

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

DEPARTMENT: Economic Development

AGENDA DATE: 2/20/07

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

DISTRICT(S) AFFECTED: All Districts

SUBJECT:
APPROVE

That the City Manager be authorized to sign an Employment Agreement between the **CITY OF ELPASO** and **Veronica Rosales**, to employ Veronica Rosales as REDEVELOPMENT MANAGER for the Economic Development Department, at a biweekly rate of \$3,076.92, for 40 hours per week. The term of the contract shall be for the period of February 26, 2007 through February 25, 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 FY07
Fund Source: 72010268 – 01101 – 72000 – 501011
Contract Total: \$80,000

BOARD / COMMISSION ACTION:

Enter appropriate comments or N/A

N/A

*****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 **VERONICA ROSALES**, to employ Veronica Rosales as a Redevelopment Manager for the Economic Development Department, at a biweekly rate of \$3,076.92. The term of the contract shall be for the period of February 26, 2007 through February 25, 2008.

APPROVED this ____ day of February 2007

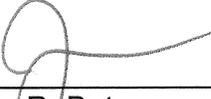
THE CITY OF EL PASO

John F. Cook
Mayor

ATTEST:

Richarda Duffy Momsen
City Clerk

APPROVED AS TO FORM:



John R. Batoon
Assistant City Attorney

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 **VERONICA ROSALES**, hereinafter referred to as "Employee," witnesseth:

WHEREAS, the City, on behalf of the Economic Development Department, desires to employ the Employee as a Redevelopment Manager; 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 26, 2007 and be completed by February 25, 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 Three Thousand Seventy-Six and 92/100 Dollars (\$3,076.92) for

forty (40) hours per week. The total amount of the contract shall not exceed \$80,000.00 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, she 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.

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 she 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, 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 her 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: Veronica Rosales

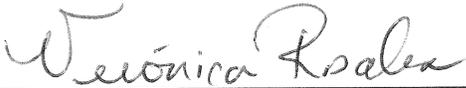
IN WITNESS WHEREOF the parties have executed this agreement at El Paso,

Texas this ____ day of February, 2007

CITY OF EL PASO, TEXAS:

EMPLOYEE:

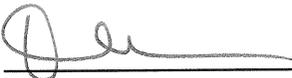
Joyce A. Wilson
City Manager



Name: Veronica Rosales

Approved as to Content:

Approved as to Form:



Kathryn B. Dodson, Director
Economic Development Department



John R. Batoon
Assistant City Attorney

SCOPE OF DUTIES STATEMENT

REDEVELOPMENT MANAGER

(EL PASO CONTRACT POSITION)

General Purpose:

Under the administrative direction of the Director of Economic Development, manage, supervise, plan and implement the activities of the City of El Paso's Redevelopment vision.

Typical Duties:

- Develop and maintain a long term, effective plan for a systematic redevelopment strategy; identify redevelopment areas
- Develop City of El Paso redevelopment policy
- Plan, develop, coordinate and administer residential, commercial and industrial redevelopment projects
- Develop implementation schedules
- Coordinate land acquisition and relocation policies and procedures for compliance with State guidelines as well as other policies and procedures required to implement redevelopment programs
- Develop strategy and implement relocation operation in the event of resident/merchant displacement
- Participate in evaluation of project economics, community needs and land use in developing recommendations for types of development appropriate for redevelopment project areas
- Coordinate the selection of consultants and oversee studies and related outcomes
- Manages negotiations related to the purchase of real estate in cooperation with legal department
- Develop financing strategy for redevelopment projects
- Supervise, train and evaluate professional and technical subordinates.
- Research complex redevelopment problems
- Oversees the preparation of a variety of site plan designs and reports recommendation
- Review and make recommendations on technical reports and studies
- Coordinate redevelopment activities with other City departments, outside agencies, merchant organizations, neighborhoods and developers.
- Represent City of El Paso at public meetings, citizen committees, etc.
- Assist in preparing and administering the department and agency-operating budget
- Meet with and advise developers, community and merchant groups regarding redevelopment programs and projects; explain redevelopment policies, practices and regulations
- Perform other related duties as assigned

Knowledge, Skills and Abilities:

- Good knowledge of redevelopment principles and practices
- Good project management and implementation skills
- Good knowledge of the principles, practices and procedures of Texas redevelopment law
- Good knowledge of Federal, state and local laws, rules and regulations related to redevelopment agencies and programs
- Good Knowledge of Federal and State funded redevelopment programs
- Good knowledge of the principles of budget preparation and management
- Good knowledge of development and professional services contracting, bidding procedures and contract oversight
- Excellent time and project management skills
- Excellent writing, presentation, report, typing and computer skills.

- Strong team building and management skills.
- Ability to understand and apply existing federal and state laws and regulations regarding real estate and property management, relocation and redevelopment
- Ability to establish and maintain effective working relationships with the public, including construction rehabilitation programs efficiently and effectively
- Ability to prepare and analyze complex development studies, reports, memoranda, applications and other documents
- Ability to supervise, train and evaluate professional staff
- Ability to multi-task, meet deadlines and work under minimal supervision..
- Ability to communicate clearly and concisely, orally and in writing, preferably both in English and Spanish.

Other Job Characteristics:

- Work extended hours as necessary
- Valid Texas Class "C" Drivers License or equivalent from another state.

Minimum Qualifications:

Education and Experience: Equivalent to a combination of an accredited bachelor's degree in business or public administration, economics, finance or related field and four (4) years of professional experience in the administration of a local government redevelopment program.

Verónica Rosales

Educational Background:

School of Architecture, University of Miami, Coral Gables, FL
Community Building Certificate and Charrette Planning Certification, Fall 2005

Woodrow Wilson School for Public and International Affairs, Princeton University, Princeton, NJ
Masters in Public Affairs and Urban and Regional Planning (MPA-URP), May 1997
Field of Study: Domestic Policy Urban Studies & Urban and Regional Planning

Harvard-Radcliffe Colleges, Harvard University, Cambridge, MA
Bachelors of Arts (B.A.), May 1994
Field of Study: Government (Departmental Honors)

Professional Experience:

Director, Community Development Department

City of Sunland Park, New Mexico

November 7, 2006 to present

- Oversee departmental responsible for building permitting, planning, engineering, transportation planning, international planning, capital project management, international relations, economic development and grants administration for the City of Sunland Park;
- Budget preparation for department, capital/construction projects, and grants; training and hiring of departmental staff, and setting departmental policies and procedures, annual report preparation;
- Supervise, train and evaluate 8-person department of professional, technical and support staff;
- Present policy recommendations to City Council on City Administration matters including recommendations on personnel, city structure, and budgeting;
- Represent the City at public meetings, on boards and committees, before governmental bodies and with private industry representatives;
- Advise the Mayor on development activities and economic development issues;
- Review and revise Municipal Code to reflect City's goals and objectives;
- Interpretation of municipal and state ordinances/laws related to planning, transportation and building construction, review of engineering, architectural and building plans for municipal construction projects; develop capital projects with engineers on contract; and
- Presentations at local, state, regional and national levels for training and professional development purposes.

Chief Urban Planner, Long Range and Neighborhood Planning Division

Planning, Research and Development Department, City of El Paso, TX

August 20, 2001 to November 2006

- Senior management position overseeing one of three departmental Divisions charged with long-range planning, transportation planning and neighborhood planning responsibilities;
- Budget preparation, training and hiring of departmental staff, and setting departmental policies and procedures, annual report preparation;

- Supervise, train and evaluate 10-person Division of professional, technical and support staff including assignment and review projects, setting expectations and goals, providing guidance and training and assessing and monitoring workload;
- As project leader for the neighborhood planning program, attend public meetings to provide information to the public, hold public and neighborhood meetings, and hold charrette-style planning meetings for neighborhood plan development with diverse groups and stakeholders;
- Represent the department at public meetings, present clear oral and written reports and presentations to boards and committees, citizen groups, governmental bodies and private industry representatives;
- Planning and building code research and report writing, grants research, grant writing and research and report writing on various planning policy issues;
- Interpretation of municipal and state ordinances/laws related to planning, transportation and building construction and review of site plans, architectural drawings, and building plans;
- Presentations at local and state levels for training and professional development purposes.

Zoning Coordinator/Planner III (Interim), Land Development Division

Planning, Research and Development Department, City of El Paso, TX

July 31, 2000 to August 20, 2001

- Supervisor for 4-person Zoning Section including training, evaluation and workload assignments and assisting with preparation of Division budget and annual report;
- Principal planner processing zoning-related applications (rezoning, site plans, special permits, contract amendments) including preparation of public hearing agendas, public notices and legal documents; presentations before various Boards and Commissions;
- Interpretation of municipal and state ordinances/laws as they pertain to planning and building construction; review and interpretation of site plans, architectural and building plans;
- Major Thoroughfare Plan amendments, and transportation technical reports;
- Policy recommendations on planning issues including rewrite of zoning ordinance; and,
- Presentations at professional planning conferences at local and state level.

Redevelopment Coordinator, Land Development Division

Planning, Research and Development Department, City of El Paso, TX

August 1997 to July 2000

- Supervisor of 3-person Urban Design Section including training, evaluation and assignments; illustration work and map preparation for various projects including updates to the Major Thoroughfare Plan;
- Project Manager/Principal Planner and policy writer for The Plan for El Paso comprehensive plan update;
- Liaison for city on various bi-national committees

Preceptor (Teaching Assistant), Department of Sociology

Princeton University, Princeton, NJ

January 1997 to July 1997

- Position as teaching assistant and academic advisor for *Sociology 338: The Latino Population in the United States*; lead weekly seminar discussion to ensure deeper understanding of course readings, grading course work, and guidance for class projects.

Planning Consultant

Buckhurst Fish & Jacquermart Inc., New York, NY

September 1997 to January 1997

- Position with professional architectural, planning, design, real estate and environmental consulting firm secured for course credit and to meet Princeton University's urban and regional planning degree requirements (pro bono assignment); author of demographic report; and, presentations to client (Manhattan Borough Citizen Advisory Committee).

NYC Urban Fellow/Project Manager, Office of Planning

Department of Housing Preservation and Development, City of New York, NY

September 1995 to September 1996

- Position with agency charged with redevelopment and preservation of City's housing stock; Project Manager for limited equity housing development including presentations for ULURP review before the City Plan Commission; planning land use analysis and map preparation, site and contracting research; review and interpretation of building plans for open spaces and park sites including construction site visits and building plan review from construction to punch card review and project acceptance; and, neighborhood planning in a Brooklyn field office.

Special Assistant to the Deputy Assistant Secretary, Office of Program Operations

Economic Development Administration, Department of Commerce, Washington, DC

June 1995 to September 1995

- Position with federal Agency working to promote economic development in economically distressed areas throughout the United States; reviewed grant proposals and made funding recommendations; responsible for operations research including projecting staffing needs and reorganization proposals; represent agency at conferences and meetings throughout the country; review budget appropriations and prepare briefing memos on such; and, represent Department as a member of the interagency Border Development Taskforce.

Intern and Project Coordinator, Leadership Development Office

Mexican American Legal Defense and Educational Fund (MALDEF), El Paso, TX

June 1994 to September 1994

- Position with national civil rights organization; Project Coordinator for comprehensive survey of area non-profit agencies; developed curriculum for a gender-specific leadership program; assisted with coordination of civil rights monitoring activities; and, arranged leadership development presentations and attended community forums as a MALDEF representative.

Grants Coordinator, Special Projects and Grants Office

Centro de Salud Familiar La Fe/La Fe Family Health Center, El Paso, TX

August 1993 to September 1993

- Responsible for grants, project evaluation, and implementation of programs to accomplish Health Center's mission to provide affordable quality health care and social services to low-income communities; and, designed a comprehensive community diabetes care program for a Latino community.

Verónica Rosales

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Grants Office Assistant/Intern, Special Projects Office

El Paso Housing Authority (EPHA), El Paso, TX

June 1992 to September 1992

- Research to complete federal, state and local grant applications; analysis of problems affecting EPHA communities; evaluation of existing programs; and, developed and implemented special projects within public housing communities.

Professional Memberships:

American Planning Association, 1997 to present

American Institute of Certified Planners, 1999 to present

Congress for the New Urbanism, 1999, 2005-2006

Knight Fellow in Community Building, 2004-2005

Special Skills:

Certified Planner (AICP in 1997)

Charrette Planner Certification, 2005

Obtaining Certified Building Official certification (in process 2006-07; passed 1 of 2 tests)

Fluent in Spanish (read, write, speak at business proficiency level)

References:

Pedro R. Garza, Regional Director
U.S. Department of Commerce
Economic Development Administration
327 Congress Avenue, Suite 200
Austin, TX 78701

Myrna Deckert
Executive Director
Paso Del Norte Group
211 Main, Suite 1700
El Paso, TX 79901

Patricia D. Aduato, Deputy City Manager
City of El Paso
City Hall – 10th Floor
2 Civic Center Plaza
El Paso, TX 79901

Estrella Escobar, Assistant to the President
Office of the President
University of Texas at El Paso
500 W. University Avenue
El Paso, TX 7996

Salvador Balcorta, Executive Director
La Fe Community Health Center
608 S. St. Vrain
El Paso, TX 79901

Jesus Ruben Segura, Mayor
City of Sunland Park
1000 McNutt Road, Suite A
Sunland Park, NM 88063
