



Board Appointment Form

City Clerk's Office

Appointing Office	Mayor Oscar Leeser
Agenda Placement	Regular
Date of Council Meeting	08/27/24
Name of Board	El Paso Housing Finance Corporation
Agenda Posting Language	
Appointment of Beatrice Santana-Haskins to the El Paso Housing Finance Corporation by Mayor Oscar Leeser.	
Appointment Type	Regular
Member Qualifications	
See attached resume.	
Nominee Name	Beatrice Santana-Haskins
Nominee Email Address	[REDACTED]
Nominee Residential Address	[REDACTED]
Nominee Primary Phone Number	[REDACTED]
Residing District	District 1
City Employed Relatives	N/A
Board Membership	
N/A	
Real estate owned in El Paso County	
[REDACTED]	
Previous Appointee	Stephen Shaw
Reason for Vacancy	Term Expired
Date of Appointment	08/27/24
Term Begins On	02/07/24
Term Expires On	02/07/30
Term	First Term

RESOLUTION

WHEREAS, the Housing Finance Corporation Act, Chapter 394 Local Government Code authorizes the creation of a Housing Finance Corporation; and

WHEREAS, the City of El Paso has approved the incorporation of the El Paso Housing Finance Corporation pursuant to the Housing Finance Corporations Act, which incorporation took place in 1979; and

WHEREAS, the Articles of Incorporation and the Articles of Amendment of the El Paso Housing Finance Corporation provide the appointment of members of the Board of Directors to be appointed by written resolution of the governing body of the City of El Paso, Texas.

NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:

That Beatrice Santana-Gaskins be appointed to the Board of Directors of the El Paso Housing Finance Corporation to fill the term that ends February 7, 2030.

APPROVED this ____ day of _____ 2024.


CITY OF EL PASO:

Oscar Leeser
Mayor

ATTEST:

Laura D. Prine
City Clerk

APPROVED AS TO FORM:

 8/14/2024

Karla M. Nieman
City Attorney



BEATRICE SANTANA-GASKINS



PROFESSIONAL SUMMARY

Executive with over 25 years of management, business development and sales experience in various industries for multimillion/ billion-dollar organizations Business to business management and marketing experience with credit unions, pharmaceutical, radio and sports management. Proven track record in securing partnerships resulting in increased revenue and profits for companies. Effective manager and educator with proven ability to develop team members in the areas of marketing, sales, and promotions. Ability to research, interpret, and apply market data to increase companies' market share and profitability.

ACCOMPLISHMENTS

Awards/ recognitions:

- Recipient **FBI National CAAA Humanitarian Service Medal** 2020
- Recipient **InfraGard National Rookie of the Year** 2021
- Inductee **El Paso Women's Hall of Fame** 2020

SKILLS

- Partnership Development**
- Event Planning**
- New Business Development**
- Revenue Generation**
- Sales and Marketing**

WORK HISTORY

PRESIDENT- FOUNDER *01/2023 to CURRENT*

Call Me ABLE, LLC. | El Paso, TX

- Ensuring that the Call Me ABLE meets its goals and objectives, providing leadership and direction, developing and implementing policies, raising funds, and creating and maintaining relationships with donors, volunteers, and other partners
- Oversee the day-to-day operations of the organization, manage finances, and keep track of the organization's overall performance
- Additionally, being proactive in identifying issues and opportunities, and working with the board to address them
- Responsible for ensuring that the organization is compliant with legal and financial obligations, and for managing the organization's resources
- Finally, providing leadership while working to maintain the Call Me ABLE mission and vision.

MORTGAGE DEVELOPMENT OFFICER *07/2019 to 08/2023* **GECU**

- Increased company's mortgage volume in the El Paso and Southern New Mexico Areas within six months by securing two builder partners: Classic American Homes and Hakes Brothers Homes
- Analyze and identify market opportunities, new products, and interpret trends in market data for (eg, senior mgmt., executive board, etc.)
- Educate realtors and members regarding industry specific topics, such as government and conventional loans
- Develop, train and supervise up to eight off-site Mortgage Loan Officers
- Report to management progress being made with off-site MLO Team and recommend additional training and support as needed
- Train off-site team to independently conduct meetings with Brokers and Builders in the absence of the Business Development Officer
- Coordinate with the Marketing Specialist regarding the development of new and existing sales and promotions initiatives
- Review and edit all marketing material for accuracy and potential areas of improvement
- Participate in working relationships with mortgage investors
- Initiate business development calls to real estate brokers, owners, and agents to increase client/member referral base (increased client/member referral base by adding four (4) new real estate brokers: New Beginnings; Brian Burds; Better Homes and Gardens and Keller Williams)
- Collaborate with Mortgage Management Team on strategic planning, developing and implementing goals and objectives to increase profitability and market share
- Prepare and present Business Development Budget and Annual Strategic Plan to upper level management.

ASSOCIATE GENERAL MANAGER OF MINER IMG

04/2011 to 06/2019

University of Texas

- Met or exceeded fiscal goals of up to 111% annually from 2015-2017
- Managed the marketing and multi-media rights for the Athletic Department
- Maintained property sales goals and all aspects of the properties' sales rights, which included: television, radio, digital and corporate partnerships
- Managed the allocation, talent contracts, and clearance fees for UTEP Football, Basketball, and Olympic Sports broadcasts
- Worked with the UTEP Athletics Marketing team in the strategic planning for the upcoming school year by creating and developing unique sponsorship and marketing opportunities
- Collaborated with ticketing department on group and season ticket sales' initiatives
- Attended internal administrative meetings with upper level Executives and participated in the development and direction of the program
- Worked with the Alumni Association and Donor Relations on fundraising and corporate development by creating unique avenues of involvement for sponsors

- Implemented, managed, and delegated cost-inhibiting trade contracts for administration
- Managed the UTEP IMG College \$3 million budget and analyzed the most cost-effective print and production opportunities across all forms of media.

PHARMACEUTICAL REPRESENTATIVE (EL PASO TERRITORY) *10/2010 to 10/2011*

PDI Pharmaceuticals

- Developed, executed, and managed PDI marketing plan designed to penetrate and grow targeted markets with high profile physicians
- Communicated branded calls with customers across El Paso, Albuquerque, Midland, and Odessa
- Worked closely with management and internal departments to coordinate overall marketing efforts in accordance with corporate goals
- Planned and executed regional market research and analyses to exceed company's market share and volume goals.

FOUNDER AND PRESIDENT *08/2009 to 09/2010*

Bea Unique, LLP

- Implemented marketing and community public relations strategic plans for clients
- Identified and organized fundraising opportunities for high-profile multi-billion-dollar clients (including but not limited to: Clear Channel Radio, The Children's Hospital at Providence, and El Paso Electric)
- Increased client's annual fundraising revenue by 30% by securing event sponsorships
- Increased media exposure with radio, television, and newspaper advertising
- Secured Title Sponsorship for Clear Channel Radio Annual Children's Event Generation 2000 totaling \$30,000.

TERRITORY MANAGER (EL PASO, ALBUQUERQUE, SANTA FE, MIDLAND, ODESSA TERRITORY) *05/2007 to 06/2009*

Oscient Pharmaceuticals

- Developed strategies, executed, and managed comprehensive marketing plan encompassing integrated marketing initiatives designed to penetrate and grow targeted markets
- Communicated with customers, management, internal departments, and vendors to coordinate overall marketing effort in accordance with corporate goals
- Planned and executed regional market research and analyses
- Increased target-market product sales and doubled prescriptions in the first year of sales within the territory by implementing marketing strategies targeted at top-ranking physicians
- Ranked 13th in the Region out of 100 and 65th in the nation out of 300 in 2008

- Ranked 5th in the Region out of 100 and 24th in the nation out of 300 in 2008.

TERRITORY MANAGER (EL PASO TERRITORY)

06/2003 to 04/2007

Wyeth Pharmaceuticals

- Maintained communication with management to ensure marketing activities aligned with business goals
- Provided leadership and direction to marketing associates to guide the creation of marketing programs to ensure congruence with company objectives
- Ranked #2 in Area 25 for 2006 with a 118.2% goal attainment for a triple product portfolio
- Increased and maintained client base 112% through designing and implementing strategic customer-retention projects
- Reached a high 135% market share for PPI Protonix in the entire zone
- Achieved Top 10% in national sales in 2006.

COMMUNITY AND PUBLIC RELATIONS

Civic/ community involvement:

- Program Development for “Pass the Baton: Women's Leadership in Law Enforcement Mentorship” **Santana-Gaskins** 2024
- International Women's Day Luncheon – Celebrating Women in Law Enforcement **Santana-Gaskins** 2022-2023
- Interfaith and Law Enforcement Organizations (LEO) 9/11 Ceremony 2021 – 2024
- Call Me ABLE Stuff the Bus School Supply and Backpack Drive 2024
- Santana-Gaskins Pass the Baton Teen Leadership Academy 2024
- Stuff the Bus School Supply and Backpack Drive 2021 – 2023 (supplied 300+ backpacks with school supplies each year)
- Turkey Drive – Fundraised (independent of FBI El Paso Citizen's Academy funds) to cover 2021 - 2024
 - o 80 turkeys and groceries for one week for the El Paso Juvenile Detention Center
 - o 100 turkeys for three battered women shelters
- Fundraising Chair **Greater El Paso Girls Coaches Association** 2017 – 2018
- Fundraising Chair **Lee and Beulah Moor Children's Home Operation Pumpkin** 2009 - 2010
 - Chair **March of Dimes** Golf Tournament 2009
 - Top Walker Recipient **March of Dimes** 2009
 - Volunteer **UTEP SAAC HUNGER** Food Drive 2016 – 2018
 - Volunteer **Junior Leadership of El Paso** Fundraiser 2008 – 2009
 - Helped cover expenses for three volleyball players to travel to out of state volleyball tournaments.

EDUCATION

Bachelor of Business in Marketing

01/2002

AFFILIATIONS

University of Texas El Paso, El Paso, TX

- • President for InfraGard (FBI cyber and physical security outreach program for local critical infrastructure businesses) – 2023 – Present
- • National RISE mentee InfraGard - 2024
- • Community Advisory Board Member El Paso Chamber of Commerce 2023 - Present o Member of the Government Committee and the Healthcare Committee for the El Paso Chamber of Commerce 2023 - Present
- • Board Member El Paso Builder's Association 2021 – Present o Golf Tournament Chair for El Paso Builder's Association 2021 - Present
- • President FBI El Paso Citizen's Academy 2021 – 2022
- • Financial Chief Sector InfraGard 2019 -2022 • Member Financial Women in Texas 2019 – 2022