

DATE: Aug. 21, 2012

TO: City Clerk

FROM: Representative Michiel R. Noe

ADDRESS: 2 Civic Center Plaza TELEPHONE 541-4701

Please place the following item on the (Check one): CONSENT XXX REGULAR \_\_\_\_\_

Agenda for the Council Meeting of August 28, 2012

Item should read as follows: Appointment of Beatriz Lucero to the Historic Landmark Commission by Representative Michiel Noe, District 5.

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

NAME OF BOARD/COMMITTEE/COMMISSION: Historic Landmark Commission

NOMINATED BY: Dr. Michiel R. Noe DISTRICT: 5

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

E-MAIL ADDRESS: \_\_\_\_\_

BUSINESS ADDRESS: 500 W. University Ave. Business Administration Building Room 101

CITY: El Paso ST: TX ZIP: 79968 PHONE: (915) 747-5241

HOME ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_ PHONE: \_\_\_\_\_

DOES THE PROPOSED APPOINTEE HAVE A RELATIVE WORKING FOR THE CITY? YES: \_\_\_\_\_ NO: X

IF SO, PLEASE PROVIDE HIS OR HER NAME, CITY POSITION AND RELATIONSHIP TO THE PROPOSED APPOINTEE: \_\_\_\_\_

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

NAME OF INCUMBENT: Ricardo Gonzalez

EXPIRATION DATE OF INCUMBENT: 03/12/2012

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

DATE OF APPOINTMENT: 08/28/2012

TERM BEGINS ON : 03/13/2012

EXPIRATION DATE OF NEW APPOINTEE: 03/12/2014

PLEASE CHECK ONE OF THE FOLLOWING: 1<sup>st</sup> TERM: X  
2<sup>nd</sup> TERM: \_\_\_\_\_  
UNEXPIRED TERM: \_\_\_\_\_

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## EDUCATION

MASTER OF PUBLIC ADMINISTRATION, URBAN AND REGIONAL PLANNING  
*University of Texas at El Paso, GPA 3.93*  
Capstone: *El Segundo Barrio and La Fe's Community Development Corporation: An Analysis of Current Conditions, Strengths and Opportunities*

JANUARY 2003 TO MAY 2006  
*El Paso, Texas*

BACHELOR OF ARTS, URBAN STUDIES  
Vassar College, GPA 3.09

AUGUST 1991 TO MAY 1995  
Poughkeepsie, New York

## EMPLOYMENT

PROGRAM OUTREACH MANAGER-MBA PROGRAM  
*The University of Texas at El Paso*

AUGUST 2011 TO PRESENT  
*El Paso, Texas*

- Manage the Full-Time and Flexible MBA program which includes coordination of orientation and other program launch logistics and provide support for 120+ students along with organizing professional development programming.
- Develop corporate outreach to develop internship and career opportunities for Full-Time MBA students.
- Develop marketing plan for Full-Time MBA program along with executing outreach and recruitment efforts to recruit new students.
- Maintain program data used for program analysis, accreditation and ranking surveys.
- Facilitate International Research Courses for MBA students

PLANNER

OCTOBER 2010 TO AUGUST 2011

DIRECTOR OF ECONOMIC DEVELOPMENT

JANUARY 2007 TO SEPTEMBER 2010

DIRECTOR OF CUSTOMER SERVICE

SEPTEMBER 2006 TO FEBRUARY 2009

*Upper Rio Grande Workforce Development Board*

*El Paso, Texas*

- Lead the planning and development including: Strategic Planning, Operational Planning, and developing Programs and Initiatives' Business Plans and make recommendations regarding the workforce system strategic initiatives use of workforce training funding, and programs.
- Coordinate activities of a team of four program coordinators along with their research and development of business plans for regional planning efforts.
- Implemented two new units within the organization: One responsible for creating opportunities for regional employers to expand and relocate by supporting the economic development efforts of the City of El Paso, REDCo and Rural Economic Development entities. The second included a customer service program for staff and customers along with staff development and technical assistance for more than 300 Workforce Solutions system employees.
- Responsible for the preparation of reports for the EEOC along with annual ADA self-assessment and state reporting for thirteen physical locations for the Upper Rio Grande Workforce Development Board.
- Oversaw the activities of four staff.

POLICY FELLOW

SEPTEMBER 2005 TO AUGUST 2006

*Institute for Policy and Economic Development (IPED) at UTEP*

*El Paso, Texas*

- Conducted research and interviews for a professional development-training program for the City and County employees as a spin-off from the Masters of Public Administration program.
- Designed and conducted a survey delivered to employees of the City and County of El Paso to gain an understanding of their interest in a professional development program. Ensured statistically significant survey response, quality control and data input using the Statistical Package for the Social Sciences software system.

GOVERNMENT RELATIONS LIAISON

MAY 2004 TO JUNE 2005

*Upper Rio Grande Workforce Development Board*

*El Paso, Texas*

- Worked as liaison between the Mayor of El Paso, designated as the Chief Elected Official, six-county judges and the Upper Rio Grande Workforce Development Board.
- Mediated the interests of all parties while keeping the integrity of the workforce system central in these responsibilities.
- Assisted mayor's office with Board appointments and special information requests.

DIRECTOR OF EDUCATION AND WORKFORCE

SEPTEMBER 2002 TO DECEMBER 2003

EMPOWERMENT ZONE MANAGER

MARCH 2000 TO AUGUST 2002

*The Greater El Paso Chamber of Commerce*

*El Paso, Texas*

- Managed the daily operations of workforce and education initiatives for the Chamber which were designed to be the link between existing or prospective businesses and their workforce needs.
- Managed the activities of two volunteer committees of chamber members involved in various initiatives. Supervised two staff
- Successfully completed Phase III of a US Chamber of Commerce, Workforce Innovations (WINs) Grant designed to broaden and improve the public workforce system for employers and low-income individuals.
- Worked under a grant funded by the El Paso Empowerment Zone Corporation to inform local and out of town industry on the tax incentives of the Empowerment Zone. Also conducted workshops for residents interested in opening businesses in the Empowerment Zone.

WORKFORCE DEVELOPMENT SPECIALIST III

MAY 1996 TO FEBRUARY 2000

*Texas Workforce Commission*

*El Paso, Texas*

- Responsible for providing case management and employment placement services to an individual caseload ranging from 60-100 individuals. Worked in two separate federal program areas and learned the various rules to comply with service delivery.

#### SKILLS

- Computer Skills: MS Windows (XP Professional/Windows 2007), Word, Excel, PowerPoint, SPSS, E-Views
- Personal Skills: Proficient in project initiation and completion; Ability to communicate effectively with businesses and individuals; Able to write, manage and successfully complete grants at all levels.
- Fluent in Spanish.

#### COMMUNITY ACTIVITIES

PHI ALPHA ALPHA PRESIDENT

JULY 2010 TO PRESENT

- Founding member of the honor society. Responsible for establishing the programming for the MPA National Honor Society and expanding our reach into the Paso del Norte Community.

OUR LADY OF MT. CARMEL FINANCE COUNCIL, SECRETARY

AUGUST 2011 TO PRESENT

- Serve on council which is tasked with overseeing a \$635 thousand dollar budget
- Prepare minutes for monthly council meetings

YSLETA MISSION CULTURAL ARTS MARKET, CO-CHAIR

JANUARY 2008 TO DECEMBER 2010

- Responsible for the budget of annual event designed to give exposure to the Mission Valley
- Assist in preparation of grants from municipal and non-profit entities to support annual event
- Coordinate the actual market activities

VASSAR COLLEGE ALUMNI ADMISSION PROGRAM, EL PASO CHAPTER CHAIR

JANUARY 1996 TO PRESENT

- Responsible for coordinating interviews for prospective applicants with alumna/i
- Coordinate the representation of Vassar at yearly college fairs in the Greater El Paso region

#### REFERENCES

Available upon request