



Board Appointment Form

Submitted On: Jul 27, 2022, 10:54AM MDT

City Clerk

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| Appointing Office | Representative District 8 |
| Type of Agenda | Consent |
| Date of Council Meeting | Tuesday, August 2, 2022 |
| Agenda Posting Language | Appointment of Holly Packard Cobb to the Greater El Paso Civic, Convention, and Tourism by Representative Lizarraga, District 8. |
| Name of Board/Committee/Commission | Greater El Paso Civic, Convention and Tourism Advisory Board |
| Appointment Type | Regular |
| Special Qualification Category (if applicable) | |
| Nominated By | Representative Cissy Lizarraga |
| Nominee Name | Holly Packard Cobb |
| 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? | Elvira Galvan |
| Incumbent Expiration Date | August 20, 2022 |
| Reason person is no longer in office | Term Expired |
| Date of Appointment | August 02, 2022 |
| Term begins on | August 20, 2022 |
| Expiration Date of New Appointee | August 20, 2024 |
| Term | 1st Term |
| Upload File(s) | Holly Cobb Resume- Greater El Paso Civic Convention and Tourism Advisory Board.docx |

HOLLY PACKARD COBB


Executive Director • Tom Lea Institute

EXPERIENCE

Executive Director of the Tom Lea Institute since November 2019, Cobb was previously Vice President of Recruitment and Training for a division of Carter Hawley Hale Corporation. She then established a human resource consulting firm, The Packard Group, with seven partners who worked with national and international clients both in the private and governmental sectors.

EDUCATION

- M.A. in Language Arts Curriculum Development & Leadership from UC Berkeley
- B.A. in English from U.C. Riverside.

ACHIEVEMENTS

- Won numerous Telly Awards for her work in educational television, which combines animation, live studio production, and location filming. Has worked with Dr. Ken Blanchard, Zig Ziglar, and Franklin Graham. In addition, produced the television show Decision Point for KSCE TV. Under her leadership, TLI has broadened its mission to include curricula, heritage tourism, walking tours of El Paso and Juarez, and a destination weekend for visitors to experience the history and culture of El Paso.
- Expanded Tom Lea Institute's social media presence and engagement and has consistently increased revenue. Through the Institute, has developed heritage tourism with seven theme-based walking tours offered to the public and schools, trips to Mexico, hundreds of events in El Paso through Tom Lea Celebration, broadcasts and educational videos.