporting.

6 p.m. Producer, KTSM-TV (NBC)

May 2004-June 2004

- Produced the 6 p.m. newscast, including directing field reporter/photographer crews and coordinating daily activities for all newscasts.

6 p.m. Producer, WBBH-TV (NBC)

February 2004-March 2004

- Produced the top-rated newscast in the Southwest Florida market, including directing field reporter/photographer crews and assisting in daily planning for all newscasts.

Weekend Producer, WBBH-TV (NBC)

October 2003-February 2004

- Produced weekend evening newscasts (6 p.m. & 11 p.m.) and filled-in on weekday newscasts. Assisted in daily planning for all newscasts.

Executive Producer, KDBC -TV (CBS)

April 2001-October 2003

- Produced and supervised 5 p.m., 5:30 p.m., and 6 p.m. newscasts and filled-in on 10 p.m. newscast.
- Responsible for quality and content of all news product.
- Produced and supervised special projects (telethons, live remotes, etc.).
- Trained interns in television production and news reporting.

10 p.m./6 p.m. Producer, KEYE-TV (CBS)

August 2000-December 2000

- Produced 10 p.m. and 6 p.m. newscasts.
- Helped produce and coordinate coverage of Campaign 2000, particularly coverage of Gov. George W. Bush's Election Watch 2000 in downtown Austin.
- Trained interns in television production and news reporting.

Executive Producer, KDBC -TV (CBS)

July 1999 - August 2000

- Produced and supervised 5 p.m., 5:30 p.m., and 6 p.m. newscasts and filled-in on 10 p.m. newscast.
- Responsible for quality and content of all news product.
- Produced and supervised special projects (telethons, live remotes, etc.)
- Trained interns in television production and news reporting.

Producer, KDBC-TV (CBS)

November 1998-July 1999

- Produced the 5 p.m. and 6 p.m. newscasts and filled-in on 10 p.m. newscasts.
- Directed field reporter/photographer crews and assisting in daily planning for all newscasts.

Public Affairs, United States Army

January 1998-November 1998

- Conducted public affairs activities, including content development and still photography, for the US Army Public Affairs Office at Fort Greely, Alaska.

Reporter/Weekend Assignments Editor, KTSM-TV (NBC)

April 1996 - May 1997

- General assignments reporter, producing various news items, including live reports and interviews for newscasts; covered the Republic of Texas standoff in April 1997, including satellite live reports for NBC and other television and radio stations around the country. Also served as Weekend Assignments Editor for weekend newscasts.

01 FEB -8 AM 10:02
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- **Crime and Court Reporter, El Paso Herald-Post** February 1993 – April 1996
Handled the crime and courts beat, to include enterprise stories and feature articles.

- **General Assignments Reporter, El Paso Herald-Post** July 1988 - August 1991
Covered stories on several beats, to include enterprise stories and feature articles.

Education

University of Southern California – Los Angeles, California
El Paso Community College – El Paso, Texas

Training

Magid Institute – Cedar Rapids, Iowa (November 2003)
U.S. Army – Public Affairs, Photojournalism and Journalism training

Awards

2002 New Mexico Associated Press Awards - 3rd Place, Website
1993 H.M. Fentress Feature Statewide Feature Writing/Reporting Contest - 2nd Place
1988 National Association of Hispanic Journalists National Writing Contest – 1st Place

References

Larry Bracher Fmr. Gen. Mgr. KTSM-TV (915) 594-1617	Nick Miller Anchor/Managing Ed. KTSM-TV (915) 532-5421	Mari Alvarez Main Anchor KTSM-TV (915) 532-5421	Justin Bannister Comm. Specialist NM State University (505) 649-3441
Raul Ybarra Assignments Editor KTSM-TV (915) 532-5421	Denise LaFrance Public Affairs City of Las Cruces (505) 541-2178	Jon Humbert Anchor/Reporter KTSM-TV (915) 532-5421	Felipa Solis Anchor/Managing Editor KTSM-TV (915) 532-5421

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