

DATE: 08-15-2006

TO: City Clerk

FROM: Mayor John Cook

ADDRESS 2 Civic Center Plaza , El Paso, TX 79902

TELEPHONE 915 541-4145

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

REGULAR

Agenda for the Council Meeting of August 22, 2006

Item should read as follows: Appointment of Veronica Rosales to the City Plan Commission by Mayor John Cook

SPECIAL INSTRUCTIONS:

Item No.

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: City Plan Commission

NOMINATED BY: Mayor John Cook

DISTRICT: OM

NAME OF APPOINTEE Veronica Rosales

(Please verify correct spelling of name)

BUSINESS ADDRESS:

CITY: Sunland Park

ST: NM

ZIP:

PHONE:

HOME ADDRESS:

CITY:

ST:

ZIP:

PHONE:

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

Chad North

REASON PERSON IS NO LONGER IN OFFICE (CHECK ONE):

TERM EXPIRED:

RESIGNED

REMOVED

OTHER (SPECIFY):

RESIGNATION DATE OF INCUMBENT:

3/2007

EXPIRATION DATE OF NEW APPOINTEE:

3/2007

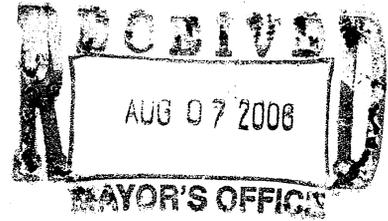
PLEASE CHECK ONE OF THE FOLLOWING:

1st TERM:

2nd TERM

UNEXPIRED TERM:

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 permits, planning, engineering, transportation planning, capital project management, 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;
 - Provide guidance and direction to staff in other departments on projects where the Community Development staff is primary staff including the departments of Public Works, ECO Resources Utility (water/wastewater), Housing, Finance, Fire and Police;
 - Present policy recommendations to City Council on City Administration matters including recommendations on personnel, city structure, and budgeting;
 - Emergency Management Response management with emergency response personnel;
 - 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 objective;
 - 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;
 - Presentations at local, regional and national levels for training and professional development purposes.
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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;
- Liaison for city on various bi-national committees including working with El Plan Estrategico de Ciudad Juárez and with IMIP (Instituto Municipal de Investigación y Planeacion);
- 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;
- Departmental public information functions; and,
- Presentations at local, regional and national levels for training and professional development purposes.

Verónica Rosales

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

- Promotion to position charged with long-range planning and land development/current planning application processing responsibilities;
- 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 directing preparation of agendas for public hearings, public notices and legal documents; preparing weekly public presentations before various Boards and Commissions; review and interpretation of site plans, architectural drawings, and building plans;
- Interpretation of municipal and state ordinances/laws as they pertain to planning and building construction;
- Map preparation and illustration work for various functions including Major Thoroughfare Plan amendments, and several technical reports;
- City staff representative for projects related to downtown revitalization including the Downtown Partnership Project, the Multi-Purpose Arena Committee, and the El Paso City-County Sports & Entertainment Committee;
- Policy research, direction, drafting and implementation on planning policy issues including rewrite of zoning ordinance; and,
- Land Development public information functions.

Redevelopment Coordinator, Land Development Division

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

August 1997 to July 2000

- Position with municipal planning, research and development department charged with long-range planning and land development responsibilities;
- 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;
- Presentations to Development Coordinating Committee on comprehensive planning issues including transportation, annexation, and growth issues including policy research, direction, and implementation on zoning code amendment and annexation issues including drafting policy recommendations for City Council adoption and presentation preparation;
- Liaison for city on various bi-national committees;
- Preparing concept plans for housing initiatives and redevelopment projects;
- Grant proposal writer including research and report writing for this function;
- Land Development public information functions; and,
- Presentations at professional planning conferences.

Verónica Rosales

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*; the course examined Spanish-speaking populations in the United States through comparative and historical sociological analysis;
- Lead weekly seminar discussion to ensure deeper understanding of course readings and lectures, grading course work, and providing guidance for class projects; and,
- Principal author of Latin American Princeton/Princeton Latinoamericano, Princeton University Program in Latin American Studies, Spring 1997 publication.

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);
- Principal author for 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 development of a limited equity housing development including presentations for ULURP review before the City Plan Commission;
- Planning land use analysis and map preparation and site and contracting research for site disposition negotiation;
- Review and interpretation of building plans for passive open spaces and park sites including construction site visits and building plan review during construction up to punch card review and project acceptance; and,
- Neighborhood planning in the Bushwick (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.

Verónica Rosales

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 with mission of empowering Latinos and other minorities;
- 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.

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

Knight Fellow in Community Building, 2004-2005

Computer Skills:

Microsoft Programs Suite (Word, Excell, Powerpoint)

Auto-CAD (2000 Version)

ArcView GIS

Adobe Programs Suite (Photoshop, Illustrator, Pagemaker)

Statistical Analysis software (SPSS and similar)

Database Analysis software (Access and similar)

Verónica Rosales

Special Skills:

Certified Planner (AICP in 1997)
Charrette Planner Certification, 2005
Fluent in Spanish (read, write, speak at business proficiency level)
Bilingual and bicultural

Awards and Honors:

Knight Fellowship in Community Building, 2004-05
New York City Urban Fellow, 1995-96
National Science Foundation Graduate Fellowship Honorable Mention, 1995
Radcliffe Class of 1994 Fellowship for Graduating Seniors
Woodrow Wilson Fellowship in Public Policy and International Affairs, 1993
Harvard College Dean's List (3 years)
Radcliffe Travel Fellowship
National Hispanic Scholar

Public Service and Volunteer Activities:

American Planning Association Texas Chapter Professional Development Officer, 2003 to present
AICP National Student Awards Committee, 2004-05; Chair 2005
American Planning Association National Conference Planning Committee 2006 – Local Host
Chapter Committee (2006 Conference to be held in San Antonio Texas)
American Planning Association, 1997 to present (Local Section Director 2002 to 2005)
2003 State Chapter of the American Planning Association Conference Local Host Committee
(Vice-Chair)
Girl Scouts of the Rio Grande Troop #529 – Volunteer, 2000 to present
Buildings Imaginations LEGO Project, 2001 to present

References:

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

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

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

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

Estrella Escobar, Assistant Vice President
for Institutional Development
Office of the President
University of Texas at El Paso
500 W. University Avenue
El Paso, TX 79968