DATE: 10-21-2008

TO: City Clerk

FROM: Mayor John Cook

ADDRESS 2 Civic Center Plaza, El Paso, Texas 79901 TELEPHONE 915-541-4145

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

Agenda for the Council Meeting of October 28, 2008

Item should read as follows: Re-appointment of Brian D. Wickstrom to the Parks and Recreation Advisory Board by Mayor John F. Cook.

SPECIAL INSTRUCTIONS: Was filling an unexpired term for incumbent, Eileen Karlsruher.

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: Parks and Recreation Advisory Board

NOMINATED BY: Mayor John F. Cook DISTRICT: Mayor

NAME OF APPOINTEE Brian D. Wickstrom
(Please verify correct spelling of name)

BUSINESS ADDRESS: ____

CITY: El Paso ST: TX ZIP: ____ PHONE: ____

HOME ADDRESS: ____

CITY: El Paso ST: TX ZIP: 79912 PHONE: ____

WHO WAS THE LAST PERSON TO HAVE HELD THIS POSITION BEFORE IT BECAME VACANT?
NAME OF INCUMBENT: Re-appointment

EXPIRATION DATE OF INCUMBENT: 10/14/2008

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

DATE OF APPOINTMENT: 10/28/2008

EXPIRATION DATE OF NEW APPOINTEE: 10/14/2010

PLEASE CHECK ONE OF THE FOLLOWING: 1st TERM: X

2nd TERM: ____

UNEXPIRED TERM: ____

Brian D. Wickstrom

Education

Doctor of Education/Educational Leadership, Eastern Michigan University, 2006

Master of Sports Administration, Ohio University, 1999

Master of Business Administration/Management, Kansas State University, 1992

Bachelor of Science in Business Administration/Finance, Kansas State University, 1991

- Track & Field Scholarship Recipient, Kansas State University, 1987-1990
- Phillips 66 Classroom Champion

Athletics Administration Experience

Senior Associate Athletics Director

University of Texas at El Paso, Department of Intercollegiate Athletics, May 2006 - Present

- Oversee all areas of External Relations, initial contact person for University and City of El Paso Police Departments for student-athlete related issues, sport administrator, involved in day-to-day management of $20,000,000 operating budget, write and contribute to department policies and planning documents, handle personnel hiring and evaluations, daily interaction with current and prospective student-athletes, work closely with Director of Compliance on changing legislation and potential/reporting violations, and first point-of-contact in times of Director of Athletics absence.

Assistant Athletics Director – Development & Business Partnerships

University of Michigan, Department of Intercollegiate Athletics, January 2004 – April 2006

- Oversaw all corporate partner relationships including proposals and communication with clients; responsible for portfolio in excess of $5MM; External Relations team member responsible for planning and generating revenue.
- Identified, cultivated and solicited major and annual gifts from current donors/prospects for Michigan Athletics; contact point for volunteers and donors for major gift and annual fund; member of fundraising staff responsible for generating in excess of $10MM for 2004-05 academic year.

Associate Athletics Director

Santa Clara University, Department of Intercollegiate Athletics, September 2001-April 2003

- Director of Athletics liaison for all NCAA Division-I sports.
- Oversaw all advancement activities for coaches of seventeen NCAA Division-I teams.
- One of seven members of a Senior Management team responsible for producing Athletics Department Policies and Procedures manual, student-athlete handbook, as well as implementing strategic plan and accomplishing department annual and five-year goals.
- Administrator overseeing Women's Basketball staff, budgeting, scheduling, travel, practice, recruiting, game management and NCAA Championships.
- Oversaw Athletics Development $1.7 million revenue/expense budget.

- Supervisor of Athletics Development and responsible for overseeing Athletic Development staffing, personnel, special events, administrative issues and the Bronco Bench Foundation as part of University/Athletics Department management agreement.
- Oversaw all aspects of $42.75 million Athletics Capital Campaign, Annual Fund, sport specific fund-raising, facility fund-raising projects, athletics donor relations and solicitations nationwide. Directly involved in the process securing $6.1 million dollars in commitments.

Assistant Director of Athletics Development

University of Missouri, Department of Intercollegiate Athletics, January 2000-September 2001

- Served as Senior Staff Administrator to the University of Missouri Men's Basketball program. Responsibilities included: Directing all Development staff, volunteers, booster clubs and expenditures.
- Oversaw MU Sports Park Lighting and MU Tennis Facility fund-raising projects.
- Developed, implemented and oversaw Electronic Funds Transfer program, Young Alumni program and coordinated Corporate Matching Gift program for Tiger Scholarship Fund.
- Identified, cultivated and solicited major and annual gifts from current donors and prospects.

Development Associate

University of Missouri, Department of Intercollegiate Athletics, June 1999-December 1999

- Managed Tiger Scholarship Fund renewal drive, directed Chair-back Seating Program for new baseball facility including the marketing and sale of naming rights.
- Solicited private and corporate gifts for the Tiger Scholarship Fund.

Development Associate

Ohio University, Department of Intercollegiate Athletics, September 1998-May 1999

- Coordinated prospective companies to participate in "Business Backs the Cats" program.
- Oversaw 1999 Sports Administration & Facility Management Symposium. Coordinated Advisory Board dinner, Symposium program, Symposium reception, registration, and assigned class responsibilities for three-day event.
- Chairperson of the Midnight Magic Sponsorship Committee ensuring a profitable event.

Professional Experience

Business Director

Washtenaw County Sheriff, Ann Arbor, Michigan, May 2003-December 2003

- Oversaw all aspects of $27 Million operating budget including: business improvement plan, payroll, grant proposals, overtime contracts, vendor contracts, financial statement approval, and projections.
- Evaluated and streamlined different areas of operations resulting in expense savings without reduction in staff.

Assistant Vice President, Loan Division

Brotherhood Bank & Trust f/k/a Citizens Bank & Trust, Shawnee, Kansas, September 1996-September 1998

- Increased portfolio (new business) by $15 Million; managed and serviced $23 Million portfolio.

Assistant Vice President, Credit Administration

Citizens Bank & Trust, Shawnee, Kansas, August 1994-September 1996

- Credit/Compliance Department Manager. Wrote and implemented credit and compliance policies, monitored bank operations to ensure complete compliance with federal and state banking regulations, and supervised employees and monitored the lending guidelines of staff.
- Oversaw Credit Department after issuance of Memorandum of Understanding by FDIC which included instituting new credit review policy, credit approval process, and lending guidelines.

Loan Reviewer, Credit Administration

Commerce Bancshares, Inc., Kansas City, Missouri, January 1993-August 1994

- Examiner-in-Charge: organized and set parameters for review, managed reviews, assigned staff responsibilities for the review, prepared write-up for holding company Board of Directors, and presented findings to bank ownership/management.

Related Experience

- Assisted game management personnel with general operations of both the 1999 and 2000 Rose Bowl Games, which included monitoring and completing credential requests, approving media up-links, preparing stadium work orders, and general operations.

Presentations

- Presented at organizational functions throughout Missouri, California, Michigan, and Texas regarding the intercollegiate athletics programs, including Rotary Clubs, corporate luncheons, and special athletics events.
- Guest speaker in academic classes at Eastern Michigan University and the University of Texas at El Paso covering various topics pertaining to higher education and sports administration.

Publications

- Designed the brochure for *The Tiger Scholarship Fund and Annual Report, 1999-2000*, the *Electronic Funds Transfer Program*, the *Young Alumni Program*, and *Corporate Matching Gift Program*.

Professional Memberships

- National Association of Collegiate Director of Athletics (NACDA)
- National Association of Athletic Development Directors (NAADD)
- National Association of College Marketing Administrators (NACMA)

Community Service

- Member of the City of El Paso United Way Resource Allocation Committee.
- Work with non-profits and community organizations to provide game tickets and special events for less fortunate children and families.
- Work closely with Director of Life skills to form valuable partnerships with schools and not-for-profit groups to give back to the community and enrich the total student-athlete-experience.