



Board Appointment Form

City Clerk's Office

Appointing Office	Representative Henry Rivera, District 7
Agenda Placement	Consent
Date of Council Meeting	02/13/24
Name of Board	Civil Service Commission
Agenda Posting Language	
Appointment of Homero Lucero to the Civil Service Commission by Representative Henry Rivera, District 7.	
Appointment Type	Regular
Member Qualifications	
Please see resume	
Nominee Name	Homero Lucero
Nominee Date of Birth	
Nominee Email Address	
Nominee Residential Address	
Nominee Primary Phone Number	
Residing District	District 7
City Employed Relatives	N/A
Prior Board Membership	
N/A	
Real estate owned in El Paso County	
N/A	
Previous Appointee	Luis Sandoval
Reason for Vacancy	Term Expired
Date of Appointment	02/13/24
Term Start Date	02/01/24
Term End Date	01/30/27
Term	First Term

Homero R. Lucero

Profile

Broad strategic and tactical association leadership experience with more than 30 years of state and federal high-level day-to-day operational, advocacy, regulatory and profit/loss responsibilities. Innovative director with managerial, budgetary, operational, and senior-level communication talent. Recognized for an ability to influence across diverse groups and communities. Strong oversight capabilities with a recognized capacity for representing clients and firms of all sizes.

Professional Experience

Texas Commercial Airports Association/Texas Travel Industry Association, Austin, TX

Sr. VP, 1/2014-1/2018

Responsible for the day-to-day activities related to both Association's governance, membership, government relations advocacy, grass roots, political action committee and corporate communications programs to direct and implement both Association's state and federal affairs activities, served as liaison before Texas state legislature and U.S. Congress, White House Office of Domestic Policy, state & federal agencies, and state & federal stakeholders.

- Led and directed grassroots effort which successfully prevented passage of Privacy Act (commonly known as "bathroom" bill).
- Led and directed effort to write favorable state agency rules for Texas Commercial Airports regarding transportation network company (Lyft, UBER) operations.
- Delivered three year Houston Super Bowl Committee premier association membership.
- Conducted annual association meetings, annual and quarterly board meetings, board retreats, critical ad-hoc governance meetings, Austin and Washington D.C. days at the capitol.
- Developed and implemented social media presence, including daily Twitter activity.

CenturyLink

Texas State Chief Executive Officer, 8/2008-6/2013, Austin, TX

Lead a 10-person external affairs team responsible for day-to-day operations including profit/loss, grassroots, regulatory, and legislative functions with a \$1.5 million annual budget. Specifically managed complex functions for CenturyLink on high profile, critical issues relating to state and federal regulatory bodies, the Texas Legislature and local communities within Texas.

- Created two new million dollar revenue streams, state prisoner telephone service system and state cloud computing contract(s).
- Actively engaged in public affairs and community programs; successfully develop long-term relationships essential for organizational success.

Continued...

- Maintained expert knowledge of regulatory issues before the Texas Public Utility Commission and the Texas and US Congressional legislative process.

Texas Telephone Association Board of Directors, Austin, TX

Board Member, 8/2008–6/2011

Served on the 61-member trade association board supporting the incumbent local exchange telephone companies of Texas. Direct staff to ensure proper continuance of association mission, enhance the performance of each member firm, and protect the integrity of the local industry. .

- Served on association PAC board and lead efforts to enhance fundraising strategies and increase state and federal contributions.

10th District Farm Credit Bank, Austin, TX

VP Government Affairs, 1/2006–7/2008

Spearheaded state and federal legislative activities, political fundraising, customer/member relations, and the development of critical external business relationships across New Mexico, Texas, Alabama, Mississippi, and Louisiana. Represented Bank in all governmental, community, and media interaction. Advised senior management and stakeholders on issues relating to state and federal regulation and political affairs.

- Served as Treasurer and Administrator, and Fundraiser of federal PAC.
- Led grass-roots legislative activity and recognized as critical component of C-Suite training and education on state and federal regulation and standard operating procedures.

Texas Agricultural Council, Austin, TX

Council member, 1/2006–7/2008

Served on the premier organization representing over 50 trade associations including The Texas Farm Bureau, Texas Cattle Raisers Association, and Texas Cotton Producers. Drove the development and execution of federal and state regulatory legislation, goals, agenda, and qualifications for membership.

- Recognized for efforts in passage of 2008 U.S Farm Bill

Association of Rural Communities in Texas, Austin, TX

Ex-Officio, 8/2006–7/2008

Led multiple committees for ARCIT, a local 300-member resource for rural state and federal policy makers. Drove policy planning, membership strategies, and legislative and regulatory objectives.

- Recognized for expert knowledge of both state and federal laws and regulations as it impacted small, rural communities.

Texas Association of Business Board of Directors, Austin, TX

Board Member, 1/2001–12/2007, Executive Committee 1/2012-12/2013

Served on the Board of Texas' leading employer organization representing multi-national and small business firms in every community throughout the state. Worked to improve the Texas business climate and strengthen the statewide economy.

- Recognized for state and federal regulatory knowledge on a variety of business issues.

Career Notes:

Texas Parks and Wildlife San Marcos River Task Force, 1/2016-1/2017

Texas Licensing Department Transportation Network Company Task Force 6/2017-12/2017

Texas Lyceum Board of Directors, Board Member, 1/2003 to 12/2006

Capital Dome Advocacy Group, Director, 1/2003 to 12/2005

BACPAC (TAB PAC Board), Board Member, 1/2001 to 1/2003

Texas Comptroller's E-Commerce and Technology Advisory Group, Board Member, 8/2000 to 6/2001

Valor Telecom, Legislative Director, 8/2000 to 12/2002

Adams & Adams, Government Relations Associate, 11/1992 to 9/2000

Texas Chamber of Commerce, VP Government Relations, 1/1992 to 9/1992

Senator Cyndi Taylor Krier, Legislative Assistant, 2/1990 to 12/1991

Political Action Committee Experience

Texas Travel Industry TravelPAC, Austin, Texas

Director, 3/2014–12/2017

- Created, designed and implemented PAC; raised in excess of \$150k and delivered 50+ state campaign contributions including to Governor, Lt. Governor, Comptroller, Speaker, Senators and Representatives.

Farm Credit Council PAC, Austin, Texas

Director, 1/2006–7/2008

- Designed and implemented PAC; raised in excess of \$120k and delivered 75+ federal campaign contributions across Alabama, Louisiana, Mississippi, New Mexico and Texas.

United States Telecom Association PAC, Austin, Texas

Chairman, 1/2002–12/2002

- Led fundraising contributions from telephone company executives for US Senators and Congressman.

Valor TELPAC (federal and multi-state PAC), Austin, Texas

Treasurer, 9/2000–12/2002

- Raised more than \$120k and delivered over 140 state and federal campaign contributions.

Multiple PACs, Austin, Texas

Manager, 1/1992–8/2000

- Directed daily activities and fundraising efforts for Texas state PACs including Texas Association of Junior Colleges PAC, Texas Independent Bankers PAC, Texas Independent Pawnbrokers PAC, and Valero Energy PAC.

Education and Credentials

Bachelor of Arts in Economics & Government, Double Major

University of Texas at Austin – Austin, Texas

Professional Development

Leadership Skills for Managers Certificate Program

Effective Communications Certificate Program

Public Communication Strategies Certificate Program (Partnership with Public Relations Society of America)

University of Texas McCombs School of Business, LBJ School of Public Affairs,

Governor's Center for Management Development

Military Experience

United States Air Force, Law Enforcement Specialist

Awards received: Air Force Achievement Medal, Air Force Good Conduct Medal, Honor Graduate Junior NCO Leadership School, Airman of the Year & promoted below the zone to Sergeant

HOMERO R. LUCERO CLIENTS REPRESENTED

10TH DISTRICT FARM CREDIT BANK	SAM RAYBURN ELECTRIC COOPERATIVE
AAA	SAN ANTONIO INTERNATIONAL AIRPORT
ACE CHECK CASHERS	SAN ANTONIO SPORTS FOUNDATION
ALAMO DOME	SAN ANTONIO SPURS BASKETBALL CLUB
AMERICAN AIRLINES	SAN ANTONIO STOCK SHOW/RODEO
ASSOC. OF RURAL COMMUNITIES IN TEXAS	SAVVIS
AUSTIN-BERGSTROM INTERNATIONAL AIRPORT	SEAWORLD PARKS
BAPTIST MEMORIAL HOSPITAL SYSTEM	SHELL OIL CORP
BEST WESTERN HOTELS	SCHLITTERBANHN PARKS & RESORTS
BEXAR COUNTY	SIX FLAGS OVER TEXAS PARKS
CENTURYLINK	SOUTHWEST AIRLINES
CITY OF AUSTIN	SOUTHWEST ATHLETIC TRAINERS ASSOC.
CITY OF AUSTIN ELECTRIC UTILITY	TAXFREE SHOPPING LTD
CITY OF CROCKETT	TEJAS ENERGY
CITY OF LEWISVILLE	TEXANS AGAINST GAMBLING
COCA COLA	TEXAS AGRICULTURAL COUNCIL
COMMUNITY FINANCIAL SERVICES ASSOC.	TEXAS ASSOC. OF BUSINESS
CORAL ENERGY, LLC	TEXAS ASSOC. OF BROADCASTERS
DALLAS COWBOYS FOOTBALL CLUB	TEXAS ASSOC. OF CHECK CASHERS
DFW INTERNATIONAL AIRPORT	TEXAS ASSOC. OF COMMUNITY COLLEGES
EL PASO INTERNATIONAL AIRPORT	TEXAS ASSOC. OF CONVENTION & VISITOR BUREAUS
EMBARQ TELECOM	TEXAS COALITION FOR HOMEOWNER RIGHTS
FARM CREDIT COUNCIL	TEXAS COMMERCIAL AIRPORT ASSOC.
GALLERIA MALLS (SIMON PROPERTY)	TEXAS ECONOMIC DEVELOPMENT COUNCIL
GIRLING HEALTH CARE SERVICES	TEXAS HOTEL & LODGING ASSOC.
HILTON HOTELS & RESORTS	TEXAS INDEPENDENT BANKERS ASSOC.
HOLIDAY INN EXPRESS & SUITES	TEXAS MEDIA
HOMEAWAY	TEXAS MONTHLY
HOUSTON AIRPORT SYSTEM	TEXAS MUNICIPAL LEAGUE
HOUSTON LIVESTOCK SHOW & RODEO	TEXAS ORTHOPEDIC ASSOC.
HYATT HOTELS & RESORTS	TEXAS RANGERS BASEBALL CLUB
INDEPENDENT BANKERS ASSOC. OF TEXAS	TEXAS RESTAURANT ASSOC.
JASPER-NEWTON ELECTRIC COOPERATIVE	TEXAS SHOPPING ALLIANCE
JW MARRIOTT HOTELS & RESORTS	TEXAS SOCIETY OF ANESTHESIOLOGISTS
LANDRY'S, INC.	TEXAS STATE AQUARIUM
MOBIL OIL CORP	TEXAS TELEPHONE ASSOC.
PG&E GAS TRANSMISSION TEXAS	TEX-LA ELECTRIC COOPERATIVE OF TEXAS
MONSANTO CHEMICAL	UNITED AIRLINES
MOTION PICTURE ASSOC. OF AMERICA	US FARM CREDIT COUNCIL
NATIONAL COUNCIL OF FARMER CO-OPS	US TELECOM ASSOC.
NORTH AMERICAN COAL CORP	VALERO ENERGY CORP
NORTHEAST TEXAS ELECTRIC COOP	VALOR TELECOM
PREMIUM OUTLETS	WEBB COUNTY
PULSE EFT	WEST GULF MARITIME ASSOC.
OMNI HOTELS	WET 'N' WILD/SPLASHTOWN WATER PARKS
ORBITZ	WINDSTREAM COMMUNICATIONS
QUALITY DATA IMAGING	