



Board Appointment Form

City Clerk's Office

Appointing Office	Deanna Maldonado-Rocha, District 3
Agenda Placement	Consent
Date of Council Meeting	02/25/25
Name of Board	Bond Overview Advisory Committee
Agenda Posting Language	
Appointment of Taylor Moreno to the Bond Overview Advisory Committee by Representative Deanna Maldonado-Rocha, District 3.	
Appointment Type	Regular
Member Qualifications	
See resume.	
Nominee Name	Taylor Moreno
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	Danny Perea
Reason for Vacancy	Removed
Date of Appointment	02/25/25
Term Begins On	01/01/21
Term Expires On	12/31/25
Term	Unexpired Term

Taylor L. Moreno

EXPERIENCE

Philanthropy and Engagement Consultant

Habitat for Humanity El Paso

February 2025-present

- Lead fundraising efforts to secure financial support through individual giving, corporate sponsorships, and grant funding, ensuring the expansion of Habitat's existing services for families in need.
- Spearhead strategic initiatives to elevate Habitat for Humanity El Paso's visibility, fostering partnerships and mobilizing community support for affordable housing and critical home repair programs.

Director of Development

El Paso Children's Hospital Foundation

University Medical Center of El Paso Foundation

September 2019-January 2025

- Cultivated and secured individual philanthropic support for El Paso Children's Hospital (EPCH) and University Medical Center of El Paso (UMC), leading to over \$12 million in major gifts and grants. Developed and deepened relationships with individual donors, patient families, and community partners to align their philanthropic goals with critical pediatric and trauma service needs, ensuring sustainable funding for programmatic and operational advancements.
- Designed and implemented the 110th anniversary campaign for UMC, resulting in a significant increase in philanthropic support, raising \$1 million in a single fiscal year. Successfully engaged individual donors by leveraging storytelling and milestone celebrations to inspire giving, strengthening the foundation's long-term donor pipeline.
- Developed and implemented a successful employee giving campaign resulting in annual contributions while increasing employee participation and engagement with the Foundations.
- Successfully executed signature events for both Foundations resulting in record-breaking attendance and revenue, exceeding previous years' results, specifically a 1000% increase for the University Medical Center of El Paso Foundation
- Planned and coordinated corporate and community partner recognition events for EPCH and the Foundation while working closely with City, County and State elected officials to ensure attendance and knowledge of impact of donated funds.
- Presented past, current and future initiatives to the University Medical Center Foundation and El Paso Children's Hospital Foundation Board of Directors.
- Served as point compliance with legal counsel for major gifts and other related key documentation relating to successful grant awards.
- Responsible for the application and drafting of new grants for the Foundation while working alongside hospital leadership to ensure policy compliance and successful administrative processing and documentation.

- Planned and coordinated large scaled fundraising events for the Foundation while working closely with corporate and nonprofit partners to ensure their support and participation resulting in year over year increase in revenue.
- Transitioning new Foundation leadership into processes, policies, and programs associated with University Medical Center and El Paso Children's Hospital Foundations.

Program Director
El Paso Children's Hospital

July 2017-September 2019

- Responsible for over \$5.4 million in donations to the El Paso Children's Hospital Foundation to include naming rights of the Southwest University Pediatric Blood and Cancer Center, The Laura and Pat Gordon Family Neonatal Intensive Care Unit, the Westover Paul Harvey Children's Bistro and the Zachary Bowling Pediatric Outpatient Diabetes Education Services Program.
- Accountable for recruiting new donors and re-engaging former donors who had not given since the opening of the hospital in 2012. Efforts include hospital tours, patient engagement experiences, and community and personal donor engagement meetings.
- Responsible for the creation of the Giving Heart Ambassadors Fund annual campaign designed to target and engage young donors with hospital and physician leadership.
- Successful in research and submission of grant proposals and grant reporting to local and national foundations to include but not limited to fund capital equipment needs, hospital programming and feasibility study for the establishment of a human donor milk bank.
- Collaborate with hospital senior leadership to establish a strategic plan for service line growth while incorporating fund development requirements to ensure execution of all aspects of the plan.
- Oversaw the development of fundraising strategies, fundraising plan and donor relationships, including donor recognition and stewardship.
- Oversight of gift agreement negotiations with donors and final execution of the agreements.

Chief of Staff
Office of the Mayor, City of El Paso

July 2013-June 2017

- Served as official liaison with other members of El Paso City Council, the County of El Paso Commissioners Court, the State delegation and Federal elected officials with directing and oversight of government affairs.
- Responsible for the management of City lobbyists and stewardship of City policy initiatives. · Developed and implemented policy agenda which served as guiding document for advocacy efforts on behalf of the City of El Paso.
- Served as the Mayor's key advisor and responsible for the management and implementation of Mayoral priorities tied to the City's adopted Strategic Plan and develop and manage the Mayor's key initiatives.
- Responsible for the creation, implementation, direction and funding of the *El Paso. Open for Business* campaign to include national marketing tours by El Paso and Ciudad Juarez's top elected officials and business leaders, local cluster-based industry roundtables.

- Developed and executed key outreach strategy to increase exposure of the El Paso market to national site selection consultants responsible for Fortune 500 relocation decisions. Successfully raised over \$275,000 annually in private contributions to ensure the success of the effort.
- Participated in job creation efforts with the Office of Economic Development and the Borderplex Alliance through industry recruitment and retention efforts, resulting in more than 8,100 jobs retained and created and more than \$500 million in private investment.
- Accountable for the Mayor's communication strategy, to include speeches, talking points, press releases, editorials, and formal correspondence.
- Served as chief liaison for the Mayor's Office with major corporate leadership. Managed and oversaw of staff, budget and operating plans for the Office of the Mayor and oversee diverse project teams from multiple organizations and agencies.

Executive Director

AVANCE-El Paso, Inc.

Interim Executive Director

Assistant Executive Director

January 2011 – July 2013

October 2010 – January 2011

February 2010 – October 2010

- Responsible for all AVANCE-El Paso activities, to include management of approximately \$3,000,000 annual budget, operations, 112 staff, and AmeriCorps members, grant writing, program evaluation, and fundraising activities.
- Raised over \$7.5 million in grants, corporate and private donations during tenure with AVANCE while ensuring timely reporting to funders.
- Implemented a new fundraising plan to increase program visibility and giving amongst new and existing private donors. Planned and executed major fundraising events as well as smaller, targeted events to increase awareness and diversify funding.
- Grew annual operating budget by 50 percent—from \$2.0 million in 2009-2010 to \$3.0 million for the 2013-2014 program year. Ensured all reporting requirements were met for more than 25 federal, state and foundation grants.
- Maintained existing revenue streams, developed new funding sources, and cultivated new donors.
- Grew AVANCE locations from 17 (2010-2011) to 22 sites (2013-2014) and increased the number of AmeriCorps members from 45 to 74 serving El Paso, Austin, Dallas, and Waco chapters.
- Developed first AVANCE-El Paso strategic plan in conjunction with the Board of Directors that focused on expansion of early childhood development literacy programs, healthy families through parent-child education, and funding diversification.
- Worked collaboratively with Board of Directors, ensuring effective and timely communication with all twelve members. Established subcommittees in key focus areas to include fundraising and events, financial and audit oversight, and policy goals with the executive committee.
- Directed and supported staff in program planning, implementation, and evaluation.
- Developed and applied performance objectives and measures that resulted in productivity increases and accountability for all program staff.

Intergovernmental Affairs Coordinator

City of El Paso

November 2008 – February 2010

- Advised Mayor and City Council on funding requests and submitted legislative appropriations applications that resulted in more than \$4.25 million for City projects during one year of Federal appropriations.
- Developed and implemented plan and strategies to achieve City's goals with federal, state, and municipal legislative bodies.
- Analyzed, researched, and interpreted pending and proposed legislation, assessed impacts, and prepared recommendations to adopt effective courses of action.
- Reviewed federal and state grant announcements, assessed eligibility, and assisted in the application process.
- Managed and oversaw lobbying efforts at the state and federal levels. Responsible for contract compliance.

Senior Legislative Assistant

Office of Congressman Silvestre Reyes (TX-16), Washington, DC

Chairman, House Permanent Select Committee on Intelligence

March 2008 – Nov. 2008

- Worked extensively with healthcare leaders with the US-Mexico Border Health Commission, Texas Medical Association and El Paso County Medical Society.
- Responsible for healthcare, immigration, homeland security, and US-MX border policy analysis. · Worked closely with key government and private sector stakeholders to develop strategies to address issues of concern in the El Paso community.
- Drafted legislative proposals in response to concerns raised by the El Paso constituency, follow up measures with Committees of Jurisdiction.
- Coordinated appropriations requests, drafting and submitting materials to the House Appropriations Committee, and working with Committee staff in support of these requests.

Legislative Assistant

December 2006 – March 2008

Legislative Aide/Special Projects Coordinator

December 2004 – December 2006

Staff Assistant

July 2004 – December 2004

- Responsible for managing healthcare, homeland security, immigration, judiciary, labor, transportation, and US-MX border legislative policy.
- Assisted with preparing public relations messages to be used for media while also using materials for purposes of outreach to the constituency.
- Responsible for the execution and direction annual national conferences featuring US Secretary of Homeland Security, US Secretary of Health and Human Services, Director of the Central Intelligence Agency, US Ambassador to Mexico, and the Mexican Ambassador to the US.
- Drafted opinion essays, speeches, floor statements, Congressional testimony, and memoranda.

National Fundraiser

Reyes Committee, Inc. and BEST PAC

October 2006 – November 2008

- Responsible for tripling annual fundraising efforts resulting in an approximate \$2.5 million for re election efforts.
- Established and implemented a fundraising to create a robust campaign war chest, enabling select committee appointments, expanded marketing, increased national exposure, and participation in policy discussions on international security.
- Settled a debt of \$300,000 to the Democratic Congressional Campaign Committee, allowing for the Congressman's appointment as Chairman to the House Permanent Select Committee on Intelligence after the Democratic Party regained a majority in the House.
- Planned and executed monthly fundraisers in the Washington, DC metro area featuring donors in key focus areas including but not limited to healthcare, education, and defense.

EDUCATION

UTHealth Houston School of Public Health, El Paso, TX September 2022-May 2024
Masters of Public Health, Healthcare Management

University of Arizona, Tucson, AZ May 2004
Bachelor of Science in Chemistry
Academic Honors: President and Member of Phi Eta Sigma National Honor Society, Dean's List

CONTINUING EDUCATION:

Association of Healthcare Philanthropy Madison Institute July 2019, 2022, 2023, 2024
Harvard University, John F. Kennedy School of Government,
Project on Municipal Innovation July 2013-June 2017
Paso del Norte Health Foundation REALIZE Leadership Training 2011-2012
University of Texas Austin, Institute for Public School Initiatives July 2012

AWARDS AND PRESENTATIONS

- New York Life's Love Takes Action Award Recipient (1 of 35 nationwide), November 2020
- Speaker, Grantmakers for Children, Youth and Families 2012 Annual Conference (October 2012)
- Semifinalist, 2012 National American Express NGen Leadership Award (2012)
- Guest Lecturer, The University of Texas at El Paso (October 2011, March 2012)
- Testified before the Texas Senate Committee on Health & Human Services regarding Department of Family and Protective Services regulations, Austin, TX (May 2011)
- Testified before the Texas House Committee on Human Services regarding Department of Family and Protective Services regulations, Austin, TX (April 2011)
- Presenter, National Center on Family Literacy, Louisville, KY (April 2011)
- Panelist, National Immigration Integration Conference, Boston, MA (September 2010)
Service and Dedication Award, Border Health Caucus (2009)

PROFESSIONAL AND COMMUNITY AFFILIATIONS

- War Eagle Museum Board of Directors (April 2024-present)
- El Paso History Museum Foundation Board of Directors (October 2022-present)
- Progress321 Board of Directors (April 2022-present)
- Aspen Institute Fellow (November 2020-present)
- Boys and Girls Club Foundation Board of Directors (February 2019-present) · U.S. Global Leadership Coalition, Advisory Board (November 2015- present)
- The Executive Forum (October 2011- February 2023)
 - *Advisory Board (May 2012-May 2013, May 2014-July 2015), VP Programs (July 2015-June 2016)*
- IDEA Public Schools El Paso Regional Board of Directors (April 2020-June 2022)
- Latino Victory Project National Advisory Board (June 2015-November 2020)
- Border Trade Alliance (Vice Chair January 2016-June 2017, Member November 2013-June 2018)
- The Hospitals of Providence East Campus Governing Board (March 2014-July 2018)
- USO Advisory Council (March 2014-June 2015)
- Braden Aboud Foundation Board of Directors (January 2011-December 2015)
 - *Chair, Volunteer Recruitment (September 2010-December 2014)*
- El Paso Collaborative Housing Development Corporation, Treasurer (September 2011-October 2014)
- City of El Paso Fair Housing Task Force, Chairman (April 2011-July 2013)
- Paso del Norte Group (October 2011-January 2013)
 - *Member, Education Committee & Member, Arts & Culture Committee*
- Association of Fundraising Professionals (2010 – August 2011)
 - *Chair, Public Relations (2011)*
- The Women’s Fund of El Paso Board of Directors (February 2010 – January 2013)
 - *The Power of the Purse 2012 Co-Chair & The Power of the Purse 2010 Committee Co-Chair*
- El Paso Symphony Orchestra CATS Committee (2010-2013)
- Junior League of El Paso (2009-2012)
- Greater El Paso Chamber of Commerce (2004-July 2013)
 - *Chairman, El Paso Days in Austin Legislative Trip (2012), Member, Healthcare Council (2004-2008), Member, Government Relations Division Executive Committee (2010-2013) & Member, Education & Workforce Committee (2011-2013)*