



Board Appointment Form

Submitted On: Aug 9, 2022, 11:25AM MDT

City Clerk

Appointing Office	Mayor
Type of Agenda	Consent
Date of Council Meeting	Tuesday, August 16, 2022
Agenda Posting Language	Gina Roe-Davis to the Greater El Paso Civic, Convention and Tourism Advisory Board
Name of Board/Committee/Commission	Greater El Paso Civic, Convention and Tourism Advisory Board
Appointment Type	Regular
Special Qualification Category (if applicable)	
Nominated By	Mayor Oscar Leeser
Nominee Name	Gina Roe-Davis
Nominee Email Address	[REDACTED]
Nominee Mailing Address	[REDACTED]
Zip Code	[REDACTED]
Nominee Primary Phone Number	[REDACTED]
Does the proposed appointee have a relative working for the city?	NO
Has appointee been a member of other city boards / commissions / committees?	NO
List all real estate owned by appointee in El Paso County (by address, if none, enter 'N/A')	[REDACTED]
Who was the last person to have held the position before it became vacant?	Gina Roe-Davis
Incumbent Expiration Date	September 04, 2022
Reason person is no longer in office	Term Expired
Date of Appointment	August 16, 2022
Term begins on	September 05, 2022
Expiration Date of New Appointee	September 04, 2024
Term	2nd Term
Upload File(s)	Gina Roe Davis - BIO - 2022.pdf



www.ravemarketing.com

Gina Roe-Davis - Owner

Gina Roe-Davis is a proud native El Pasoan that graduated with a BFA from Texas Tech University. Immediately after graduation Gina moved back to El Paso and landed a job in Radio Advertising where she quickly excelled as an Advertising Executive that led to a Local Sales Management position for Entravision Communications and eventually Event & Non Traditional Revenue Director for Regent Broadcasting. Her talent for unique event conceptualization and flawless implementation led her to branch out on her own and in 2005 Gina started RAVE Marketing & Events; a minority owned Marketing & Event Management Company.

Rave Marketing event management has included an impressive lineup of premier events such as the El Paso Downtown Street Festival, Groove & Glow 5k, Tuff Hedeman's Bull Riding Tour, Fort Bliss Summer Concert Series at the New Freedom Crossing, the Sunland Park Racetrack Derby, The United States Bowling Convention and Conference USA, Conference USA Block Party and The El Paso Chihuahua's Jersey Unveiling and Opening Day VIP party, and the Levee Project for the Papal Visit – just to name a few. Rave has also managed and coordinated Ribbon Cuttings and Groundbreakings for Tenet Healthcare, El Paso Chihuahuas, MountainStar Sports Group, Hunt Companies, WestStar Bank, the Plaza Hotel and The Fountains at Farah. Some of Rave's past & present clients include: Tenet Healthcare, El Paso Convention & Visitors Bureau, City Of El Paso, Tuff Hedeman Bull Riding, UTEP, Freedom Crossing at Fort Bliss, Hunt Companies, The Sun Bowl Association, Sunland Park Racetrack & Casino, MountainStar Sports Group and The Fountains at Farah.

Rave Marketing & Events is based out of El Paso Texas but has managed events all over the United States including Las Vegas, Nashville, & Dallas/ Fort Worth, working with such National media outlets as Fox Sports Network, Great American Country Music Network, Sony Studios and CBS College Sports Network. In 2014, Rave Marketing added a Street Team Department as an extension of the services they provide in the El Paso area giving companies the opportunity to take their promotional needs to the streets with strategic street team marketing solutions that help deliver a company's message to their target audience at a grassroots level. Rave continues to grow in all areas of entertainment and is currently the producer of the Way Out West Festival.

On her spare time, Gina loves to travel all over the US, Mexico and Europe with her husband Jimmy Davis. Gina currently sits on the Board of the Pan American Round Table of El Paso, The Greater El Paso Civic, Convention and Tourism Advisory Board and is a member of Executive Forum.