

DATE: 07/07/2021

TO: City Clerk

FROM: City Representative Claudia L. Rodriguez, District 6

ADDRESS: 300 N. Campbell TELEPHONE (915) 212-0006

Please place the following item on the (Check one): CONSENT XXX REGULAR _____

Agenda for the Council Meeting of July 7, 2021

Re-Appointment of Jose Torres to the Community Development Steering Committee by City

Item should read as follows: Representative Claudia L. Rodriguez, District 6

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: Community Development Steering Committee

NOMINATED BY: City Representative Claudia L. Rodriguez DISTRICT: 6

NAME OF APPOINTEE Jose Torres
(Please verify correct spelling of name)

E-MAIL ADDRESS: _____

BUSINESS ADDRESS: _____

CITY: _____ ST: _____ ZIP: _____ PHONE: _____

HOME ADDRESS: _____

CITY: _____ ST: _____ ZIP: _____ PHONE: _____

DOES THE PROPOSED APPOINTEE HAVE A RELATIVE WORKING FOR THE CITY? YES: _____ NO X

IF SO, PLEASE PROVIDE HIS OR HER NAME, CITY POSITION AND RELATIONSHIP TO THE PROPOSED APPOINTEE:

HAS APPOINTEE BEEN A MEMBER OF OTHER CITY BOARDS/COMMISSIONS/COMMITTEES? IF SO, PLEASE PROVIDE NAMES AND DATES: _____

LIST ALL REAL ESTATE OWNED BY APPOINTEE IN EL PASO COUNTY (BY ADDRESS):

WHO WAS THE LAST PERSON TO HAVE HELD THIS POSITION BEFORE IT BECAME VACANT?

NAME OF INCUMBENT: Jose Torres

EXPIRATION DATE OF INCUMBENT: 06/08/2021

REASON PERSON IS NO LONGER IN OFFICE (CHECK ONE): TERM EXPIRED: X
RESIGNED _____
REMOVED _____

DATE OF APPOINTMENT: 07/07/2021

TERM BEGINS ON : 07/07/2021

EXPIRATION DATE OF NEW APPOINTEE: 06/13/2023

PLEASE CHECK ONE OF THE FOLLOWING: 1st TERM: _____

2nd TERM: X

UNEXPIRED TERM: _____

Jose R. Torres

Objective

- To be appointed to the City of El Paso Community Development Block Grant Steering Committee

Education

BACHELOR OF ARTS MASS COMMUNICATION | 1965 | TEXAS WESTERN COLLEGE (NOW, UNIVERSITY OF TEXAS AT EL PASO)

- Radio and Television: History of broadcasting, introduction to broadcast law, audio commercial production, copy writing, television production, and radio and television station operation and management
- English: Studied the great authors, their lives and backgrounds, and how their life experience influenced their work. Developed writing and composition skills.
- Related coursework: Print journalism, photography, economic theory, political science, philosophy

Skills & Abilities

MANAGEMENT EXPERIENCE IN SALES AND MARKETING

- Managed five and six person sales staffs for several radio stations in the El Paso market, providing guidance and training where it was needed. Designed and developed marketing and promotional campaigns for the stations and for individual clients.

SALES

- Sales representative for several radio and television stations in the El Paso market, helping clients develop an effective advertising campaign and helping them to manage their advertising budgets.

COMMUNICATION

- Strong written and oral communication skills, experienced in public speaking, excellent one-on-one communication skills. Able to develop good working relationships quickly and effectively.

LEADERSHIP

- Vice-President, Marketing and Partnerships, Pueblo Viejo Neighborhood Association. Responsible for developing working relationships with businesses and organizations for the association. Responsible for encouraging ongoing membership recruiting for the association.
- Schedule guest speakers for our monthly meetings
- Conduct monthly meeting in the absence of the President

Experience

LECTURER | UNIVERSITY OF TEXAS AT EL PASO | 2003 - PRESENT

- Teaching a course on Business and Professional Communication, teaching students the importance of strong communication skills, quality relationship and team building, successful problem-solving techniques, effective leadership styles and skills, and problem-solving procedures.

DIRECTOR OF DEVELOPMENT | KTEP FM | DATES FROM -2001 -2013 (RETIRED)

- Sought and procured underwriting grants for KTEP, the public radio station owned by the University of Texas at El Paso. Duties included making presentations to prospective clients and donors, explaining the advantages of advertising on public radio. I also designed marketing tools for the station including print ads for publications like El Paso Scene, El Paso Times, City Beat, and El Paso Visitors Guide. At the time of my retirement, I was the longest serving development director in the station's history.