



# Board Appointment Form

City Clerk

**Submitted On:**

Feb 1, 2023, 10:00AM MST

<b>Appointing Office</b>	Representative District 5
<b>Type of Agenda</b>	Consent
<b>Date of Council Meeting</b>	Tuesday, February 7, 2023
<b>Agenda Posting Language</b>	Appointment of Gracie Cain Viramontes to the Museum and Cultural Affairs Board by Representative Isabel Salcido, District 5.
<b>Name of Board/Committee/Commission</b>	Museums and Cultural Affairs Advisory Board
<b>Appointment Type</b>	Regular
<b>List the nominee's qualifications to serve on this Board</b>	Creative Director and Founder of Emajj Public Relations and Marketing. I am responsible for growing, shaping, and maintaining a company's reputation and brand. In addition, I identify media opportunities, maintain existing media relations, and promote positive public awareness of the company through external communications.
<b>Nominated By</b>	Representative Isabel Salcido
<b>Nominee Name</b>	Gracie Cain Viramontes
<b>Nominee Email Address</b>	
<b>Nominee Residential Address</b>	
<b>City / State / Zip Code</b>	
<b>Nominee Primary Phone Number</b>	
<b>Which District does the nominee reside in?</b>	District 3
<b>Does the proposed appointee have a relative working for the city?</b>	NO
<b>Has appointee been a member of other city boards / commissions / committees?</b>	YES
<b>If so, please provide names and dates.</b>	Greater El Paso Civic, Convention & Tourism Advisory Board 2020 2022 Downtown Management District 2016 Present
<b>List all real estate owned by appointee in El Paso County (by address, if none, enter 'N/A')</b>	n/a

<b>Who was the last person to have held the position before it became vacant?</b>	Ivan Nino
<b>Incumbent Expiration Date</b>	October 01, 2023
<b>Reason person is no longer in office</b>	Resigned
<b>Date of Appointment</b>	February 07, 2023
<b>Term begins on</b>	October 01, 2021
<b>Expiration Date of New Appointee</b>	October 01, 2023
<b>Term</b>	Unexpired Term
<b>Upload File(s)</b>	Gracie Cain Viramontes Board Resume.pdf

# GRACIE CAIN VIRAMONTES



## PERSONAL PROFILE

Creative Director and Founder of Emajj Public Relations and Marketing. I am responsible for growing, shaping, and maintaining a company's reputation and brand. In addition, I identify media opportunities, maintain existing media relations, and promote positive public awareness of the company through external communications.

As a strategist, I develop and implement a client's strategy. I identify and determine creative solutions to improve a business.

Creating a presence when presence matters.

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## PROFESSIONAL BOARD EXPERIENCE

Progress321  
President  
May 2022 - Present

- Create development for the region to be the best place to live, work, and create.
- Spearhead merging leaders with established trailblazers and fostering meaningful, actionable progress in our region.

Homeland security  
Board member  
Feb 2018 - Present

- Implemented and improved internal communications systems between regions' business sectors.
- Work to improve border bridge times.

Downtown Management  
District  
Board member  
Apr 2016 - Present

- Create ideas to promote economic development by providing services championing a vibrant Downtown El Paso.
- Give advice and creative ideas for various marketing/public relations messaging.

Junior League of El Paso  
Membership  
2020 - Present

- Proactively create initiatives to meet the critical needs of the El Paso community.
- Create training to enable women to reach their full potential as individuals and community leaders.

## PAST

El Paso Live  
Board chair  
2020 - 2022

Give input/advice to three branded operating divisions: Visit El Paso, El Paso Live, and El Paso Water Parks.

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