



Board Appointment Form

City Clerk's Office

REVISED

12:18 pm, Jul 16, 2025

Appointing Office	Lily Limón, District 7
Agenda Placement	Consent
Date of Council Meeting	07/22/25
Name of Board	Greater El Paso Civic, Convention and Tourism Advisory Board
Agenda Posting Language	
Re-appointment of Pifas Silva to the Greater El Paso Civic, Convention and Tourism Advisory Board by Representative Lily Limón, District 7.	
Appointment Type	Regular
Member Qualifications	
Mr. Silva is an experienced media/community relations professional with over 30 years of working in El Paso. Eight of those years included working for the city's tourism bureau and in the hospitality industry at both the Courtyard by Marriott and Radisson hotels.	
Nominee Name	Pifas Silva
Nominee Email Address	
Nominee Residential Address	
Nominee Primary Phone Number	
Residing District	District 7
City Employed Relatives	
Board Membership	
Yes, Greater El Paso Civic Convention and Tourism advisory Board.	
Real estate owned in El Paso County	
N/A	
Previous Appointee	Gabriel Ayub
Reason for Vacancy	Term Expired
Date of Appointment	07/22/25
Term Begins On	07/22/25
Term Expires On	05/27/27
Term	Second Term

Pifas Silva

Pifas Silva is a retired media/community relations professional with over 30 years of experience working in our city. Silva is an El Paso native and has been a resident of District 7 for well over four decades.

His professional career has included working as a congressional staffer for Congresswoman Veronica Escobar and as the spokesman for Visit El Paso. In addition, he's previously held marketing and community outreach positions with the Alzheimer's Association, El Paso Catholic Schools and the San Elizario Independent School District. Pifas has also worked as a journalist with KVIA-TV ABC 7 and the El Paso Times.

Silva's community involvement has included serving on the St. Patrick Cathedral School's Board of Trustees, the Greater El Paso Civic Convention & Tourism Advisory Board and the International AIDS Empowerment El Paso Board of Directors. He has earned recognition as a Borderland Rainbow Center LGBTQ+ Border Hero (Advocacy), El Paso Catholic Schools SEED Award Recipient (Volunteer) and El Paso Times 52 Under 40 El Pasoan (Community Service). Pifas is also a graduate of the FBI El Paso's Citizens Academy and has been named to the Texas Association of School Boards Media Honor Roll.