

DATE: 10.26.21

TO: City Clerk

FROM: City Representative Cassandra Hernandez

ADDRESS: 300 N. Campbell TELEPHONE 915.212.0003

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

Agenda for the Council Meeting of 10.26.21

Appointment of Susannah M Byrd to the Public Service Board Selection Committee

Item should read as follows: Representative Cassandra Hernandez, District 3

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: Public Service Board Selection Committee

NOMINATED BY: City Representative Cassandra Hernandez DISTRICT: 3

NAME OF APPOINTEE Susannah M. Byrd
(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: N/A

HAS APPOINTEE BEEN A MEMBER OF OTHER CITY BOARDS/COMMISSIONS/COMMITTEES? IF SO, PLEASE PROVIDE NAMES AND DATES: Yes, former City Representative for District 2

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: Richard Castro

EXPIRATION DATE OF INCUMBENT: 12.31.9999

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

DATE OF APPOINTMENT: 10.26.21

TERM BEGINS ON : 10.26.21

EXPIRATION DATE OF NEW APPOINTEE: 12.31.9999

PLEASE CHECK ONE OF THE FOLLOWING: 1st TERM: _____
2nd TERM: _____
UNEXPIRED TERM: X

SUSANNAH (SUSIE) MISSISSIPPI BYRD

Overview Strengths include public policy research and development, strategic communications; leadership and collaboration; and community organizing and outreach.

Work

- 12/20-present **El Paso Chamber, El Paso, Texas**
Aerospace, Defense and Advanced Manufacturing Consultant. Coordinate the activities of El Paso Makes, a partnership between the El Paso Chamber, UTEP's Aerospace Center and UTEP's W.M. Keck Center for 3D Innovation to create jobs and business opportunity in aerospace, defense and advanced manufacturing.
- 01/19-11/20 **Office of Congresswoman Veronica Escobar, El Paso, Texas**
District Director. Responsible for the daily operations of Congresswoman Escobar's El Paso office to include local strategic priorities, community outreach and casework.
- 8/17-12/18 **Veronica Escobar Campaign, El Paso, Texas**
Campaign Manager. Responsible for developing the campaign strategy and managing the daily operations of the successful campaign of Congresswoman Veronica Escobar.
- 7/03-7/05 and
8/13-12/18 **Moxie Communications and Consulting, El Paso, Texas**
Self Employed Contract Consultant. As a consultant, provided community organizing and outreach services, policy research and analysis, strategic communications and campaign development, project development and fundraising services.
- 2/06-7/13 **Zacour and Associates, El Paso, Texas**
Market Analyst and Research Assistant. Provided market analysis and conducted research for use in market studies and commercial appraisals. Licensed for one year as a commercial appraisal trainee.
- 7/05-7/13 **City of El Paso, El Paso, Texas**
City Representative, District 2. Elected twice to represent the citizens of District 2 through policy, project and budget development and oversight. Focused on ensuring that all policy development aligned with council priorities and was based on sound research and analysis
- 6/01-6/03 **Mayor's Office, El Paso, Texas**
Executive Assistant to Mayor Raymond C. Caballero. Managed and marketed the El Paso Housing Finance Corporation's First Time Homebuyer program. Developed the research and laid the groundwork for "One Neighborhood at a Time," a neighborhood revitalization effort aimed at creating change in neighborhoods by modernizing and rehabilitating aging infrastructure and

building stock. Researched and advised the mayor on economic development, banking, housing, growth and center city revitalization issues.

2/01-5/01

Ray Caballero Campaign for Mayor, El Paso, Texas

Campaign Manager. Organized a successful mayoral campaign.

7/95-6/01

Cinco Puntos Press, El Paso, Texas

Director of Marketing and Publicity, Editor. As publicity director, organized national marketing campaigns and promotional efforts for each book—including author tours, reviews of books and radio, television and print interviews. Also, provided production assistance and editing for books and catalogs. Wrote grants.

Publications

- *Dealing Death and Drugs: The Big Business of Dope in the U.S. and Mexico.* Co-authored with Beto O'Rourke, El Paso Congressman (Cinco Puntos Press, 2011).
- *The Late Great Mexican Border, Reports from a Disappearing Line.* Co-edited with Bobby Byrd (Cinco Puntos Press, 1996).
- *Bienvenidos, Welcome: A Handy Resource Guide for Marketing Your Library to Latinos.* (ALA Editions, 2005).
- *Using A Bilingual Book in The Classroom: A Teacher's Guide to Tell Me a Cuento* (Cinco Puntos Press, 1998).
- Introduction to *Here Comes the Storyteller* (Cinco Puntos Press, 1996).

Community

7/13-12/18

El Paso Independent School Board Trustee, District 3, El Paso, Texas.

Lead advocate for implementing a district-wide dual language program to replace failed bilingual programs and with the goal of graduating more students fully literate in both Spanish and English.

1/17-3/19

ACLU of Texas, Houston, Texas. Served on the Board of Directors.

7/05-12/17

El Paso Housing Finance Corporation, El Paso, Texas. Served on the board of an organization that provides low interest loans and down payment assistance for first time homebuyers and other programs for low- and moderate-income families. Worked to expand programs to include Don't Borrow Trouble Campaign, reclamation of tax-foreclosed properties for affordable housing and the development of affordable housing in Downtown El Paso.

Education

Emory University, Atlanta, Georgia

Honors

Bachelor of Arts in Psychology, Minor in English, May, 1993

Emory Humanitarian Award; Dean's List, 5 semesters
Border Network for Human Rights, Human Rights Advocacy Award