

DATE: October 6, 2010

TO: City Clerk

FROM: Representative Emma Acosta

ADDRESS 2 Civic Center Plaza 10TH Floor, El Paso, TX TELEPHONE 915-541-4572

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

Agenda for the Council Meeting of October 19, 2010

Item should read as follows: Re-Appointment of Elvia Hernandez to the Greater El Paso Civic, Convention & Tourism Advisory Board by Representative Emma Acosta, District 3

SPECIAL INSTRUCTIONS: _____

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: Greater El Paso Civic, Convention & Tourism Advisory Board

NOMINATED BY: Representative Emma Acosta DISTRICT: 3

NAME OF APPOINTEE Elvia G. Hernandez
(Please verify correct spelling of name)

BUSINESS ADDRESS: _____

CITY: _____ ST: _____ ZIP: _____ PHONE: _____

HOME ADDRESS: _____

CITY: _____ ST: TX ZIP: _____ PHONE: _____

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

NAME OF INCUMBENT: Elvia Hernandez

EXPIRATION DATE OF INCUMBENT: 09/04/2010

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

DATE OF APPOINTMENT: 10/19/2010

TERM BEGINS ON : 09/05/2010

EXPIRATION DATE OF NEW APPOINTEE: 09/04/2012

PLEASE CHECK ONE OF THE FOLLOWING: 1st TERM: _____
2nd TERM: XX
UNEXPIRED TERM: _____

PERSONAL RESUME

ELVIA G. HERNANDEZ

WORK EXPERIENCE

1993-Present

Self-employed—Tigress Enterprises

- Special Events Coordinator
- Public Relations
- Tourism & Convention Coordinator
- Jan., 2007—LULAC PROJECT AMISTAD Special Events and Marketing Director
310 N. Mesa Ave. Suite 520
El Paso, TX 79901

Jan., 2005-August 2006 ————— Cliff Inn Hotel ————— El Paso, TX

2006-Present—LULAC Project Amistad Special Events Coordinator
and Marketing Director

Special Events & Sales Manager

1996-2000 ————— City of El Paso ————— El Paso, TX

City Council Representative for District #8 (Elected Official)

- Lead one of five teams to Washington, D.C. to secure \$100,000.00 from Empowerment Zone Funding
- Organized 1st Annual Downtown Children's Christmas Light Parade
- Organized City of El Paso Millennium Celebration

1994-1996 ————— El Paso Hispanic Chamber of Commerce ————— El Paso, TX

Director of Tourism and Conventions

- Appointed Delegate to first White House Tourism Conference by Congressman Ronald Coleman

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- Coordinator of the 1st Annual International Mariachi Festival (1996), an educational and cultural event attended by 30,000 people
- Brought over 25 million dollars in convention and tourism business to El Paso
- Convention Coordinator for MAES (Mexican - American Engineers and Scientists) State Conference

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1993-1994 ----- El Paso Diablos Baseball Organization ----- El Paso, TX

Assistant General Manager and Director of Group Sales

- Bolstered attendance and regional exposure of El Paso's premier minor league baseball team
- Coordinator for Mexican media and community public relations liaison

1986-1993 ----- Midland Hispanic Chamber of Commerce ----- Midland, TX

President/CEO

- Raised membership from 65 members to 380 members
- Founder of Annual Mex-Tex Menudo Cook-Off
- Founder of Midland Partners in Education, Adopt-a-School Program, and Step Up to Success Educational Program
- Traveled throughout the country promoting conventions, tourism and new business for Midland
- Coordinator of 1988 Texas Assn. of Mexican-American Chambers of Commerce State Convention which set a record for attendance
- Generated 1.9 million dollars in housing funds to the Midland area for low income and senior citizen housing

CIVIC INVOLVEMENT

- Current Member of LULAC Council #4875
- Current District Director for El Paso LULAC, District 4
- Former President of Ladies LULAC Council #9
- Board member of LULAC Project AMISTAD
- Chairperson of 1st Annual "Papeleros With A Purpose" fundraising project
- Vice-president LULAC Education Fund of Texas (L.E.F.T.)
- Board Member of the El Paso International Museum of Art

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- Former member of Board of the Metropolitan Planning Organization
- Former member of the National League of Cities
- Former member of El Paso Convention and Visitors Bureau Advisory Board
- Member of El Paso Hispanic Chamber of Commerce
- Member of Central Business Association
- Member of Union Plaza Project Task Force
- Former member of Board of Directors for Mission Trails Association
- Former member of CREA Task Force (Tourism Comm.)
- Member of LULAC Hispanic Women's Network of Texas
- Former member of Women's Department of the Greater El Paso Chamber of Commerce
- Former Board member of Project Bravo
- Former Board member of Project Blueprint, United Way (Midland, TX)
- Former member of City Special Task Force Community Issues (Midland, TX)
- Former Head of Downtown Revitalization Effort and Beautification of Central Business District (Midland, TX)

HONORS AND AWARDS

- 2008 LULAC TEXAS DISTRICT DIRECTOR of the YEAR AWARD
- Recipient of the City of El Paso CONQUISTADOR AWARD
- Inducted into the EL PASO DEMOCRATIC PARTY HALL OF FAME—2004
- Inducted into the EL PASO WOMEN'S COMMISSION HALL OF FAME—2000
- 1998 REACH Award Nominee for YWCA
- 1997 "MADRINA" AWARD from El Paso Del Norte Folklorico Assn.
- 1997 National Women of the Year IMAGE AWARD (IMAGE of El Paso)

- 1996 BRILLANTE AWARD awarded by TEXAS HISPANIC MAGAZINE as one of the TOP 75 MOST INFLUENTIAL HISPANICS IN TEXAS
- 1996 AMIGO AWARD (Recognition given by MAES)
- 1992 Awarded KEY TO THE CITY of MIDLAND, TX
- 1985 WOMAN OF THE YEAR awarded by AMERICAN BUSINESS WOMEN ASSN.
- 1984 LULAC COUNCIL #4329 DISTRICT & STATE PRESIDENT OF THE YEAR
- 1984 LULAC COUNCIL #4329 DISTRICT & STATE COUNCIL OF THE YEAR

LIFETIME ACHIEVEMENTS

- Proud mother of 2 sons and 2 daughters
- Proud grand-mother ("Gueña") of 9 grandchildren

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