

**CORPUS CHRISTI CONVENTION & VISITORS BUREAU**

Seven (7) vacancies with term to 10-1-23, representing the following categories: 2 - Community At-Large, 1 - Restaurant, 1 - Attraction Industry and 3 - Lodging Industry. *[The CCCVB always shall nominate one (1) more individual than the number of positions available in each category]. (The CCCVB is recommending the reappointments of Blanche Candelaria-Morris (Lodging), Johnny Philipello (Attraction), Ramon Pineda (At-Large) and the realignment of Mitchell Kalogridis from Attraction to Restaurant). They are also recommending the following new appointments: Lance Hancock (Attraction) or Steve Banta (Attraction): Deven Bhakta (Lodging), Amy Granberry (Lodging) or Jeremy Clayton (Lodging): and Gabriele Hilpold (At-Large) or Michelle Fraedrick (At-Large).*

**Duties**

The Corpus Christi Convention & Visitors Bureau solicits various organizations and associations to conduct meetings/conventions/tradeshows within Corpus Christi year-round; to promote the City as a year-round destination; to design and implement an advertising campaign with state, national and international coverage to feature the Corpus Christi area as an attractive region in which to vacation or have conventions or group meetings; to provide support services to conventions in Corpus Christi; to operate visitor information centers; to provide information and advice to businesses interested in tourism and convention-related business in the Corpus Christi area; and to advise the City on projected growth of tourism and convention-related businesses to assist City planning efforts.

**Composition**

CCCVB shall be governed by a board of directors (BOARD), which must be composed of twenty-four (24) members. Thirteen (13) will be selected directly by the City Council. The members shall include persons from all areas of the City in order to assure diverse geographic representation on the Board. The members shall be representatives of the following groups: 3 - lodging industry; 3 - attraction industry; 2 - restaurant industry; and 5 - community at-large. The following persons or entities, or their designees or representatives, shall serve as additional voting members of the Board by virtue of position held: The Mayor or designee, City Manager or designee General Manager of the Corpus Hooks and Director of Corpus Christi International Airport. The following persons or entities, or their designee or representatives, shall serve as additional non-voting members of the Board by virtue of position held: State Representative from district 32 or designee, State Representative 34 or designee, Director of Regional Transportation Authority, President & CEO of Port of Corpus Christi or designee, President & CEO of Corpus Christi Regional Economic Development Corporation, General Manager of American Bank Center and Athletic Director of Texas A&M University Corpus Christi or designee. Appointments will be for two-year staggered terms. No person may serve as a voting member of the Board for a period longer than six years consecutively, unless such service is required by virtue of the person's position or title or to complete an unexpired term. The CCCVB always shall nominate one (1) more individual than the number of positions available in each category. The City Council will provide serious consideration to the Board's recommendations, but it is not restricted to select members submitted by the CCCVB or any other group.

<b>Member size</b>	<b>Term Length</b>	<b>Term limit</b>
24	2 years	6 years

<b>Appointing</b>									
<b>Name</b>	<b>District</b>	<b>Term</b>	<b>Appt. date</b>	<b>End date</b>	<b>Authority</b>	<b>Position</b>	<b>Status</b>	<b>Category</b>	<b>Attendance</b>
Blanche Candelaria-Morris	Other / Non-Resident	Partial	9/29/2020	10/1/2021	City Council		Seeking reappointment	Lodging Industry	8/10 meetings - 80%
Johnny Philipello	District 4	2	1/10/2017	10/1/2021	City Council	Vice-Chair	Seeking reappointment	Attraction Industry	8/10 meetings - 80%
Ramon J. Pineda	District 4	Partial	5/11/2021	10/1/2021	City Council		Seeking reappointment	Community At-Large	3/4 meetings - 75%

Name	District	Term	Appt. date	End date	Appointing Authority	Position	Status	Category	Attendance
Mitchell Davis Kalogridis	District 4	1	9/29/2020	10/1/2022	City Council		Realign	Attraction Industry	
Fred F Soward III	District 4	2	5/9/2017	10/1/2021	City Council		Not seeking reappointment	Restaurant Industry	
Kendra L Kinnison	District 4	2	10/10/2017	10/1/2021	City Council		Not seeking reappointment	Lodging Industry	
Melody Nixon-Bice	District 5	3	2/10/2015	10/1/2021	City Council		Resigned	Lodging Industry	
Alex Harris	Other	1	9/29/2020	10/1/2022	City Council		Resigned	Community At-Large	
Sam Canavati	District 5	2	9/11/2018	10/1/2022	City Council		Active	Community At-Large	
Ed Cantu	District 5	3	2/9/2016	10/1/2022	City Council		Active	Community At-Large	
Richard Lomax	District 4	1	9/29/2020	10/1/2022	City Council		Active	Restaurant Industry	
Daniel R Suckley	District 4	2	9/11/2018	10/1/2022	City Council	Chair	Active	Community At-Large	
Jennifer J Vela	Other	1	9/29/2020	10/1/2022	City Council		Active	Attraction Industry	
Brady Ballard		1	N/A	N/A	Corpus Christi Hooks	Ex-Officio, Voting	Active	Corpus Christi Hooks General Manager	
Matt Blasy		1	N/A	N/A	America Bank Center	Ex-Officio, Non-voting	Active	American Bank Center General Manager	
Jorge Cruz-Aedo		N/A	N/A	N/A	City Council	Ex-Officio, Non-voting	Active	RTA	
Abel Herrero		1	N/A	N/A	State Rep. District 34	Ex-Officio, Non-voting	Active	State Rep. District 34 or designee	
Lisa Hinojosa	District 4	1	N/A	N/A	City Council	Ex-Officio, Non-voting	Active	Port of C.C. Authority	
Michael T. Hunter		1	8/14/2019	N/A		Ex-Officio, Voting	Active	Mayor's Rep.	
Todd Hunter		1	N/A	N/A	State Rep. District 32	Ex-Officio, Non-voting	Active	State Rep. District 32 or designee	
Jon Palumbo	District 4	1	N/A	N/A	Texas A&M University-CC	Ex-Officio, Non-voting	Active	Texas A&M Athletic Director or designee	
Kevin Smith		1	N/A	N/A	City Council	Ex-Officio, Voting	Active	C.C. International Airport	
Iain D Vasey	District 5	1	N/A	N/A	CCREDC	Ex-Officio, Non-voting	Active	CCREDC	
Peter Zanoni		1	N/A	N/A		Ex-Officio, Voting	Active	City Manager or designee	

**CORPUS CHRISTI CONVENTION & VISITORS BUREAU**

**Applicants**

<b>Name</b>	<b>District</b>	<b>Status</b>	<b>Category</b>
Ulysses Arrigoitia	District 1	Applied	At-Large
*Steve Banta	District 5	Applied	At-Large Attraction Industry
Deven S Bhakta	District 5	Applied	At-Large Lodging Industry
Curt L Broomfield	District 1	Applied	At-Large Restaurant Industry
Blanche Candelaria-Morris	Other / Non-Resident	Seeking reappointment	At-Large Lodging Industry
Jeremy C Clayton	District 4	Applied	Lodging Industry
Brandon Crowson	District 4	Applied	At-Large Hotel Industry Restaurant Industry
Michelle Fraedrick	District 4	Applied	At-Large Restaurant Industry
Amy Granberry	Other / Non-Resident	Applied	At-Large Lodging Industry
Lance N Hancock	Other / Non-Resident	Applied	At-Large Attraction Industry
Gabriele Hilpold	District 4	Applied	At-Large
Mitchell Davis Kalogridis	District 4	Realignment	At-Large Attraction Industry Restaurant Industry
Johnny Philipello	District 4	Seeking reappointment	At-Large Attraction Industry
Ramon J. Pineda	District 5	Seeking reappointment	At-Large
Priscilla San Miguel	District 5	Applied	At-Large
Kirby D Tello	District 2	Applied	At-Large Attraction Industry

\*Currently serves on TIRZ #4, but appointed by virtue of position. Consequently, he may serve on both boards if appointed.

**Application for a City Board, Commission, Committee or Corporation**

**Profile**

Ulysses

First Name

Arrigoitia

Last Name

[Redacted]

Email Address

302 Circle Dr.

Street Address

Corpus Christi

City

TX

State

78412

Postal Code

**What district do you live in? \***

District 4

**Current resident of the city?**

Yes  No

**If yes, how many years?**

3

Mobile: (860) 713-9504

Primary Phone

Business: (361) 857-0998

Alternate Phone

Spectrum Reach Advertising

Employer

Manager

Job Title

**Work Address - Street Address and Suite Number**

4060 SPID

**Work Address - City**

Corpus Christi

**Work Address - State**

TX

**Work Address - Zip Code**

78411

**Work Phone**

361.857.0998

**Work E-mail address**

ulysses.arrigoitia@charter.com

**Preferred Mailing Address**

Home/Primary Address

**Which Boards would you like to apply for?**

CORPUS CHRISTI CONVENTION & VISITORS BUREAU: Submitted

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**Interests & Experiences**

**Are you a registered voter?**

Yes  No

**Do you currently serve on any other City board, commission or committee at this time? If so, please list:**

No

**Education, Professional and/or Community Activity (Present)**

High School

**If you applied for multiple boards, which boards are you most interested in serving on, in order of preference? (Limit to top three)**

None

**Why are you interested in serving on a City board, commission or committee?**

I can contribute with marketing and advertising expertise.

[Upload a Resume](#)

**Are you an ex-Officio member of a City Board, commission or committee?**

Yes  No

No person shall be appointed by the Mayor or Council Members to serve on more than one board, commission, committee or corporation at the same time. If you currently serve as a voting member for a board, commission, committee or corporation are you willing to resign your current seat to serve on another board, commission, committee or corporation?

Yes  No

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## Demographics

Gender

Male

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## Code of Ethics - Rules of Conduct/Conflicts of Interest

Do you represent any person or organization in any claim or lawsuit or proceeding involving the City?

Yes  No

Do you, your spouse, your business or your spouse's business have a City contract?

Yes  No

Does your employer or your spouse's employer have a City contract?

Yes  No

Are you involved with any activities or employment that would conflict with the official duties on the City boards for which you are applying?

Yes  No

Are you, your spouse, your business or your spouse's business involved in any pending bid, proposal or negotiation in connection with a contract with the City?

Yes  No

Do you or your spouse have a pending claim, lawsuit or proceeding against the City?

Yes  No

If you answer "Yes" to any of the questions above, please explain or ask to speak with the City's Legal Department. If you answer "NO" to all questions above, please enter N/A.

Working with water department marketing creative services.

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## Board-specific questions (if applicable)

Question applies to CORPUS CHRISTI CONVENTION & VISITORS BUREAU

**The Convention & Visitors Bureau Board must include representatives from certain categories. Do you qualify for any of the following categories? \***

None of the above

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## Verification

### City Code Requirement - Residency

As a board, commission, or committee member, you will be asked to adhere to City Code of Ordinances, Section 2-65, which states that all members of City boards and commissions, including ad hoc committees, appointed by the City, must be residents of the city. A move outside the city limits of the city by any member shall constitute automatic resignation from the particular board or commission on which such member served.

I Agree

### City Code Requirement - Attendance

As a board, commission, or committee member, you will be asked to adhere to City Code of Ordinances, Section 2-61, which provides that absences from more than 25% of regularly scheduled meetings during a term year on the part of any board, commission, or committee member shall result in an automatic termination. An absence shall be deemed unexcused unless excused by the board, commission or committee for good cause no later than its next meeting after the absence.

I Agree

### Consent for Release of Information

I understand that if any member of the public makes a request for information included in this application or in any attachment (e.g. resume or supporting documentation) for appointment it is subject to and must be disclosed under the Texas Public Information Act. I understand that under the Texas Public Information Act, my home address and home telephone number is subject to public disclosure unless I am elected or appointed to the position which I seek. I hereby consent to the release of my home address and home telephone number should it be requested under the Texas Public Information Act prior to my possible appointment or election. I hereby release the City of Corpus Christi, and its agents, employees and officers, from any and all liability whatsoever if the information must be released pursuant to the Texas Public Information Act.

I Agree

### Oath

I swear that all of the statements included in my application and attached documents, if any, are true and correct.

I Agree



# Ulysses Arrigoitia

Greater Corpus Christi Area



[Redacted email address]



860-713-9504



[linkedin.com/in/ulyssesa](https://www.linkedin.com/in/ulyssesa)

## Summary

Dynamic leader and articulate communicator with a talent for developing highly motivated teams with the mutual goal of company growth and profitability. I am known for inspiring teams to achieve corporate goals and follow through with assignments at the highest level. I am driven to achieve success, in every undertaking, utilizing motivational leadership and business acumen to produce record-breaking results, including over 100% year-on-year base revenue increases.

Financial Leadership, Operational Excellence, Performance Management, and TV-Radio-Digital Market Results are assets in action demonstrated throughout my career. Achieving and exceeding revenue, curtailing cost, and driving towards record-breaking results are paramount.

Achieved key results by...

- Team empowerment
- Community involvement
- Strategic planning
- Strong political alliances
- Consumer research
- Collaborative leadership
- Cross-functional management
- Operational excellence

Civic Involvement

Developed cost-effective campaigns in numerous community efforts including

- St. Jude Children's Hospital Radiothon
- Educational Awareness Campaign
- Don't Drive Distracted Campaign
- 1st Annual Univision Career Fair
- Hispanic Heritage Month Community Champion Recognition

## Experience



### Sales Manager

Spectrum Reach

Jun 2018 - Present (3 years 3 months +)

Our core purpose as the markets sales leader is to build and direct a cohesive team of Advertising Account Executives, develop market approach plans, create, communicate and execute sales plans and other market initiatives to meet and exceed expected revenue goals. The team of Advertising Account Executives are responsible for developing, servicing and maintaining a base of local clients

and/or agencies purchasing advertising on our 300+ cable TV channels, and our digital audience network of online and mobile websites.



## **Vice President & General Manager**

### **MundoFox**

2014 - 2015 (2 years)

Recruited to launch a MundoFox affiliate and its digital platforms. Tasked with building a team to execute sales, production, news, promotions, social media engagement, public relations, and community engagement. Developed strategic plans to achieve rapid revenue growth, brand recognition, ratings and public service initiatives. Responsible for technical aspects of signal delivery and building new office and studio facilities.



## **Senior Vice President & General Manager**

### **Entravision Communications**

2004 - 2014 (11 years)

Led range of functional divisions for Univision/Unimas, LATV television and WNUE-FM radio and its associated websites. Functional areas included sales, marketing, finance, human resources, community relations, and operations.

Professional achievements include:

\*Development and execution of strategic plans impacting the reversal of the declining automotive business resulting in a 51% YOY revenue increase and up to 44% YOY growth in sales for the local automotive category.

\*Credited for leading community events with cross-functional teams raising funding for:

- St. Jude Children's Hospital Radiothon
- Educational Awareness Campaign
- Don't Drive Distracted Campaign
- Hispanic Heritage Month community Champion Recognition

\*Achieved 44% net revenue growth for Univision, earning a reputation as the fastest growing station among 22 other Univision affiliate stations.



## **General Manager**

### **Mega Communications**

2003 - 2004 (2 years)

Monitored ratings, directed operations, and developed action plans to improve station performance.

Professional achievements include:

- Improved the positioning and image of Hispanic media among local advertisers by drafting a rebuttal book depicting the value and significance of the Hispanic audience.
- Promoted a cohesive work environment, ascertaining needs, forecasting future growth, and strategizing with staff, that resulted to a leaner, more productive business model.



## **General Sales Manager**

## Hispanic Broadcasting Corporation

1994 - 2003 (10 years)

Developed sales programs and monitored sales activities, pricing and forecast and budget attainment.

Professional achievements include:

- Contributed to margin improvement by optimizing cost structure through the creation of an inventory tracker system and cost per point analysis tool.
- Controlled major accounts for a staff of 11, resolved escalated client issues and created new revenue-generating programs.

## Operations Consultant

Fleming Foods

1982 - 1994 (13 years)

Provided consultation and advice to independent grocery operators on sales and operational efficiencies. Liaised with the grocery operators on a daily basis in ensuring the achievement of sales, profit and market share objectives. Improved operational systems and conducted competitive and SWOT analysis. Developed Actionable Plans for improvement leveraging Managing by Objectives methodology.

## Licenses & Certifications

 Advanced Broadcast Management - Notre Dame, IN

 Karrass Effective Negotiations

## Skills

Broadcast • Television • Advertising • Radio • Digital Media • Management • Leadership • Social Media • Marketing Strategy • Video Production

## Honors & Awards

 Top 25 Most Influential Hispanics in Central Florida

 Ad Council PSA Station of the Year

 Registro Newspaper Executive of the Year

 Entravision Best Market Proposal of the Year

# Application for a City Board, Commission, Committee or Corporation

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## Profile

Steve

First Name

Banta

Last Name

[REDACTED]  
Email Address

4833 Wooldridge Rd.

Street Address

Corpus Christi

City

TX

State

78413

Postal Code

What district do you live in? \*

District 5

Current resident of the city?

Yes  No

If yes, how many years?

7

Mobile: (904) 472-7443

Primary Phone

Business: (361) 888-4873

Alternate Phone

USS Lexington Museum

Employer

Executive Director

Job Title

Work Address - Street Address and Suite Number

P.O. Box 23076

Work Address - City

Corpus Christi

Work Address - State

TX

Work Address - Zip Code

78403-3076

**Work Phone**

361-888-4873 x310

**Work E-mail address**

steveb@usslexington.com

**Preferred Mailing Address**

Work Address

**Which Boards would you like to apply for?**

CORPUS CHRISTI CONVENTION & VISITORS BUREAU: Submitted

**Interests & Experiences**

**Are you a registered voter?**

Yes  No

**Do you currently serve on any other City board, commission or committee at this time? If so, please list:**

My term on the Housing Authority board expires on April 27, 2021.

**Education, Professional and/or Community Activity (Present)**

- Retired Navy. Last job held was Commanding Officer of NASCC. - Member of the South Texas Military Task Force. - Member of TIRZ #4. - Member of CC Rotary.

**If you applied for multiple boards, which boards are you most interested in serving on, in order of preference? (Limit to top three)**

N/A

**Why are you interested in serving on a City board, commission or committee?**

My position on the LEX, one of the premier tourist attractions in Corpus Christi, makes me uniquely suited to serve the city on the VCC board.

**Are you an ex-Officio member of a City Board, commission or committee?**

Yes  No

No person shall be appointed by the Mayor or Council Members to serve on more than one board, commission, committee or corporation at the same time. If you currently serve as a voting member for a board, commission, committee or corporation are you willing to resign your current seat to serve on another board, commission, committee or corporation?

Yes  No

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## Demographics

Gender

Male

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## Code of Ethics - Rules of Conduct/Conflicts of Interest

Do you represent any person or organization in any claim or lawsuit or proceeding involving the City?

Yes  No

Do you, your spouse, your business or your spouse's business have a City contract?

Yes  No

Does your employer or your spouse's employer have a City contract?

Yes  No

Are you involved with any activities or employment that would conflict with the official duties on the City boards for which you are applying?

Yes  No

Are you, your spouse, your business or your spouse's business involved in any pending bid, proposal or negotiation in connection with a contract with the City?

Yes  No

Do you or your spouse have a pending claim, lawsuit or proceeding against the City?

Yes  No

If you answer "Yes" to any of the questions above, please explain or ask to speak with the City's Legal Department. If you answer "NO" to all questions above, please enter N/A.

N/A

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## Board-specific questions (if applicable)

**The Convention & Visitors Bureau Board must include representatives from certain categories. Do you qualify for any of the following categories? \***

Attraction Industry

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## **Verification**

### **City Code Requirement - Residency**

As a board, commission, or committee member, you will be asked to adhere to City Code of Ordinances, Section 2-65, which states that all members of City boards and commissions, including ad hoc committees, appointed by the City, must be residents of the city. A move outside the city limits of the city by any member shall constitute automatic resignation from the particular board or commission on which such member served.

I Agree

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I Agree

### Consent for Release of Information

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I Agree

### Oath

I swear that all of the statements included in my application and attached documents, if any, are true and correct.

I Agree



**Application for a City Board, Commission, Committee or Corporation**

**Profile**

Deven

First Name

S

Middle Initial

Bhakta

Last Name

[Redacted]

Email Address

40 E Bar Le Doc Dr

Street Address

Corpus Christi

City

TX

State

78414

Postal Code

**What district do you live in? \***

District 5

**Current resident of the city?**

Yes  No

**If yes, how many years?**

12

Mobile: (361) 442-3005

Primary Phone

Business: (361) 855-1549

Alternate Phone

ZJZ Hospitality Inc

Employer

President / CEO

Job Title

**Work Address - Street Address and Suite Number**

1410 Crescent Drive

**Work Address - City**

Corpus Christi

**Work Address - State**

TX

**Work Address - Zip Code**

78412

**Work Phone**

361-855-1549

**Work E-mail address**

deven@zjzhospitality.com

**Preferred Mailing Address**

Home/Primary Address

**Which Boards would you like to apply for?**

CORPUS CHRISTI CONVENTION & VISITORS BUREAU: Submitted

**Interests & Experiences**

**Are you a registered voter?**

Yes  No

**Do you currently serve on any other City board, commission or committee at this time? If so, please list:**

Nothing direct but Chairman of the Air Services Task Force with the United Chamber and Airport leadership to engage businesses to fly CRP.

**Education, Professional and/or Community Activity (Present)**

Texas Hotel & Lodging Association (THLA) - Board Member - Nueces Country Representative - 11 Years  
Port Aransas Tourist Bureau / Chamber of Commerce - Immediate Past Chair Ronald McDonald House -  
Board Member Art Museum of South Texas Board of Trustees United CC Chamber Air Services Task  
Force - Chairman Corpus Christi Country Club Board of Governors

**Why are you interested in serving on a City board, commission or committee?**

I am interested in the VCC Board as I have been in and around the tourism business my whole life. My company currently owns 7 hotels in Corpus Christi and is in development of another in the SEA District. I have worked with Brett since the day he took his role at VCC and feel like the organization has outstanding leadership and i feel i can help him achieve what we in the hotel industry have expected for a long time. I have served on leadership roles in the industry from nationally with Holiday Inn Hotels to being on the Texas state board for over a decade as well as serving on Port Aransas CVB Board for over a decade as well. My reach and networking will help VCC progress in where they want and need to be and as one of the largest hotel owners in Corpus Christi, their success will bring us success.

[Upload a Resume](#)

**Are you an ex-Officio member of a City Board, commission or committee?**

Yes  No

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Yes  No

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## Demographics

Gender

Male

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## Code of Ethics - Rules of Conduct/Conflicts of Interest

Do you represent any person or organization in any claim or lawsuit or proceeding involving the City?

Yes  No

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Yes  No

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Yes  No

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N/A

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## Board-specific questions (if applicable)

Question applies to CORPUS CHRISTI CONVENTION & VISITORS BUREAU

**The Convention & Visitors Bureau Board must include representatives from certain categories. Do you qualify for any of the following categories? \***

Hotel Industry

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## Verification

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I Agree

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I Agree

## Oath

I swear that all of the statements included in my application and attached documents, if any, are true and correct.

I Agree

# COMMUNITY INVOLVEMENT

2009	2012	<b>IHG Owners Association</b> Extended Stay Committee
2010	2019	<b>United Corpus Christi Chamber of Commerce</b>
	2018	Chairman
	2018	Chairman of Foundation
	2017	Merger with Hispanic Chamber Committee
	2017	Government Affairs Chairman
2009	Present	<b>Port Aransas Chamber of Commerce</b>
2016	Present	Chairman
2018	Present	Chairman of Foundation
2012	Present	Economic Development Committee
2009	Present	<b>Texas Hotel and Lodging Association</b>
2016	2019	Labor Relations Chairman
2011	2017	<b>Ronald McDonald House Charities of Corpus Christi</b>
2015	2017	House and Grounds Chairman
2012	2016	<b>March of Dimes</b>
2014	2016	Board Chairman
2014	2016	State Advisory Committee
2012	2016	<b>Del Mar College Foundation Board of Trustees</b>
2015	2016	Executive Committee
	2016	<b>Signature Chefs Chairman - March of Dimes</b>
	2019	<b>American Heart Association Heartwalk Chairman</b>
2019	Present	<b>Air Service Task Force Committee - Chairman</b> Citywide Committee by City to study direct flights
2019	Present	<b>Corpus Christi Country Club Board of Governors</b> Vice President
2020	Present	<b>Ronald McDonald House Charities of Corpus Christi</b> Task Force to Develop New House
2020	Present	<b>Art Museum of South Texas - Board of Trustees</b>

**Application for a City Board, Commission, Committee or Corporation**

**Profile**

Curt	L	Broomfield
<small>First Name</small>	<small>Middle Initial</small>	<small>Last Name</small>

[Redacted]

Email Address

3725 Castle View Cir

Street Address

Corpus Christi

City

TX

State

78410

Postal Code

**What district do you live in? \***

District 1

**Current resident of the city?**

Yes  No

**If yes, how many years?**

Over 50

Mobile: (361) 765-8472

Primary Phone

Mobile: (361) 765-8472

Alternate Phone

Retired US Marine/CEO South  
Beach Grill/ Photographer

Employer

N/A

Job Title

**Work Address - Street Address and Suite Number**

N/A

**Work Address - City**

N/A

**Work Address - State**

N/A

**Work Address - Zip Code**

N/A

**Work Phone**

N/A

**Work E-mail address**

N/A

**Preferred Mailing Address**

Home/Primary Address

**Which Boards would you like to apply for?**

CORPUS CHRISTI CONVENTION & VISITORS BUREAU: Submitted

---

**Interests & Experiences**

**Are you a registered voter?**

Yes  No

**Do you currently serve on any other City board, commission or committee at this time? If so, please list:**

No

**Education, Professional and/or Community Activity (Present)**

Roy Miller High School Many Schools From The US Marine Corps.

**If you applied for multiple boards, which boards are you most interested in serving on, in order of preference? (Limit to top three)**

Just Airport Board. Marina Board

**Why are you interested in serving on a City board, commission or committee?**

I have been on the CVB Board and Chairman of the Marina board for 4 years. I know this City and I have ideas to help.

**Are you an ex-Officio member of a City Board, commission or committee?**

Yes  No

**No person shall be appointed by the Mayor or Council Members to serve on more than one board, commission, committee or corporation at the same time. If you currently serve as a voting member for a board, commission, committee or corporation are you willing to resign your current seat to serve on another board, commission, committee or corporation?**

Yes  No



---

**Demographics**

Gender

Male

---

**Code of Ethics - Rules of Conduct/Conflicts of Interest**

Do you represent any person or organization in any claim or lawsuit or proceeding involving the City?

Yes  No

Do you, your spouse, your business or your spouse's business have a City contract?

Yes  No

Does your employer or your spouse's employer have a City contract?

Yes  No

Are you involved with any activities or employment that would conflict with the official duties on the City boards for which you are applying?

Yes  No

Are you, your spouse, your business or your spouse's business involved in any pending bid, proposal or negotiation in connection with a contract with the City?

Yes  No

Do you or your spouse have a pending claim, lawsuit or proceeding against the City?

Yes  No

If you answer "Yes" to any of the questions above, please explain or ask to speak with the City's Legal Department. If you answer "NO" to all questions above, please enter N/A.

N/A

---

**Board-specific questions (if applicable)**

Question applies to CORPUS CHRISTI CONVENTION & VISITORS BUREAU

**The Convention & Visitors Bureau Board must include representatives from certain categories. Do you qualify for any of the following categories? \***

Restaurant Industry

Question applies to MARINA ADVISORY COMMITTEE

**The Marina Advisory Committee preferred representatives from certain categories. Do you qualify for any of the following categories? \***

Employee or Affiliate of Restaurant located within boundaries of Corpus Christi Downtown Management District

---

## Verification

### City Code Requirement - Residency

As a board, commission, or committee member, you will be asked to adhere to City Code of Ordinances, Section 2-65, which states that all members of City boards and commissions, including ad hoc committees, appointed by the City, must be residents of the city. A move outside the city limits of the city by any member shall constitute automatic resignation from the particular board or commission on which such member served.

I Agree

### City Code Requirement - Attendance

As a board, commission, or committee member, you will be asked to adhere to City Code of Ordinances, Section 2-61, which provides that absences from more than 25% of regularly scheduled meetings during a term year on the part of any board, commission, or committee member shall result in an automatic termination. An absence shall be deemed unexcused unless excused by the board, commission or committee for good cause no later than its next meeting after the absence.

I Agree

**Consent for Release of Information**

I understand that if any member of the public makes a request for information included in this application or in any attachment (e.g. resume or supporting documentation) for appointment it is subject to and must be disclosed under the Texas Public Information Act. I understand that under the Texas Public Information Act, my home address and home telephone number is subject to public disclosure unless I am elected or appointed to the position which I seek. I hereby consent to the release of my home address and home telephone number should it be requested under the Texas Public Information Act prior to my possible appointment or election. I hereby release the City of Corpus Christi, and its agents, employees and officers, from any and all liability whatsoever if the information must be released pursuant to the Texas Public Information Act.

I Agree

**Oath**

I swear that all of the statements included in my application and attached documents, if any, are true and correct.

I Agree

# Application for a City Board, Commission, Committee or Corporation

## Profile

Mrs. Blanche Candelaria-Morris  
Prefix First Name Last Name

[Redacted]

Email Address

1014 Adeline

Street Address

Sinton

City

TX

State

78387

Postal Code

What district do you live in? \*

Other / Non-Resident

Current resident of the city?

Yes  No

Business: (361) 886-3557

Primary Phone

Mobile: (832) 971-5146

Alternate Phone

Omni Hotels & Resorts Corpus Christi

Employer

Director, Sales & Marketing

Job Title

Work Address - Street Address and Suite Number

900 North Shoreline

Work Address - City

Corpus Christi

Work Address - State

Texas

Work Address - Zip Code

78401

Work Phone

361-886-3557

**Work E-mail address**

bcmorris@omnihotels.com

**Preferred Mailing Address**

Work Address

**Which Boards would you like to apply for?**

CORPUS CHRISTI CONVENTION & VISITORS BUREAU: Submitted

**Interests & Experiences**

**Are you a registered voter?**

Yes  No

**Do you currently serve on any other City board, commission or committee at this time? If so, please list:**

No

**Education, Professional and/or Community Activity (Present)**

High School Dipoloma Former Greater Corpus Christi Hospitality Board Member PAC Member Sinton ISD

**If you applied for multiple boards, which boards are you most interested in serving on, in order of preference? (Limit to top three)**

NA

**Why are you interested in serving on a City board, commission or committee?**

Serving on the Convention & Visitors Board would be an honor. As an ambassador for the Corpus Christi Community, bringing business to our great city is my passion. I have also had the pleasure of being part of a team that recognizes the potential and future potential of targeting like markets to showcase what Corpus Christi has to offer. The full experience. I would appreciate the opportunity.

Upload a Resume

**Are you an ex-Officio member of a City Board, commission or committee?**

Yes  No

**No person shall be appointed by the Mayor or Council Members to serve on more than one board, commission, committee or corporation at the same time. If you currently serve as a voting member for a board, commission, committee or corporation are you willing to resign your current seat to serve on another board, commission, committee or corporation?**

Yes  No

---

## Demographics

Gender

Female

---

## Code of Ethics - Rules of Conduct/Conflicts of Interest

Do you represent any person or organization in any claim or lawsuit or proceeding involving the City?

Yes  No

Do you, your spouse, your business or your spouse's business have a City contract?

Yes  No

Does your employer or your spouse's employer have a City contract?

Yes  No

Are you involved with any activities or employment that would conflict with the official duties on the City boards for which you are applying?

Yes  No

Are you, your spouse, your business or your spouse's business involved in any pending bid, proposal or negotiation in connection with a contract with the City?

Yes  No

Do you or your spouse have a pending claim, lawsuit or proceeding against the City?

Yes  No

If you answer "Yes" to any of the questions above, please explain or ask to speak with the City's Legal Department. If you answer "NO" to all questions above, please enter N/A.

NA

---

## Board-specific questions (if applicable)

**The Convention & Visitors Bureau Board must include representatives from certain categories. Do you qualify for any of the following categories? \***

Hotel Industry

---

## **Verification**

### **City Code Requirement - Residency**

As a board, commission, or committee member, you will be asked to adhere to City Code of Ordinances, Section 2-65, which states that all members of City boards and commissions, including ad hoc committees, appointed by the City, must be residents of the city. A move outside the city limits of the city by any member shall constitute automatic resignation from the particular board or commission on which such member served.

I Agree

### **City Code Requirement - Attendance**

As a board, commission, or committee member, you will be asked to adhere to City Code of Ordinances, Section 2-61, which provides that absences from more than 25% of regularly scheduled meetings during a term year on the part of any board, commission, or committee member shall result in an automatic termination. An absence shall be deemed unexcused unless excused by the board, commission or committee for good cause no later than its next meeting after the absence.

I Agree

### Consent for Release of Information

I understand that if any member of the public makes a request for information included in this application or in any attachment (e.g. resume or supporting documentation) for appointment it is subject to and must be disclosed under the Texas Public Information Act. I understand that under the Texas Public Information Act, my home address and home telephone number is subject to public disclosure unless I am elected or appointed to the position which I seek. I hereby consent to the release of my home address and home telephone number should it be requested under the Texas Public Information Act prior to my possible appointment or election. I hereby release the City of Corpus Christi, and its agents, employees and officers, from any and all liability whatsoever if the information must be released pursuant to the Texas Public Information Act.

I Agree

### Oath

I swear that all of the statements included in my application and attached documents, if any, are true and correct.

I Agree





Blanche Candelaria-Morris  
1014 Adeline  
Sinton, Texas 78387  
832.971.5146

**2007- Current Omni Hotels & Resorts**

**Omni Corpus Christi Hotel**

**Current Role: Director Sales & Marketing**

The Director of Sales and Marketing's role is to conceive, plan, direct, control and implement all strategies and activities to generate and maximize overall hotel revenues, through marketing, sales, promotion, advertising and public relations that will impact positively on all operating departments of the hotel, thereby resulting in a profitable return on the ownership's investment. To oversee, stimulate, guide and support the Sales operation and the Convention Services Department; work closely with the Catering Department to maximize catering revenues; maintain positive interdepartmental communications; contribute to the overall direction and operation of the hotel and to effectively control and minimize all marketing expenses while exceeding overall budgeted revenues and occupancy.

**Responsibilities**

- Ensure full maximization of room's potential.
- Maintain emphasis on exceeding established group rate guidelines.
- Develop, maintain and implement strategies/action plans to generate revenues for the hotel.
- Stimulate productivity of all sales staff through guidance, development and support.
- Develop, maintain and implement creative packages to fill identified need periods in all markets.
- Active solicitation of key accounts to generate direct sales.
- Responsible for all Social Media
- Maintain Sales Team's focus on a Proactive Solicitation environment.
- Assist in the achievement of overall Food and Beverage revenue.
- Design and seize all advertising and public relations opportunities.
- Develop, maintain and implement the budgeting and forecasting process.
- Effectively control all marketing expenses to insure optimum operating profit.
- Ensure that all administration procedures are in place and functioning effectively.
- Promote high visibility of hotel through active involvement in industry associations and trade shows.
- Provide proper collateral and information vehicles to keep customers informed and updated on the hotel.
- Ensure a challenging and exciting environment to encourage full career development and personal growth.
- Support and promote all corporate programs to increase customer awareness of Omni Hotels and ensure that the customer receives the appropriate benefits of each program.
- Through the Convention Services Department, maintain product and assure the protection and cleanliness of the owner's physical assets.

**2015-2017 Omni Corpus Christi Hotel  
Director of Group Sales**

**2011-2014 Omni Corpus Christi Hotel  
Express Sales**

**2007-2011 Omni Corpus Christi Hotel  
Director of Banquets**

**2006-2007 Holiday Inn Houston Airport  
Director of Catering**

**Houston, TX**

**1996-2006 Hyatt Regency Houston Airport  
Catering Sales Manger**

**Houston. TX**

**Director of Outlets  
Banquet Manager  
Banquet Captain**

### **Achievements:**

2011 Manager of the Quarter Omni Hotels & Resorts

2014 Sales Manager of the Year Omni Hotels & Resorts

2016 Manager of the Quarter

2017 Achieved 106% Total Hotel Revenue & GOP/ .1% Positive Rev Par Growth

2018 Achieved 101% Total Hotel Revenue & GOP/ .3% Positive RevPAR Growth

2018 Director, Sales & Marketing of the Year Nominee Omni Hotels & Resorts

2018 Team of the Year Nominee Omni Hotels & Resorts

2019 Forecasted to achieve 99% Hotel Revenue & GOP / .6% positive RevPAR growth.

Finished +- .2% RevPAR growth

2019 # 2 for all of Omni Hotels & Resorts Meeting Planner Medallia Survey Score

2019 Director, Sales & Marketing of the Year Nominee Omni Hotels & Resorts

# Application for a City Board, Commission, Committee or Corporation

## Profile

Mr. Jeremy C Clayton  
Prefix First Name Middle Initial Last Name

[Redacted]  
Email Address

15245 Capstan St.  
Street Address

Corpus Christi TX 78418  
City State Postal Code

### What district do you live in? \*

District 4

### Current resident of the city?

Yes  No

### If yes, how many years?

20

Mobile: (361) 960-7873 Business: (361) 949-0430  
Primary Phone Alternate Phone

Padre Escapes Vacation Rentals Managing Partner  
Employer Job Title

### Work Address - Street Address and Suite Number

14945 S. Padre Island Dr.

### Work Address - City

Corpus Christi

### Work Address - State

TX

### Work Address - Zip Code

78418

**Work Phone**

361-949-0430

**Work E-mail address**

jeremy@padreescapes.com

**Preferred Mailing Address**

Home/Primary Address

**Which Boards would you like to apply for?**

CORPUS CHRISTI CONVENTION & VISITORS BUREAU: Submitted

---

**Interests & Experiences**

**Are you a registered voter?**

Yes  No

**Do you currently serve on any other City board, commission or committee at this time? If so, please list:**

No

**Education, Professional and/or Community Activity (Present)**

BBA In Business Administration with Emphasis on Marketing from TAMUCC Halfway through MBA at TAMUCC Coastal Conservation Member Surfrider Foundation Member Trout Unlimited Member

**If you applied for multiple boards, which boards are you most interested in serving on, in order of preference? (Limit to top three)**

I only applied for one.

**Why are you interested in serving on a City board, commission or committee?**

Because I believe I can have a meaningful impact and help the city continue in the positive direction it's been going while also give a voice to the (legal) short-term rental community.

[Upload a Resume](#)

**Are you an ex-Officio member of a City Board, commission or committee?**

Yes  No

**No person shall be appointed by the Mayor or Council Members to serve on more than one board, commission, committee or corporation at the same time. If you currently serve as a voting member for a board, commission, committee or corporation are you willing to resign your current seat to serve on another board, commission, committee or corporation?**

Yes  No

---

## Demographics

### Gender

Male

---

## Code of Ethics - Rules of Conduct/Conflicts of Interest

**Do you represent any person or organization in any claim or lawsuit or proceeding involving the City?**

Yes  No

**Do you, your spouse, your business or your spouse's business have a City contract?**

Yes  No

**Does your employer or your spouse's employer have a City contract?**

Yes  No

**Are you involved with any activities or employment that would conflict with the official duties on the City boards for which you are applying?**

Yes  No

**Are you, your spouse, your business or your spouse's business involved in any pending bid, proposal or negotiation in connection with a contract with the City?**

Yes  No

**Do you or your spouse have a pending claim, lawsuit or proceeding against the City?**

Yes  No

**If you answer "Yes" to any of the questions above, please explain or ask to speak with the City's Legal Department. If you answer "NO" to all questions above, please enter N/A.**

N/A

---

## Board-specific questions (if applicable)

Question applies to CORPUS CHRISTI CONVENTION & VISITORS BUREAU

**The Convention & Visitors Bureau Board must include representatives from certain categories. Do you qualify for any of the following categories? \***

---

Lodging Industry

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## Verification

### City Code Requirement - Residency

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**As a board, commission, or committee member, you will be asked to adhere to City Code of Ordinances, Section 2-65, which states that all members of City boards and commissions, including ad hoc committees, appointed by the City, must be residents of the city. A move outside the city limits of the city by any member shall constitute automatic resignation from the particular board or commission on which such member served.**

---

I Agree

### City Code Requirement - Attendance

---

**As a board, commission, or committee member, you will be asked to adhere to City Code of Ordinances, Section 2-61, which provides that absences from more than 25% of regularly scheduled meetings during a term year on the part of any board, commission, or committee member shall result in an automatic termination. An absence shall be deemed unexcused unless excused by the board, commission or committee for good cause no later than its next meeting after the absence.**

---

I Agree

## Consent for Release of Information

---

I understand that if any member of the public makes a request for information included in this application or in any attachment (e.g. resume or supporting documentation) for appointment it is subject to and must be disclosed under the Texas Public Information Act. I understand that under the Texas Public Information Act, my home address and home telephone number is subject to public disclosure unless I am elected or appointed to the position which I seek. I hereby consent to the release of my home address and home telephone number should it be requested under the Texas Public Information Act prior to my possible appointment or election. I hereby release the City of Corpus Christi, and its agents, employees and officers, from any and all liability whatsoever if the information must be released pursuant to the Texas Public Information Act.

---

I Agree

## Oath

---

I swear that all of the statements included in my application and attached documents, if any, are true and correct.

---

I Agree

# JEREMY CLAYTON

## MANAGING PARTNER

### SKILLS

Leadership, teamwork, team management  
Data analysis for data-driven management  
Budget management & planning  
Financial & business operations analysis  
Analytics tracking & reporting  
Dynamic rate management  
Marketing campaign management  
Client & vendor relations

### COMMUNITY

Surfrider Foundation  
Montessori School of Corpus Christi  
Visit Corpus Christi  
Laguna Little League Baseball  
Coastal Conservation Association  
Trout Unlimited

### ACADEMIC HISTORY

Texas A&M University - Corpus Christi  
Bachelor of Business Administration

### REFERENCES

#### Doug Shaw

Client with Padre Escapes  
o: 785-726-1000  
e: doug@goshaw.com

#### Mike Thompson

Account Representative, Patagonia  
c: 805-816-5543  
e: mike\_thompson@patagonia.com

### CONTACT DETAILS

Cell: 361-960-7873

15245 Capstan St.  
Corpus Christ, TX 78418

## WORK EXPERIENCE

### MANAGING PARTNER

#### PADRE ESCAPES | March 2013 - Present

- Founding Partner of Padre Escapes Vacation Rentals.
- Manage up to 100 employees across 5 departments.
- Collaborate with department managers on new ideas, strategies, & department performance.
- Responsible for acquiring new property owners to join Padre Escapes, over 300 properties added.
- Senior level participant in all aspects of the business.
- Budget forecasting for peak and non-peak seasons based on past performance and current market conditions.
- Review financial documents of potential condominium complexes during RFP process to assess past performance and find opportunities to increase revenue generation.
- Monthly reconciliation of property owner statements
- Prepare and present reports on rental performance to property owners at quarterly & annual association meetings.
- Implement & manage dynamic pricing software, Beyond Pricing, to maximize nightly rental rates & revenue.
- Identify trends in rates, occupancy, booking source, customer demographics, location, property size, bed size & more to find & address market needs & opportunities.
- Define customer personas & how to best reach them at different stages of the customer journey.
- Research, design, & manage digital advertising including SEO, SEM, targeted marketing to guests & new owners, retargeting, website content, e-mail campaigns & social media ads.
- Analyze campaign data to provide actionable insights on performance of seasonal marketing campaigns.
- Manage property listings including property descriptions photos, & videos.
- Manage advertising channels such as VRBO, AirBnB, etc.
- Work with third party vendors to design company website, app, & implementing new operations management systems.
- Research, implement & train staff on new technologies to improve user experience & improve company efficiency.
- Troubleshoot issues within property management system, website, & other 3rd party platforms.
- Oversee guest experience, ensuring every guest has a pleasant stay & resolving any customer issues.

### OWNER/OPERATOR

#### Covered Up Surf & Skate LLC | 2008 - 2013

- Developed & presented business plan to acquire start-up capital from financial institutions & investors.
- Managed all aspects of the business.
- Strategically selected store location & negotiated terms of lease, designed & merchandised store layout.
- Researched industry trends to discover new opportunities.
- Planned & executed traffic driving events such as art shows, movie premieres, & surf contests.
- Directed on-air commercials, TV & radio production.
- Developed surf team to compete in regional competitions.

### PLATFORMS

Escapia Property Management System, Beyond Pricing, Behome247, Breezeway, Google Analytics, Google Ads, Google My Business, Facebook Business Manager, Wordstream, Asana, Zoom, Canva, Microsoft 365 including Excel, Word, Powerpoint, Outlook, Adobe Pro, Rush, & Spark



# Application for a City Board, Commission, Committee or Corporation

## Profile

Brandon

First Name

Crowson

Last Name

[Redacted Email Address]

Email Address

8110 Denali Dr

Street Address

Corpus Christi

City

TX

State

78414

Postal Code

What district do you live in? \*

District 4

Current resident of the city?

Yes  No

If yes, how many years?

25

Mobile: (361) 585-9977

Primary Phone

Home: (361) 585-9977

Alternate Phone

IBC Bank

Employer

Senior Loan Analyst

Job Title

Work Address - Street Address and Suite Number

221 S Shoreline

Work Address - City

Corpus Christi

Work Address - State

Texas

Work Address - Zip Code

78401

**Work E-mail address**

brandoncrowson@ibc.com

**Preferred Mailing Address**

Home/Primary Address

**Which Boards would you like to apply for?**

CORPUS CHRISTI CONVENTION & VISITORS BUREAU: Submitted

---

**Interests & Experiences**

**Are you a registered voter?**

Yes  No

**Do you currently serve on any other City board, commission or committee at this time? If so, please list:**

I do not serve currently on a City board.

**Why are you interested in serving on a City board, commission or committee?**

I am a young professional seeking involvement in the city to help support and serve my community.

[Upload a Resume](#)

**Are you an ex-Officio member of a City Board, commission or committee?**

Yes  No

**No person shall be appointed by the Mayor or Council Members to serve on more than one board, commission, committee or corporation at the same time. If you currently serve as a voting member for a board, commission, committee or corporation are you willing to resign your current seat to serve on another board, commission, committee or corporation?**

Yes  No

---

**Demographics**

**Gender**

Male

---

**Code of Ethics - Rules of Conduct/Conflicts of Interest**

**Do you represent any person or organization in any claim or lawsuit or proceeding involving the City?**

Yes  No

**Do you, your spouse, your business or your spouse's business have a City contract?**

Yes  No

**Does your employer or your spouse's employer have a City contract?**

Yes  No

**Are you involved with any activities or employment that would conflict with the official duties on the City boards for which you are applying?**

Yes  No

**Are you, your spouse, your business or your spouse's business involved in any pending bid, proposal or negotiation in connection with a contract with the City?**

Yes  No

**Do you or your spouse have a pending claim, lawsuit or proceeding against the City?**

Yes  No

**If you answer "Yes" to any of the questions above, please explain or ask to speak with the City's Legal Department. If you answer "NO" to all questions above, please enter N/A.**

N/A

---

### **Board-specific questions (if applicable)**

Question applies to BUILDING STANDARDS BOARD

**The Building Standards Board preferred representatives from certain categories. Do you qualify for any of the following categories? \***

None of the above

Question applies to BUILDING STANDARDS BOARD

**Are you a Homeowner in the City of Corpus Christi?**

Yes  No

Question applies to CIVIL SERVICE COMMISSION, CIVIL SERVICE BOARD

**Have you resided in the City for at least 3 years?**

Yes  No

Question applies to CIVIL SERVICE COMMISSION,CIVIL SERVICE BOARD

**Have you held public office during the past 3 years?**

Yes  No

Question applies to CIVIL SERVICE COMMISSION,CIVIL SERVICE BOARD

**Are you over 25 years of age?**

Yes  No

Question applies to CIVIL SERVICE COMMISSION,CIVIL SERVICE BOARD

**Are you a U.S. Citizen**

Yes  No

Question applies to CORPUS CHRISTI COMMUNITY IMPROVEMENT CORPORATION / LOAN REVIEW COMMITTEE

**The CCCIC/Loan Review Committee must include representatives from certain categories. Do you qualify for any of the following categories? \***

Financial Institutions

Question applies to CORPUS CHRISTI CONVENTION & VISITORS BUREAU

**The Convention & Visitors Bureau Board must include representatives from certain categories. Do you qualify for any of the following categories? \***

Hotel Industry

Restaurant Industry

Question applies to HUMAN RELATIONS COMMISSION

**The Human Relations Commission preferred representatives from certain categories. Do you qualify for any of the following categories? \***

None of the above

Question applies to PORT OF CORPUS CHRISTI AUTHORITY OF NUECES COUNTY, TX

**(For Port of CC) Are you a resident of the Port Authority district and an elector\* of Nueces County?**

Yes  No

Question applies to PORT OF CORPUS CHRISTI AUTHORITY OF NUECES COUNTY, TX

**(For Port of CC) Have you been a resident of Nueces County for at least 6 months?**

Yes  No

Question applies to multiple boards

**Are you willing to provide an Annual Report of Financial Information as required by the Code of Ethics?**

Yes  No

Question applies to CORPUS CHRISTI COMMISSION ON CHILDREN & YOUTH

**The Commission on Children & Youth preferred representatives for adult membership from certain categories. High school students must be a Junior or Senior at time of appointment. Do you qualify for any of the following categories? \***

Adult At-Large

Question applies to CORPUS CHRISTI DOWNTOWN MANAGEMENT DISTRICT

**The Corpus Christi Downtown Management District must include representatives from certain categories. Do you qualify for any of the following categories? \***

Agent Employee or Tenant

Question applies to CORPUS CHRISTI BUSINESS AND JOB DEVELOPMENT CORPORATION,CORPUS CHRISTI B CORPORATION,PLANNING COMMISSION

**Are you a registered voter?**

Yes  No

---

## Verification

### City Code Requirement - Residency

As a board, commission, or committee member, you will be asked to adhere to City Code of Ordinances, Section 2-65, which states that all members of City boards and commissions, including ad hoc committees, appointed by the City, must be residents of the city. A move outside the city limits of the city by any member shall constitute automatic resignation from the particular board or commission on which such member served.

I Agree

### **City Code Requirement - Attendance**

As a board, commission, or committee member, you will be asked to adhere to City Code of Ordinances, Section 2-61, which provides that absences from more than 25% of regularly scheduled meetings during a term year on the part of any board, commission, or committee member shall result in an automatic termination. An absence shall be deemed unexcused unless excused by the board, commission or committee for good cause no later than its next meeting after the absence.

I Agree

### **Consent for Release of Information**

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I Agree

### **Oath**

I swear that all of the statements included in my application and attached documents, if any, are true and correct.

I Agree

# BRANDON CROWSON

8110 Denali Dr. Corpus Christi, Texas 78414 · 361-585-9977

Detail-oriented professional with experience in hospitality operations management, strategic planning, marketing, and training development. Natural leader with the ability to lead teams to process and manage large volumes without compromising service and quality. Excellent communicator with the ability to identify problems and organize solutions to gain revenue for overall budgeting.

## SKILLS

Communication (Verbal & Written)  
Adaptability  
Goal Oriented  
High Stress Tolerance  
Microsoft Office  
Training & Development

Service Oriented  
Strong Work Ethic  
Organization  
Critical Thinking - Decision Making  
Public Speaking  
Independent

## EDUCATION

2014 - 2019

**BACHELOR OF BUSINESS ADMINISTRATION - MANAGEMENT,**  
TEXAS A&M UNIVERSITY - CORPUS CHRISTI

01-2019 - PRESENT

**BACHELOR OF BUSINESS ADMINISTRATION - ACCOUNTING,**  
TEXAS A&M UNIVERSITY - CORPUS CHRISTI

## EXPERIENCE

01-2020 - Present

**DIRECTOR - OPERATIONS, DIAMOND BEACH HOLDINGS - WAVES**  
RESORT CC

- Guided training and development of employees to increase employee morale
- Reduced operating costs by 25% by negotiating price points with multiple vendors
- Achieved high guest satisfaction rates
- Initiated and led a cross functional team of management team members to enhance guest experience
- Developed and implemented Sales and Marketing campaigns that include web, print, and social media platforms to increase property revenue
- Analyzed financials to ensure proper budgeting between property departments
- Directed and developed a staff of 4 managers, 2 supervisors, and 150 seasonal

# BRANDON CROWSON

8110 Denali Dr. Corpus Christi, Texas 78414 · 361-585-9977

- associates to achieve the organization's vision.
- Processed Accounts Payable transactions which included generating checks, organizing, distributing, and month end journal entries.

**12-2018 - 12-2019**

## **DIRECTOR - OPERATIONS, PORT ROYAL OCEAN RESORT**

- Budget preparation and cost analysis reporting
- Lead teams in high profile and volume events
- Achieve high guest satisfaction during peak/non-peak seasons
- Responsible for operations within the Food and Beverage and Guest Services Departments
- Developed and implemented Sales and Marketing campaigns that include web, print, and social media platforms
- Directed and developed a staff of 2 managers, 3 supervisors, 12 FOH employees, and 35 seasonal student associates to achieve the organization's vision.

**06-2017 - 12-2018**

## **FOOD AND BEVERAGE MANAGER, PORT ROYAL OCEAN RESORT**

- Assisted in hiring and training of F&B employees for all levels including hourly and leadership positions.
- Prepare annual and monthly budgets, cost analysis, employee performance reviews, and additional quarterly and weekly department progress reports.
- Oversee administrative tasks, including reporting, training, equipment and food ordering, maintenance, and other needs as they arise.
- Responsible for directing all aspects of catered events including menu development, contracts, and vendor relations.
- Interact daily with hotel and dining guests to promote brand and accept feedback.
- Maintain communication with management staff of hotel and operation directors.
- Reduce food, liquor and supply cost significantly and maintained a consistent 28% food cost and 16% liquor cost, by implementing policies and inventory control.
- Through cross training, integrated personnel to maximize efficiencies and maintained low employee turnover.
- Created detailed events for groups (Banquet Event Order)

**07-2016 - 06-2017**


## **FOOD & BEVERAGE SUPERVISOR, PORT ROYAL OCEAN RESORT**

- Managed staff of up to 30 service and kitchen, including hiring, training, and scheduling
- Responsible for assisting in all aspects of catered events including menu



# BRANDON CROWSON

8110 Denali Dr. Corpus Christi, Texas 78414 · 361-585-9977



- development, contracts, and vendor relations
- Responded to sales and catering inquiries, scheduled site tours and met with potential clients to educate and sell them on the services that the hotel offers.
- Coordinated with the catering and banquet staff to ensure the efficient execution of all events.
- Hire, train, schedule catering staff, and actively involved with labor cost control, food cost control, and preparation, transportation, setup, operation and break-down of all events.

# Application for a City Board, Commission, Committee or Corporation

## Profile

Michelle

First Name

Fraedrick

Last Name

[Redacted Email Address]

Email Address

4106 Tarpon Pl.

Street Address

Corpus Christi

City

TX

State

78411

Postal Code

What district do you live in? \*

District 4

Current resident of the city?

Yes  No

If yes, how many years?

10

Mobile: (361) 903-0688

Primary Phone

Home: (361) 903-0688

Alternate Phone

Matcha Konomi LLC & Bien Merite LLC

Employer

President

Job Title

Work Address - Street Address and Suite Number

110 Tarlton St

Work Address - City

Corpus Christi

Work Address - State

Texas

Work Address - Zip Code

78415

**Preferred Mailing Address**

Home/Primary Address

Which Boards would you like to apply for?

CORPUS CHRISTI CONVENTION & VISITORS BUREAU: Submitted

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**Interests & Experiences**

Are you a registered voter?

Yes  No

Do you currently serve on any other City board, commission or committee at this time? If so, please list:

No

Why are you interested in serving on a City board, commission or committee?

To serve my community in a an area that I contribute in.

Are you an ex-Officio member of a City Board, commission or committee?

Yes  No

No person shall be appointed by the Mayor or Council Members to serve on more than one board, commission, committee or corporation at the same time. If you currently serve as a voting member for a board, commission, committee or corporation are you willing to resign your current seat to serve on another board, commission, committee or corporation?

Yes  No

---

**Demographics**

Gender

Female

---

**Code of Ethics - Rules of Conduct/Conflicts of Interest**

Do you represent any person or organization in any claim or lawsuit or proceeding involving the City?

Yes  No

Do you, your spouse, your business or your spouse's business have a City contract?

Yes  No

Does your employer or your spouse's employer have a City contract?

Yes  No

Are you involved with any activities or employment that would conflict with the official duties on the City boards for which you are applying?

Yes  No

Are you, your spouse, your business or your spouse's business involved in any pending bid, proposal or negotiation in connection with a contract with the City?

Yes  No

Do you or your spouse have a pending claim, lawsuit or proceeding against the City?

Yes  No

If you answer "Yes" to any of the questions above, please explain or ask to speak with the City's Legal Department. If you answer "NO" to all questions above, please enter N/A.

NA

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**Board-specific questions (if applicable)**

Question applies to CORPUS CHRISTI CONVENTION & VISITORS BUREAU

**The Convention & Visitors Bureau Board must include representatives from certain categories. Do you qualify for any of the following categories? \***

Restaurant Industry

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**Verification****City Code Requirement - Residency**

As a board, commission, or committee member, you will be asked to adhere to City Code of Ordinances, Section 2-65, which states that all members of City boards and commissions, including ad hoc committees, appointed by the City, must be residents of the city. A move outside the city limits of the city by any member shall constitute automatic resignation from the particular board or commission on which such member served.

I Agree

**City Code Requirement - Attendance**

As a board, commission, or committee member, you will be asked to adhere to City Code of Ordinances, Section 2-61, which provides that absences from more than 25% of regularly scheduled meetings during a term year on the part of any board, commission, or committee member shall result in an automatic termination. An absence shall be deemed unexcused unless excused by the board, commission or committee for good cause no later than its next meeting after the absence.

I Agree

**Consent for Release of Information**

I understand that if any member of the public makes a request for information included in this application or in any attachment (e.g. resume or supporting documentation) for appointment it is subject to and must be disclosed under the Texas Public Information Act. I understand that under the Texas Public Information Act, my home address and home telephone number is subject to public disclosure unless I am elected or appointed to the position which I seek. I hereby consent to the release of my home address and home telephone number should it be requested under the Texas Public Information Act prior to my possible appointment or election. I hereby release the City of Corpus Christi, and its agents, employees and officers, from any and all liability whatsoever if the information must be released pursuant to the Texas Public Information Act.

I Agree

**Oath**

I swear that all of the statements included in my application and attached documents, if any, are true and correct.

I Agree

# Application for a City Board, Commission, Committee or Corporation

## Profile

Amy

First Name

Granberry

Last Name

[Redacted Email Address]

Email Address

209 Pecos

Street Address

Portland

City

TX

State

78374

Postal Code

What district do you live in? \*

Other / Non-Resident

Current resident of the city?

Yes  No

Home: (361) 774-2320

Primary Phone

Home: (361) 749-3705

Alternate Phone

Port Royal Ocean Resort

Employer

General Manager

Job Title

Work Address - Street Address and Suite Number

6317 State Hwy 361

Work Address - City

Corpus Christi

Work Address - State

Texas

Work Address - Zip Code

78373

Work Phone

361-749-3705

**Work E-mail address**

agranberry@port-royal.com

**Preferred Mailing Address**

Home/Primary Address

**Which Boards would you like to apply for?**

CORPUS CHRISTI CONVENTION & VISITORS BUREAU: Submitted

---

**Interests & Experiences**

**Are you a registered voter?**

Yes  No

**Do you currently serve on any other City board, commission or committee at this time? If so, please list:**

no

**Education, Professional and/or Community Activity (Present)**

United Corpus Christi Chamber of Commerce (UCCCC) Board of Directors UCCCC Public Policy Chair  
American Heart Association-Circle of Red

**Why are you interested in serving on a City board, commission or committee?**

As a member of the hospitality industry, I want to be a part of the exciting growth in Corpus Christi. We have a beautiful city and tourism supports economic growth.

Upload a Resume

**Are you an ex-Officio member of a City Board, commission or committee?**

Yes  No

---

**Demographics**

**Gender**

Female

---

**Code of Ethics - Rules of Conduct/Conflicts of Interest**

Do you represent any person or organization in any claim or lawsuit or proceeding involving the City?

Yes  No

Do you, your spouse, your business or your spouse's business have a City contract?

Yes  No

Does your employer or your spouse's employer have a City contract?

Yes  No

Are you involved with any activities or employment that would conflict with the official duties on the City boards for which you are applying?

Yes  No

Are you, your spouse, your business or your spouse's business involved in any pending bid, proposal or negotiation in connection with a contract with the City?

Yes  No

Do you or your spouse have a pending claim, lawsuit or proceeding against the City?

Yes  No

If you answer "Yes" to any of the questions above, please explain or ask to speak with the City's Legal Department. If you answer "NO" to all questions above, please enter N/A.

NA

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**Board-specific questions (if applicable)**

Question applies to CORPUS CHRISTI CONVENTION & VISITORS BUREAU

**The Convention & Visitors Bureau Board must include representatives from certain categories. Do you qualify for any of the following categories? \***

Hotel Industry



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## Verification

### City Code Requirement - Residency

As a board, commission, or committee member, you will be asked to adhere to City Code of Ordinances, Section 2-65, which states that all members of City boards and commissions, including ad hoc committees, appointed by the City, must be residents of the city. A move outside the city limits of the city by any member shall constitute automatic resignation from the particular board or commission on which such member served.

I Agree

### City Code Requirement - Attendance

As a board, commission, or committee member, you will be asked to adhere to City Code of Ordinances, Section 2-61, which provides that absences from more than 25% of regularly scheduled meetings during a term year on the part of any board, commission, or committee member shall result in an automatic termination. An absence shall be deemed unexcused unless excused by the board, commission or committee for good cause no later than its next meeting after the absence.

I Agree

### Consent for Release of Information

I understand that if any member of the public makes a request for information included in this application or in any attachment (e.g. resume or supporting documentation) for appointment it is subject to and must be disclosed under the Texas Public Information Act. I understand that under the Texas Public Information Act, my home address and home telephone number is subject to public disclosure unless I am elected or appointed to the position which I seek. I hereby consent to the release of my home address and home telephone number should it be requested under the Texas Public Information Act prior to my possible appointment or election. I hereby release the City of Corpus Christi, and its agents, employees and officers, from any and all liability whatsoever if the information must be released pursuant to the Texas Public Information Act.

I Agree

**Oath**

I swear that all of the statements included in my application and attached documents, if any, are true and correct.

I Agree

# **Amy Rhoads Granberry, BS, MBA, SPHR**

**209 Pecos, Portland, Texas 78374\*(361) 774-2320**

## **Executive Leadership / Business Development/Leadership development**

Goal-oriented, internally motivated professional with twenty-two years' experience in business development, fundraising, marketing, fiscal management, organizational development and government/public relations. Seeking senior level position where my skills can be utilized to support the growth of a mission driven organization.

## **Hospitality Management**

- Provide oversight, leadership and guidance to staff in operations of condos/resort.
- Work with condo owner's association to achieve the goals of the organization
- Customer service and guest experience

## **Leadership and Planning**

- Create leadership development program and act as mentor for program managers and supervisors to create stronger teams and individual leaders.
- Created and served as lead for Employee Council (a multi discipline, cross agency team)-utilized to create, implement, and monitor employee retention, morale and wellness programs
- Led the creation and implementation of first strategic plan for Charlie's Place.
- Led the creation of a quality management program including serving as lead of cross functional/discipline team as well as writing, implementation, follow up and reporting.
- Led organization through rebranding process including development of mission, vision, core values. Support team in creating a culture where values are exhibited daily reducing staff turnover from 85% to 12% in an industry with an average of 53% annual turnover.
- Led fifty-three-year-old organization (Charlie's Place) through merger with larger company (Cenikor Foundation) to create expanded services for the community.

## **Business Development/Marketing/Communications**

- Redesign business development department and team including developing metrics, marketing materials and collateral for use across 13 locations.
- Manage marketing team including digital, social, traditional media and website.
- Develop video campaign to highlight success stories from across the foundation.
- Manage relationship with marketing firm including contracting, creative development and reporting to the Board of Directors.
- Liaison with crisis media firm to ensure appropriate proactive responses as needed.
- Develop external and internal communication and messaging during COVID 19 to ensure continued referrals and maintain positive relationships.
- Responsible for writing and editing all external messaging including quarterly newsletter and annual report
- Community outreach and networking and public speaking to improve agency relations, increase awareness and grow base of supporters.
- Writing Op-Eds and press releases as needed to promote services.

## **Development/Fundraising**

- Work with decision makers in business to gain sponsorship for events.
- Project management of construction and fundraising for a \$4 million capital campaign for Charlie's Place. Delivered project on time and under budget.

- Responsible for all grant writing for non-profit agency. Have written over \$20+ million in new funding for the agency. Handled renewal process for an additional \$25+ million in funding. Supervision of grant team in the writing of \$15 million in funding.
- Responsible for working with the Board of Directors to plan and execute at least two fundraising events per year while working at Charlie's Place. Research and development of new funding sources and foundation support.
- Act as spokesperson for Cenikor Foundation as needed, handle all media relations and coordinate appropriate spokesperson for ten local markets.
- Create and provide training to local facility leadership across foundation to develop and grow relationships with referral partners, donors, foundations, and community stakeholders.
- Act as spokesperson for Charlie's Place, handling all media relations for agency

### **Policy and Government Affairs**

- Manage public and government affairs for Cenikor Foundation in Texas and Louisiana including management of Texas lobbyists.
- Plan, manage and execute government and public relations for Charlie's Place and the Association of Substance Abuse Programs.
- Develop and maintain relationships with government and elected officials at local, county, state and federal level throughout 19 counties of South Texas.
- Served as Legislative Chair for Texas Homeless Network-hosting the first annual Homelessness Awareness Day at the Capitol during 2011 Legislative Session.
- Hosted legislative luncheon during both the 81<sup>st</sup> -85<sup>th</sup> legislative sessions for all elected officials in South Texas. Hosted inaugural event for Cenikor Foundation during 86<sup>th</sup> legislative session for delegation across all communities served.
- Served as legislative Committee chair for Association of Substance Abuse Programs since 2012. Coordinating statewide legislative and policy work for the Association and members.
- Created collaborative to host Recovery Day at the Capitol in 85<sup>th</sup> and 86<sup>th</sup> sessions, planning in progress for next session as well as Advocacy training of over 350 advocates.
- Worked with Association of Substance Abuse Programs to obtain successful passage of HB 3105 (83<sup>rd</sup> Session), HB 3135 and HB 3136(82<sup>nd</sup> session) benefiting all substance abuse providers in Texas, SB 1506 (84<sup>th</sup> session), HB 1486 (85<sup>th</sup> session)
- Testify as necessary to legislators, councils and commissioners' courts, and state agencies throughout 19 counties of South Texas and at the state level. Provided invited testimony to Select Committee on Mental Health(85<sup>th</sup>) and Select Committee on Opiates and Addiction (86<sup>th</sup>)

### **Medical**

- Recruit, contract and manage 8 medical directors and 4 Nurse Practitioners
- Manage Director of Nursing.
- Oversee and lead standardization of all medical protocols, policies and procedures for 6 detox units.

### **Human Resource Management**

- Certified Senior Professional in Human Resource Management (2013-present. Professional in Human Resource Management (2000-2012)
- Responsible for creating human resource department for non-profit organization including all aspects of human resources including policy creation, compliance to all laws and regulation, benefits program design and purchasing, employee relations, and creation of

- Direct reports ranging from 4 to 20 staff in various positions and indirect reports of up to 96 employees.
- Manage remote work force and teams in multiple locations.

**Fiscal Management**

- Develop, implement and manage agency and department budgets.
- Fiduciary responsibility for organization.
- Worked with team to grow agency from \$1.4 million revenue to \$8 million revenue with \$2 million net last year before merger.

**Other Non-profit experience**

- Responsible for compliance with all regulatory agencies associated with Charlie’s Place.
- Serve as liaison for regulatory agencies, contracting agencies, government agencies, foundations and businesses who provide funding to Charlie’s Place and Cenikor Foundation.
- Serve as Project Director for SAMHSA funded grant/research project.
- Oversight of 25 seat, multiple location call center for client access. Manage leadership of call center. Work with cross functional team to create efficiencies, reducing dropped call rate from 52% to 13% while improving customer service.

**Work Experience**

Port Royal Ocean Resort	General Manager	Dec 1, 2020-present
Cenikor Foundation	Vice President-Client Engagement	October 1, 2018-Nov, 20,2020
Charlie’s Place	Chief Executive Officer	April 2014-Sept 30, 2018
	Chief Operating Officer	January 2013-March 2014
	Dir. Of Organizational Development	August 2004-January 2013
Women’s Shelter of South Texas	Internal Operations Director	September 2002-July 2003
Charlie’s Place	HR Manager	March 1999-August 2002

**Business Affiliations/Community Service/Awards**

- United Corpus Christi Chamber of Commerce Board of Directors, January 2021-present
- American Heart Association-Circle of Red, June 2020-present
- United Corpus Christi Chamber of Commerce Government Affairs committee chair January 2018-present
- Board Member-Association of Substance Abuse Programs January 2012-September 2019, Legislative Director February 2012—November 2020
- Governor Appointee to Specialty Courts Advisory Committee January 2012-November 2020
- Nueces County Opioid Task Force 2019-November 2020(Government Committee Chair)
- Leadership Corpus Christi Advisory Committee 2014-2016
- Leadership Corpus Christi Class 40, Class 42 Steering Committee
- Governor Appointee to Housing and Health Services Coordination Council-November 2009-2015
- MHMR of Nueces County Planning and Networking Advisory Committee June 2005-2013, Chair 2008-2009, Vice Chair 2005-2006, 2013

- ❑ Board Member-Texas Homeless Network January 2007-2013, Policy and Advocacy Chair
- ❑ Corpus Christi Human Relations Commission 2001-2004
- ❑ Corpus Christi Business and Professional Women—1997-1999 Served on Individual Development committee 1997, chair in 1998. Vice President 1998. Public Relations chair 1998, and Newsletter Co-editor 1998.
- ❑ Corpus Christi Southside Kiwanis— Distinguished Secretary 2004. Distinguished President 2000-Academic Athletic Breakfast Chair for 1997, 1998, 1999. Board of Directors 1998-2004. Kiwanian of the Year 1997-1998 year.
- ❑ Ready or Not Foundation Best Dressed Awardee (2019)
- ❑ Y Woman in Careers honoree (2014)
- ❑ Corpus Christi Top 40 under 40 honoree (2010)
- ❑ Texas Homeless Network Volunteer of the Year 2004

**Education/Other**

MBA in Strategic Leadership (Amberton University May 2020). Bachelor of Science- Human Relations and Business Administration 2008 (Amberton University).

# Application for a City Board, Commission, Committee or Corporation

## Profile

Lance

First Name

N

Middle Initial

Hancock

Last Name



Email Address

4005 Ridge Trail

Street Address

Robstown

City

TX

State

78380

Postal Code

What district do you live in? \*

Other / Non-Resident

Current resident of the city?

Yes  No

Mobile: (832) 205-4482

Primary Phone

Business: (361) 221-0828

Alternate Phone

King Ranch

Employer

General Manager Retail  
Operations

Job Title

Work Address - Street Address and Suite Number

201 E. Kleberg St

Work Address - City

Kingsville

Work Address - State

Tx

Work Address - Zip Code

78363

Work Phone

3612210828

**Work E-mail address**

lhancock@king-ranch.com

**Preferred Mailing Address**

Work Address

**Which Boards would you like to apply for?**

CORPUS CHRISTI CONVENTION & VISITORS BUREAU: Submitted

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**Interests & Experiences**

**Are you a registered voter?**

Yes  No

**Do you currently serve on any other City board, commission or committee at this time? If so, please list:**

No.

**Education, Professional and/or Community Activity (Present)**

I have a BBA in Accounting from Sam Houston State University and I also have my MBA from Sam Houston State University. I participate in several events through Robstown Hardware and the other business I manage as it relates to community involvement. We also opened King Ranch Ag & Turf in Corpus Christi in November 2020.

**If you applied for multiple boards, which boards are you most interested in serving on, in order of preference? (Limit to top three)**

I am interested in the Visit Corpus Christi Board.

**Why are you interested in serving on a City board, commission or committee?**

I work very closely with Visit Corpus Christi on a number of projects and feel I can be a valuable asset as the city continues to grow the outreach of the Coastal Bend. I am very well versed in tourism and retail as I manage both on a daily basis.

[Upload a Resume](#)

**Are you an ex-Officio member of a City Board, commission or committee?**

Yes  No



No person shall be appointed by the Mayor or Council Members to serve on more than one board, commission, committee or corporation at the same time. If you currently serve as a voting member for a board, commission, committee or corporation are you willing to resign your current seat to serve on another board, commission, committee or corporation?

Yes  No

---

## Demographics

Gender

Male

---

## Code of Ethics - Rules of Conduct/Conflicts of Interest

Do you represent any person or organization in any claim or lawsuit or proceeding involving the City?

Yes  No

Do you, your spouse, your business or your spouse's business have a City contract?

Yes  No

Does your employer or your spouse's employer have a City contract?

Yes  No

Are you involved with any activities or employment that would conflict with the official duties on the City boards for which you are applying?

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Yes  No

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Yes  No

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N/A

---

## Board-specific questions (if applicable)

Question applies to CORPUS CHRISTI CONVENTION & VISITORS BUREAU

**The Convention & Visitors Bureau Board must include representatives from certain categories. Do you qualify for any of the following categories? \***

Attraction Industry

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## Verification

### City Code Requirement - Residency

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I Agree

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I Agree

### Consent for Release of Information

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I Agree

### Oath

I swear that all of the statements included in my application and attached documents, if any, are true and correct.

I Agree

# L A N C E H A N C O C K

4005 Ridge Trail Robstown, TX 78380  
832.205.4482 [REDACTED]

## PROFESSIONAL EXPERIENCE

King Ranch, Inc., Kingsville, TX  
Present

2016-

### **General Manager Retail Operations**

- Responsible for the retail operations of King Ranch which include the King Ranch Saddle Shop, Robstown Hardware Co., King Ranch Visitor Center, King Ranch Museum, and co-branding relationships with Ford, Lucchese, Textron, and others.
- Manage multiple store front locations, e-commerce websites, social media platforms, email marketing and overall marketing budgets.
- Manage and supervise 100+ employees across agriculture, high end luxury retail goods, and visitor experience industries.
- Report directly to CEO and Board of Director's for King Ranch, Inc.
- Responsible for the strategic plans of retail operations and communication of these plans to executive management and board.
- Currently managing three different construction projects for retail operations.
- Interact with a wide array of community leaders at both the city and county levels.
- Responsible for all social media and marketing efforts of every retail operations plus the corporate King Ranch social media accounts.

King Ranch, Inc., Houston, TX  
2016

2012-

### **Assistant Corporate Controller/Retail Controller**

- Responsible for the monthly and quarterly corporate accounting including consolidation and elimination, journal entries, as well as financial schedules, narratives, and variance analysis.
- Manage the accounts payable, accounts receivable, and fixed asset departments of the Company.
- Responsible for accounting of mineral interests on the Ranch (approx. 450 operating wells).
- Prepared corporate and mineral budget every year. Also consolidated business segment budgets and was involved in executive budgeting process with the various business segments.
- Managed both internal and external auditors during the year. Prepared the annual report including financial disclosures and concept layouts.
- Prepared all Board of Director's presentations quarterly, consolidated and formatted presentations for the annual stockholders forum for the Company. Involved in meetings to discuss theme of Board meetings and direction of annual stockholder meeting.
- Involved in strategic planning meetings within the Company throughout the year. Also have been a presenter to stockholders of the Company.
- Involved in risk management for the Company including the annual renewal program with our insurance broker, including several presentations to underwriters.
- Work on several special projects within various segments of the Company including our retail, cattle, and pecan operations. Able to manage several different projects while also handling day to day duties of the corporate accounting office.

- Have been involved in due diligence for acquisitions of the Company.
- Highly motivated and have been commended on the work I have performed within the Company including performance evaluations from upper management.
- Performed an ERP implementation of NetSuite for one of our Retail operations.

Ernst & Young, LLP, Houston, TX  
2012

2008-

### **Audit Senior**

- Organize, execute, and supervise Integrated Audit Procedures for Fortune 500 companies, for Sarbanes-Oxley 404 Compliant Public Companies, and for private companies with revenues ranging from \$4 million to \$38 billion.
- Perform manager duties on the Hess Corporation E&P audit as an experienced senior auditor.
- Supervise and train junior staff and seniors. Directly manage people throughout numerous engagements, including Hess Corporation, Legend Natural Gas, and WildHorse Resources.
- Consistently exceeded expectations on performance evaluations for both quality of work and people interaction. Performed senior duties as a staff, and manager duties as a senior.
- Excellent client relations.
- Lead budget discussions with senior management and the client.
- Diverse audit experience including Oil & Gas, Manufacturing, and Food Services.
- Experience with start-up companies with large growth through acquisitions and private equity firms.
- Lead two engagements on first year audit clients with plans for IPO's in the near future. Helped implement 404 compliance, set accounting policies, format and draft SEC financial statements.

### **EDUCATION/ HONORS**

MBA, emphasis in Accounting, Sam Houston State University, Huntsville, TX, 2008 (3.50 GPA)

BBA – Accounting, Sam Houston State University, Huntsville, TX, 2007 (3.10 GPA)

Southland All Conference Football Player (Junior & Senior Year)

Academic All Conference Football Player (Freshman-Senior Year)

Dean's List, (Fall 2005)

### **SKILLS**

Windows XP, Microsoft Office, Quickbooks, Ernst & Young, LLP proprietary auditing software, Infinium A/S 400, NetSuite, JD Edwards

# Application for a City Board, Commission, Committee or Corporation

## Profile

Gabriele  
First Name

Hilpold  
Last Name



Email Address

13701 THREE FATHOMS BANK DR.  
Street Address

CORPUS CHRISTI  
City

TX  
State

78418  
Postal Code

What district do you live in? \*

District 4

Current resident of the city?

Yes  No

If yes, how many years?

26

Mobile: (361) 548-6279  
Primary Phone

Business: (361) 949-2611  
Alternate Phone

iNC. REALTY AND  
DEVELOPMENT  
CORPORATION  
Employer

PRESIDENT/OWNER  
Job Title

Work Address - Street Address and Suite Number

15481 SPID #101

Work Address - City

CORPUS CHRISTI

Work Address - State

TX

Work Address - Zip Code

78418

**Work Phone**

361-548-6279

**Preferred Mailing Address**

Work Address

**Which Boards would you like to apply for?**

CORPUS CHRISTI CONVENTION & VISITORS BUREAU: Submitted

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**Interests & Experiences**

**Are you a registered voter?**

Yes  No

**Do you currently serve on any other City board, commission or committee at this time? If so, please list:**

No

**Education, Professional and/or Community Activity (Present)**

HIGH SCHOOL/COLLEGE/UNIVERSITY INNSBRUCK/AUSTRIA. EQUIVALENT MASTERS FOR WORLD HISTORY/ECONOMIC HISTORY AND ENGLISH. TEACHING COLLEGE. LEADING GOVERNOR OF STATE Representative for state of Tyrol When AUSTRIA JOINed THE EUROPEAN UNION. MANAGING AUSTRIAN COUNTRY CLUB AND INTERNATIONAL REAL ESTATE. SINCE 1994 SUCCESS WITH 100 PLUS EUROPEAN CLIENTS INVESTED IN CC AND OVER 80 PROJECTS BUILT WITH PARTNERS. ASSIST IN VOEST ALPINE COMMITMENT TO CC. LAND DEVELOPMENT AND TOURISM PROMOTION FOR CC. Past President of Ccta Corpus Christi Tennis Association lead assist implementing 3 Million Dollar Bond for Heb Tennis Center Past chair of Isac ( Island Strategic Action Committee - lead assist implementing build out of Aquarius street , pass of golf cart ordinance etc Active chair of BMAC ( Beach Management Committee Nueces County

**Why are you interested in serving on a City board, commission or committee?**

Passionate about promoting high quality tourism for Cc hand in hand with working on related logistic and infrastructure issues. Focusing on our natural assets / beach, national seashore and coordinating well with tourism business partners.

**Are you an ex-Officio member of a City Board, commission or committee?**

Yes  No

No person shall be appointed by the Mayor or Council Members to serve on more than one board, commission, committee or corporation at the same time. If you currently serve as a voting member for a board, commission, committee or corporation are you willing to resign your current seat to serve on another board, commission, committee or corporation?

Yes  No

---

## Demographics

### Ethnicity

Caucasian/Non-Hispanic

### Gender

Female

---

## Code of Ethics - Rules of Conduct/Conflicts of Interest

Do you represent any person or organization in any claim or lawsuit or proceeding involving the City?

Yes  No

Do you, your spouse, your business or your spouse's business have a City contract?

Yes  No

Does your employer or your spouse's employer have a City contract?

Yes  No

Are you involved with any activities or employment that would conflict with the official duties on the City boards for which you are applying?

Yes  No

Are you, your spouse, your business or your spouse's business involved in any pending bid, proposal or negotiation in connection with a contract with the City?

Yes  No

Do you or your spouse have a pending claim, lawsuit or proceeding against the City?

Yes  No

If you answer "Yes" to any of the questions above, please explain or ask to speak with the City's Legal Department. If you answer "NO" to all questions above, please enter N/A.

N/A



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**Board-specific questions (if applicable)**

Question applies to CORPUS CHRISTI CONVENTION & VISITORS BUREAU

**The Convention & Visitors Bureau Board must include representatives from certain categories. Do you qualify for any of the following categories? \***

None of the above

---

**Verification****City Code Requirement - Residency**

As a board, commission, or committee member, you will be asked to adhere to City Code of Ordinances, Section 2-65, which states that all members of City boards and commissions, including ad hoc committees, appointed by the City, must be residents of the city. A move outside the city limits of the city by any member shall constitute automatic resignation from the particular board or commission on which such member served.

I Agree

## City Code Requirement - Attendance

As a board, commission, or committee member, you will be asked to adhere to City Code of Ordinances, Section 2-61, which provides that absences from more than 25% of regularly scheduled meetings during a term year on the part of any board, commission, or committee member shall result in an automatic termination. An absence shall be deemed unexcused unless excused by the board, commission or committee for good cause no later than its next meeting after the absence.

I Agree

## Consent for Release of Information

I understand that if any member of the public makes a request for information included in this application or in any attachment (e.g. resume or supporting documentation) for appointment it is subject to and must be disclosed under the Texas Public Information Act. I understand that under the Texas Public Information Act, my home address and home telephone number is subject to public disclosure unless I am elected or appointed to the position which I seek. I hereby consent to the release of my home address and home telephone number should it be requested under the Texas Public Information Act prior to my possible appointment or election. I hereby release the City of Corpus Christi, and its agents, employees and officers, from any and all liability whatsoever if the information must be released pursuant to the Texas Public Information Act.

I Agree

## Oath

I swear that all of the statements included in my application and attached documents, if any, are true and correct.

I Agree

# Application for a City Board, Commission, Committee or Corporation

## Profile

Mr. Mitchell Davis Kalogridis  
Prefix First Name Middle Initial Last Name

[REDACTED]

Email Address

2504 PEBBLE BEACH DRIE

Street Address

AUSTIN

City

TX

State

78747

Postal Code

What district do you live in? \*

District 4

Current resident of the city?

Yes  No

If yes, how many years?

15

Mobile: (512) 627-8106

Primary Phone

Business: (512) 282-6060

Alternate Phone

OWNER-MARKER 37 MARINA  
& SNOOPY'S RESTAURANT;  
MK DEVELOPMENTS

Employer

OWNER/PRESIDENT

Job Title

Work Address - Street Address and Suite Number

2110-B BOCA RATON DR STE 100

Work Address - City

AUSTIN

Work Address - State

TX

Work Address - Zip Code

78747

**Work Phone**

512-282-6060

**Work E-mail address**

mitchell@mkdevelopments.com

**Preferred Mailing Address**

Work Address

**Which Boards would you like to apply for?**

CORPUS CHRISTI CONVENTION & VISITORS BUREAU: Submitted

---

**Interests & Experiences**

**Are you a registered voter?**

Yes  No

**Do you currently serve on any other City board, commission or committee at this time? If so, please list:**

NO

**Education, Professional and/or Community Activity (Present)**

BUSINESS DEGREE FROM UNIV OF TEXAS; REAL ESTATE BROKER; REAL ESTATE DEVELOPER

**If you applied for multiple boards, which boards are you most interested in serving on, in order of preference? (Limit to top three)**

VISIT CORPUS CHRISTI

**Why are you interested in serving on a City board, commission or committee?**

OWNER OF SUNSET ISLAND - COMPRISED OF MARKER 37 MARINA AND SNOOPY'S RESTAURANT; ASKED BY A BOARD MEMBER OF VISIT CORPUS CHRISTI. I HAVE HAD A HOME ON NORTH PADRE ISLAND FOR 15 YEARS. I SPEND HALF OF MY TIME ON THE ISLAND AND HALF IN AUSTIN TEXAS. MY HOMESTEAD IS LISTED IN AUSTIN TEXAS.

**Are you an ex-Officio member of a City Board, commission or committee?**

Yes  No

No person shall be appointed by the Mayor or Council Members to serve on more than one board, commission, committee or corporation at the same time. If you currently serve as a voting member for a board, commission, committee or corporation are you willing to resign your current seat to serve on another board, commission, committee or corporation?

Yes  No

---

## Demographics

Gender

Male

---

## Code of Ethics - Rules of Conduct/Conflicts of Interest

Do you represent any person or organization in any claim or lawsuit or proceeding involving the City?

Yes  No

Do you, your spouse, your business or your spouse's business have a City contract?

Yes  No

Does your employer or your spouse's employer have a City contract?

Yes  No

Are you involved with any activities or employment that would conflict with the official duties on the City boards for which you are applying?

Yes  No

Are you, your spouse, your business or your spouse's business involved in any pending bid, proposal or negotiation in connection with a contract with the City?

Yes  No

Do you or your spouse have a pending claim, lawsuit or proceeding against the City?

Yes  No

If you answer "Yes" to any of the questions above, please explain or ask to speak with the City's Legal Department. If you answer "NO" to all questions above, please enter N/A.

NA

---

## Board-specific questions (if applicable)

Question applies to CORPUS CHRISTI CONVENTION & VISITORS BUREAU

**The Convention & Visitors Bureau Board must include representatives from certain categories. Do you qualify for any of the following categories? \***

- Attraction Industry
- Restaurant Industry

---

## **Verification**

### **City Code Requirement - Residency**

As a board, commission, or committee member, you will be asked to adhere to City Code of Ordinances, Section 2-65, which states that all members of City boards and commissions, including ad hoc committees, appointed by the City, must be residents of the city. A move outside the city limits of the city by any member shall constitute automatic resignation from the particular board or commission on which such member served.

I Agree

### **City Code Requirement - Attendance**

As a board, commission, or committee member, you will be asked to adhere to City Code of Ordinances, Section 2-61, which provides that absences from more than 25% of regularly scheduled meetings during a term year on the part of any board, commission, or committee member shall result in an automatic termination. An absence shall be deemed unexcused unless excused by the board, commission or committee for good cause no later than its next meeting after the absence.

I Agree

**Consent for Release of Information**

I understand that if any member of the public makes a request for information included in this application or in any attachment (e.g. resume or supporting documentation) for appointment it is subject to and must be disclosed under the Texas Public Information Act. I understand that under the Texas Public Information Act, my home address and home telephone number is subject to public disclosure unless I am elected or appointed to the position which I seek. I hereby consent to the release of my home address and home telephone number should it be requested under the Texas Public Information Act prior to my possible appointment or election. I hereby release the City of Corpus Christi, and its agents, employees and officers, from any and all liability whatsoever if the information must be released pursuant to the Texas Public Information Act.

I Agree

**Oath**

I swear that all of the statements included in my application and attached documents, if any, are true and correct.

I Agree

# Application for a City Board, Commission, Committee or Corporation

## Profile

Johnny

First Name

Philipello

Last Name



Email Address

3718 Santa Fe St.

Street Address

Corpus Christi

City

TX

State

78411

Postal Code

What district do you live in? \*

District 4

Current resident of the city?

Yes  No

If yes, how many years?

6 years

Mobile: (512) 461-3781

Primary Phone

Business: (361) 882-3242

Alternate Phone

Buccaneer Commission

Employer

President/CEO

Job Title

Work Address - Street Address and Suite Number

1823 N. Chaparral St.

Work Address - City

Corpus Christi

Work Address - State

Texas

Work Address - Zip Code

78401



**Work Phone**

361-882-3242

**Work E-mail address**

johnny@bucdays.com

**Preferred Mailing Address**

Home/Primary Address

**Which Boards would you like to apply for?**

CORPUS CHRISTI CONVENTION & VISITORS BUREAU: Submitted

---

**Interests & Experiences****Are you a registered voter?**

Yes  No

**Do you currently serve on any other City board, commission or committee at this time? If so, please list:**

Corpus Christi Convention and Visitors Bureau (Visit Corpus Christi)

**Education, Professional and/or Community Activity (Present)**

Formerly Chief Operating Officer of Rodeo Austin an event that created a \$68 million economic impact on the Austin Economy. Recently accepted the President/CEO position of the Buccaneer Commission to grow and develop all Buc Days events. We currently host the parade, festival and Rodeo Corpus Christi that draw approximately 200,000 visitors each year. Member of Downtown Rotary and Nueces County Texas A&M Alumni Association. Bachelors of Science from Texas A&M University.

**Why are you interested in serving on a City board, commission or committee?**

Have served 2 terms on this board and look forward to completing my 3rd and final term. Enjoy helping move the city forward with branding and promoting the City to out of town visitors.

[Upload a Resume](#)

**Are you an ex-Officio member of a City Board, commission or committee?**

Yes  No

---

**Demographics**

Gender

Male

---

**Code of Ethics - Rules of Conduct/Conflicts of Interest**

Do you represent any person or organization in any claim or lawsuit or proceeding involving the City?

Yes  No

Do you, your spouse, your business or your spouse's business have a City contract?

Yes  No

Does your employer or your spouse's employer have a City contract?

Yes  No

Are you involved with any activities or employment that would conflict with the official duties on the City boards for which you are applying?

Yes  No

Are you, your spouse, your business or your spouse's business involved in any pending bid, proposal or negotiation in connection with a contract with the City?

Yes  No

Do you or your spouse have a pending claim, lawsuit or proceeding against the City?

Yes  No

If you answer "Yes" to any of the questions above, please explain or ask to speak with the City's Legal Department. If you answer "NO" to all questions above, please enter N/A.

Buc Days has a building lease with the City and we are currently negotiating our agreement for shared services with the city for Buccaneer Days.

---

**Board-specific questions (if applicable)**

Question applies to CORPUS CHRISTI CONVENTION & VISITORS BUREAU

The Convention & Visitors Bureau Board must include representatives from certain categories. Do you qualify for any of the following categories? \*

Attraction Industry

---

## Verification

### City Code Requirement - Residency

As a board, commission, or committee member, you will be asked to adhere to City Code of Ordinances, Section 2-65, which states that all members of City boards and commissions, including ad hoc committees, appointed by the City, must be residents of the city. A move outside the city limits of the city by any member shall constitute automatic resignation from the particular board or commission on which such member served.

I Agree

### City Code Requirement - Attendance

As a board, commission, or committee member, you will be asked to adhere to City Code of Ordinances, Section 2-61, which provides that absences from more than 25% of regularly scheduled meetings during a term year on the part of any board, commission, or committee member shall result in an automatic termination. An absence shall be deemed unexcused unless excused by the board, commission or committee for good cause no later than its next meeting after the absence.

I Agree

### Consent for Release of Information

I understand that if any member of the public makes a request for information included in this application or in any attachment (e.g. resume or supporting documentation) for appointment it is subject to and must be disclosed under the Texas Public Information Act. I understand that under the Texas Public Information Act, my home address and home telephone number is subject to public disclosure unless I am elected or appointed to the position which I seek. I hereby consent to the release of my home address and home telephone number should it be requested under the Texas Public Information Act prior to my possible appointment or election. I hereby release the City of Corpus Christi, and its agents, employees and officers, from any and all liability whatsoever if the information must be released pursuant to the Texas Public Information Act.

I Agree

### Oath

I swear that all of the statements included in my application and attached documents, if any, are true and correct.

I Agree

# JOHNNY PHILIPPELLO

3718 Santa Fe, Corpus Christi, TX 78411 • (512) 461-3781 • johnny@bucdays.com

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## NON-PROFIT EXECUTIVE

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Over 12+ years' experience driving *strategic growth and innovative concepts* for a leading nonprofit organizations within Texas. Highly competitive, passionate, persuasive and articulate, able to achieve results others believed to be impossible. *Experienced in business development, negotiating, public relations, partnership building and volunteer management.*

### CORE COMPETENCIES

- Competent Leader
  - Innovative Marketing
  - Public Speaking
  - Sponsorship Development
  - Strategic Planning
  - Budgeting/Forecasting
- 

## PROFESSIONAL EXPERIENCE

---

### BUCCANEER COMMISSION, Corpus Christi, Texas

2015 – Present

*President/Chief Executive Officer, 07/15 to Present*

- Lead a full-time staff of 4 and seasonal staff of 200+, collectively working with 500+ volunteers to support the mission, *A tradition of changing lives through fun.*
- Oversee the day to day operation of Buc Days Festival and Rodeo Corpus Christi. Includes development, oversight and responsibility of a multi-million-dollar budget.

### RODEO AUSTIN, Austin, Texas

2003 – 2015

*Chief Operating Officer, 04/13 to 7/15*

- Lead a full-time staff of 14 and seasonal staff of 900+, collectively working with 1,500 volunteers to support the Rodeo Austin mission, *Promoting Youth Education – Preserving Western Heritage.*
- Oversee the day to day operation of Rodeo Austin. Includes development, oversight and responsibility of a \$10+ million budget.
- Negotiate and execute facility rental, vender services, entertainment and sponsorship agreements.
- Oversaw \$600,000 capital improvement project. Effectively negotiated in-kind sponsorships and that defrayed project cost by more than \$300,000.
- Gained sanctioning from PRCA to host a first of its kind “Ride for the Brand” Cowboy Tournament format.
- Developed RFP, oversaw selection, contract negotiation and development of RodeoAustin.com
- Work alongside CEO and city and county leaders to establish and fund a facility feasibility study for the Travis County Expo Center and adjacent park land.
- Developed strong relationships with local and national media to promote the Rodeo Austin brand. 5 performances of Rodeo Austin were broadcast via ESPN's Longhorn Network nationally in 2015.

*Senior Manager, 05/09 to 03/13*

- Successfully outlined, planned and implemented a new Client Relationship Management database for entire organization.
- Serve as liaison to Long Range Planning Committee; successfully developed RFP and awarded contract to consulting firm for an ongoing facility feasibility study, presented goals and objectives to local elected officials.
- Implemented token system/revenue sharing policies, procedures, operation and staffing for the entire fairground; Gained 40% revenue increase in food concessions.
- Negotiated carnival contract extension, achieved additional percentages of revenue share and additional operational requirements/expectations of operator.

**Johnny Philipello**  
**Results-focused Professional**

*Competitive Events & Operations Manager, 05/06 to 05/09*

- Promoted to manage a \$3.5 million budget and engineer improvements and oversight of the logistical operation of the Fairgrounds.
- Lead staff of three full time employees, 30 seasonal interns, and 300 seasonal employees including security, EMS, janitorial, event staff, electricians, superintendents, production crews and veterinarians.
- Inherited oversight of commercial exhibits program, resulting in 28% increase in revenue within the first year of management.
- Negotiated vendor service contracts resulting in savings totaling \$120,000, through effective implementation of sponsorship trade contracts and creation of more extensive pre-event scheduling of service providers.
- Recruitment and retention over 30 corporate sponsors generating \$850,000 of in-kind trade contributions and \$175,000 in cash sponsorships annually.
- Budgeted, bid, contracted, and executed capital improvement projects exceeding \$2.2 million in cost.
- Successfully increased competitive event entries by 931% by establishing new events and broadening from a regional scope to state-wide eligibility.
- Developed incentive plan and strengthen Auction Committee structure resulting in \$250,000 increase in Auction contributions within the first year of improvements.
- Volunteer management of 1,000 members serving on 15 committees, including Competitive Events, Operations, Acts & Exhibits, BBQ Cook-off, Youth Auction, 100X Club.

*Competitive Events Manager, 04/04 to 05/06*

- Promoted to manage competitions department including the Youth Auction and Animal Care Committee, managed one full time employee and 16 seasonal interns.
- Implemented the nation's first ever Livestock Show internet broadcast and Pro Rodeo internet broadcast resulting in 20,000 viewers watching Rodeo and Stock Show events in 5 countries and 28 states.
- Proactively marketed the Competitive Events program at industry functions through, public speaking engagements.
- Brought the competitive events department from an annual loss to a profit generator within the first three years of oversight.

*Competitive Events Coordinator, 10/03 to 04/04*

- Coordinator of all competitions during the Fair and Rodeo; managed entry system, established drug residue avoidance program, developed and implemented animal care and use procedures, contracted and arranged travel for all show officials.
- Developed and implemented the first livestock show online entry program in the nation.

**TEXAS COOPERATIVE EXTENSION, College Station, Texas**

**2000 – 2003**

*4-H/FFA Validation Coordinator*

- Oversight and management of the 4-H/FFA Steer Validation program; assisted with implementation of DNA verification.
- Assist Associate Director and other staff with day to day operations of the County Programs Department.

**LEADERSHIP ACTIVITIES**

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Downtown Rotary, Corpus Christi, TX  
Nueces County A&M Club Member  
Texas Association of Fairs and Events Convention, Competitive Events & Exhibits Speaker  
Austin Under 40 Awards Ceremony, Co-Chair  
Young Men's Business League of Austin, Member of the Month  
North American Livestock Show & Rodeo Managers Association Conference, Animal Welfare Presenter  
National Swine Registry Leadership Conference, Stock Show Management Speaker  
Young Men's Business League of Austin, Member  
International Association of Fairs and Expositions Convention, Technology Presenter  
Texas Association of Fairs and Events Convention, Competitions Speaker  
2003 TAMU Saddle & Sirloin Club, President  
2003 Texas Department of Agriculture – Government Relations, Intern  
2002 Congressman Ciro Rodriguez, TAMU Congressional Intern

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**EDUCATION**

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**Bachelor of Science – Animal Science, Texas A&M University, 2003**

Application for a City Board, Commission, Committee or Corporation

Profile

Mr. Ramon J. Pineda
Prefix First Name Middle Initial Last Name

[Redacted Email Address]

301 Artesian
Street Address

corpus Christi TX 78401
City State Postal Code

What district do you live in? \*

[X] District 4

Current resident of the city?

[X] Yes [ ] No

If yes, how many years?

1

Mobile: (201) 696-7463 Business: (361) 886-6111
Primary Phone Alternate Phone

Scripps Media General Manager
Employer Job Title

Work Address - Street Address and Suite Number

301 Artesia

Work Address - City

Corpus Christi

Work Address - State

Texas

Work Address - Zip Code

78401



**Work Phone**

---

361 866 6111

**Work E-mail address**

---

ramon.pineda@kristv.com

**Preferred Mailing Address**

---

Work Address

**Which Boards would you like to apply for?**

---

CORPUS CHRISTI CONVENTION & VISITORS BUREAU: Submitted

---

**Interests & Experiences****Are you a registered voter?**

---

Yes  No

**Do you currently serve on any other City board, commission or committee at this time? If so, please list:**

---

No

**Education, Professional and/or Community Activity (Present)**

---

Board Member Coastal Bend Food Bank Board Member, USS Lexington

**Why are you interested in serving on a City board, commission or committee?**

---

Be able to contribute to the growth of Corpus City and utilize Broadcast stations to serve the community when possible.

**Are you an ex-Officio member of a City Board, commission or committee?**

---

Yes  No

---

**Demographics****Gender**

---

Male

---

**Code of Ethics - Rules of Conduct/Conflicts of Interest**

**Do you represent any person or organization in any claim or lawsuit or proceeding involving the City?**

Yes  No

**Do you, your spouse, your business or your spouse's business have a City contract?**

Yes  No

**Does your employer or your spouse's employer have a City contract?**

Yes  No

**Are you involved with any activities or employment that would conflict with the official duties on the City boards for which you are applying?**

Yes  No

**Are you, your spouse, your business or your spouse's business involved in any pending bid, proposal or negotiation in connection with a contract with the City?**

Yes  No

**Do you or your spouse have a pending claim, lawsuit or proceeding against the City?**

Yes  No

**If you answer "Yes" to any of the questions above, please explain or ask to speak with the City's Legal Department. If you answer "NO" to all questions above, please enter N/A.**

N/A

---

**Board-specific questions (if applicable)**

Question applies to CORPUS CHRISTI CONVENTION & VISITORS BUREAU

**The Convention & Visitors Bureau Board must include representatives from certain categories. Do you qualify for any of the following categories? \***

None of the above

---

**Verification****City Code Requirement - Residency**

---

**As a board, commission, or committee member, you will be asked to adhere to City Code of Ordinances, Section 2-65, which states that all members of City boards and commissions, including ad hoc committees, appointed by the City, must be residents of the city. A move outside the city limits of the city by any member shall constitute automatic resignation from the particular board or commission on which such member served.**

---

I Agree

**City Code Requirement - Attendance**

---

**As a board, commission, or committee member, you will be asked to adhere to City Code of Ordinances, Section 2-61, which provides that absences from more than 25% of regularly scheduled meetings during a term year on the part of any board, commission, or committee member shall result in an automatic termination. An absence shall be deemed unexcused unless excused by the board, commission or committee for good cause no later than its next meeting after the absence.**

---

I Agree

**Consent for Release of Information**

---

**I understand that if any member of the public makes a request for information included in this application or in any attachment (e.g. resume or supporting documentation) for appointment it is subject to and must be disclosed under the Texas Public Information Act. I understand that under the Texas Public Information Act, my home address and home telephone number is subject to public disclosure unless I am elected or appointed to the position which I seek. I hereby consent to the release of my home address and home telephone number should it be requested under the Texas Public Information Act prior to my possible appointment or election. I hereby release the City of Corpus Christi, and its agents, employees and officers, from any and all liability whatsoever if the information must be released pursuant to the Texas Public Information Act.**

---

I Agree

**Oath**

---

**I swear that all of the statements included in my application and attached documents, if any, are true and correct.**

---

I Agree

# Application for a City Board, Commission, Committee or Corporation

## Profile

Mrs Priscilla San Miguel  
Prefix First Name Last Name



Email Address

8029 Villefranche Dr  
Street Address

Corpus Christi  
City

TX  
State

78414  
Postal Code

What district do you live in? \*

District 5

Current resident of the city?

Yes  No

If yes, how many years?

15

Mobile: (361) 445-1143  
Primary Phone

Home: (361) 445-1143  
Alternate Phone

Draco Fire and Safety LLC  
Employer

Chief Financial Officer  
Job Title

Work Address - Street Address and Suite Number

5151 Flynn Parkway

Work Address - City

Corpus Christi

Work Address - State

Texas

Work Address - Zip Code

78411

**Work Phone**

3614152390

**Work E-mail address**

priscilla@dracofs.com

**Preferred Mailing Address**

Home/Primary Address

**Which Boards would you like to apply for?**

CORPUS CHRISTI CONVENTION & VISITORS BUREAU: Submitted

---

**Interests & Experiences**

**Are you a registered voter?**

Yes  No

**Do you currently serve on any other City board, commission or committee at this time? If so, please list:**

None

**Education, Professional and/or Community Activity (Present)**

Bachelors Degree in Business Management Current CFO

**If you applied for multiple boards, which boards are you most interested in serving on, in order of preference? (Limit to top three)**

Human Relations but any board to help represent our City

**Why are you interested in serving on a City board, commission or committee?**

I would very much like to represent our beautiful City in any capacity

**Are you an ex-Officio member of a City Board, commission or committee?**

Yes  No

---

**Demographics**

**Gender**

Female

---

## Code of Ethics - Rules of Conduct/Conflicts of Interest

Do you represent any person or organization in any claim or lawsuit or proceeding involving the City?

Yes  No

Do you, your spouse, your business or your spouse's business have a City contract?

Yes  No

Does your employer or your spouse's employer have a City contract?

Yes  No

Are you involved with any activities or employment that would conflict with the official duties on the City boards for which you are applying?

Yes  No

Are you, your spouse, your business or your spouse's business involved in any pending bid, proposal or negotiation in connection with a contract with the City?

Yes  No

Do you or your spouse have a pending claim, lawsuit or proceeding against the City?

Yes  No

If you answer "Yes" to any of the questions above, please explain or ask to speak with the City's Legal Department. If you answer "NO" to all questions above, please enter N/A.

N/A

---

### Board-specific questions (if applicable)

Question applies to ANIMAL CARE ADVISORY COMMITTEE

The Animal Care Advisory Committee preferred representatives from certain categories. Do you qualify for any of the following categories? \*

None of the above

Question applies to ARTS & CULTURAL COMMISSION

The Arts & Cultural Commission preferred representatives from certain categories. Do you qualify for any of the following categories? \*

Economic Development / Tourism

Business Development Groups / Corporate Representative

Question applies to CIVIL SERVICE COMMISSION,CIVIL SERVICE BOARD

**Have you resided in the City for at least 3 years?**

Yes  No

Question applies to CIVIL SERVICE COMMISSION,CIVIL SERVICE BOARD

**Have you held public office during the past 3 years?**

Yes  No

Question applies to CIVIL SERVICE COMMISSION,CIVIL SERVICE BOARD

**Are you over 25 years of age?**

Yes  No

Question applies to CIVIL SERVICE COMMISSION,CIVIL SERVICE BOARD

**Are you a U.S. Citizen**

Yes  No

Question applies to CORPUS CHRISTI CONVENTION & VISITORS BUREAU

**The Convention & Visitors Bureau Board must include representatives from certain categories. Do you qualify for any of the following categories? \***

None of the above

Question applies to HUMAN RELATIONS COMMISSION

**The Human Relations Commission preferred representatives from certain categories. Do you qualify for any of the following categories? \***

Business of Renting of Dwellings

Question applies to multiple boards

**Are you willing to provide an Annual Report of Financial Information as required by the Code of Ethics?**

Yes  No

Question applies to CORPUS CHRISTI BUSINESS AND JOB DEVELOPMENT CORPORATION,CORPUS CHRISTI B CORPORATION,PLANNING COMMISSION

**Are you a registered voter?**

Yes  No



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**Verification****City Code Requirement - Residency**

As a board, commission, or committee member, you will be asked to adhere to City Code of Ordinances, Section 2-65, which states that all members of City boards and commissions, including ad hoc committees, appointed by the City, must be residents of the city. A move outside the city limits of the city by any member shall constitute automatic resignation from the particular board or commission on which such member served.

I Agree

**City Code Requirement - Attendance**

As a board, commission, or committee member, you will be asked to adhere to City Code of Ordinances, Section 2-61, which provides that absences from more than 25% of regularly scheduled meetings during a term year on the part of any board, commission, or committee member shall result in an automatic termination. An absence shall be deemed unexcused unless excused by the board, commission or committee for good cause no later than its next meeting after the absence.

I Agree

**Consent for Release of Information**

I understand that if any member of the public makes a request for information included in this application or in any attachment (e.g. resume or supporting documentation) for appointment it is subject to and must be disclosed under the Texas Public Information Act. I understand that under the Texas Public Information Act, my home address and home telephone number is subject to public disclosure unless I am elected or appointed to the position which I seek. I hereby consent to the release of my home address and home telephone number should it be requested under the Texas Public Information Act prior to my possible appointment or election. I hereby release the City of Corpus Christi, and its agents, employees and officers, from any and all liability whatsoever if the information must be released pursuant to the Texas Public Information Act.

I Agree

**Oath**

I swear that all of the statements included in my application and attached documents, if any, are true and correct.

I Agree

# Application for a City Board, Commission, Committee or Corporation

## Profile

Kirby

First Name

D

Middle Initial

Tello

Last Name



Email Address

522 Hancock Ave

Street Address

Apt 208

Suite or Apt

Corpus Christi

City

TX

State

78404

Postal Code

What district do you live in? \*

District 2

Current resident of the city?

Yes  No

If yes, how many years?

8

Mobile: (713) 213-5314

Primary Phone

Business: (361) 825-3522

Alternate Phone

Art Museum of South Texas

Employer

Marketing Coordinator

Job Title

Work Address - Street Address and Suite Number

1902 N Shoreline Blvd

Work Address - City

Corpus Christi

Work Address - State

TX

Work Address - Zip Code

78401

**Work Phone**

3618253522

**Work E-mail address**

kirby.tello@tamucc.edu

**Preferred Mailing Address**

Work Address

**Which Boards would you like to apply for?**

CORPUS CHRISTI CONVENTION & VISITORS BUREAU: Submitted

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**Interests & Experiences**

**Are you a registered voter?**

Yes  No

**Do you currently serve on any other City board, commission or committee at this time? If so, please list:**

N/A

**Education, Professional and/or Community Activity (Present)**

BA in Marketing, Howard University Library Board Member Marketing Director (Volunteer), Enrich Local (Corpus Christi Hot Tamale Festival)

**If you applied for multiple boards, which boards are you most interested in serving on, in order of preference? (Limit to top three)**

I have not applied to multiple boards at this time.

**Why are you interested in serving on a City board, commission or committee?**

City board

Upload a Resume

**Are you an ex-Officio member of a City Board, commission or committee?**

Yes  No

No person shall be appointed by the Mayor or Council Members to serve on more than one board, commission, committee or corporation at the same time. If you currently serve as a voting member for a board, commission, committee or corporation are you willing to resign your current seat to serve on another board, commission, committee or corporation?

Yes  No

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## Demographics

Gender

Female

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## Code of Ethics - Rules of Conduct/Conflicts of Interest

Do you represent any person or organization in any claim or lawsuit or proceeding involving the City?

Yes  No

Do you, your spouse, your business or your spouse's business have a City contract?

Yes  No

Does your employer or your spouse's employer have a City contract?

Yes  No

Are you involved with any activities or employment that would conflict with the official duties on the City boards for which you are applying?

Yes  No

Are you, your spouse, your business or your spouse's business involved in any pending bid, proposal or negotiation in connection with a contract with the City?

Yes  No

Do you or your spouse have a pending claim, lawsuit or proceeding against the City?

Yes  No

If you answer "Yes" to any of the questions above, please explain or ask to speak with the City's Legal Department. If you answer "NO" to all questions above, please enter N/A.

N/A

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## Board-specific questions (if applicable)

Question applies to CORPUS CHRISTI CONVENTION & VISITORS BUREAU

**The Convention & Visitors Bureau Board must include representatives from certain categories. Do you qualify for any of the following categories? \***

Attraction Industry

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## Verification

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I Agree

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I Agree

**Oath**

I swear that all of the statements included in my application and attached documents, if any, are true and correct.

I Agree

# KIRBY TELLO

PH: 713.213.5314 Email: [REDACTED]

LinkedIn: <https://www.linkedin.com/in/kirby-tello-36b46619/>

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## PROFESSIONAL EXPERIENCE

### MARKETING COORDINATOR

ART MUSEUM OF SOUTH TEXAS | OCTOBER 2019-PRESENT

- Manages the execution of marketing programs to promote the Art Museum of South Texas' programs, services, events, and products to achieve overall business objectives
- Creates and implements marketing, advertising, and promotional campaigns
- Develop brand strategy and marketing plan to enhance the Art Museum of South Texas' brand image
- Assist in quality control of data and marketing materials
- Works collaboratively with department heads to create competitive benchmarking to analyze campaign success and effectiveness to provide informed marketing strategies such as marketing direction, product segmentation, and customer targeting
- Creates, edits, and schedules all marketing communication for media placement in a variety of channels including, but not limited to, web, print, email, and other online media
- Conducts campaigns through various media channels to promote services, facilities, and conferences with the intent to build membership and drive traffic to the Art Museum of South Texas

### PROPOSAL MANAGER

INDEPENDENT CONTRACTOR | APRIL 2018-OCTOBER 2019

- Managed all aspects of the proposal process including identifying new solicitations, development of project management plan and response template, proofreading, coordinate color reviews with internal partners, and track completion of all proposals
- Created boilerplate documents for standardized responses to RFPs/RFIs/RFQs/Sources Sought
- Experienced in working with several federal government agencies
- Understanding of writing technical and non-technical documents and explaining in a clear and concise way
- Research and compile information from internal and external sources as required by grantor
- Provided comprehensive, strategic writing and editing for all grant components
- Strategically crafted the organization's "story" for compelling executive summary, benefit statements, program details, etc.
- Created grant proposals with budgets ranging from \$480K to \$5M+

### ADVERTISING MANAGER

GANNETT/USA TODAY NETWORK, Corpus Christi, TX | December 2016-March 2018

- Manage marketing communications campaigns from planning, budgeting, campaign strategy and execution
- Develop and execute clear strategies to meet organizational objectives
- Write and edit proposals, brochures and marketing communication content for internal and external partners
- Write and edit content for website, social media, email marketing and display advertising clients
- Provide research and industry statistics and data for field sales reps
- Maintain media relations, serving as main point of contact for advertising department
- Develop, monitor and optimize budget spends and ROI for marketing campaigns of \$300K+
- Recruit and retain a full-staffed team of high performing professionals

### MARKETING STRATEGIST

TEGNA MEDIA/KIII-TV, Corpus Christi, TX | May 2015-December 2016

- Generate new business for interactive media, digital products and television platforms
- Develop and execute branding strategies using Email Marketing, SEO, PPC, Digital Display Ads, and Custom Websites
- Create all ad copy, commercial story boards and digital display ads for advertising clients
- Responsible for generating over \$30K per month in ad sales and/or sponsorships in existing business
- Efficiently and effectively monitor accounting and billing practices for each client (i.e. collect payment each month, create payment plans/schedules for each client)
- Manage a book of 20+ clients simultaneously

## **MARKET DEVELOPMENT MANAGER**

COCA-COLA, Corpus Christi, TX | Feb 2014-May 2015

- Develop business relationships with prospective clients through face-to-face and online mediums such as personal connections with local business owners, networking events, local magazines/newspapers, social networking sites, etc.
- Create customized marketing collateral (banners, window perfs, table tents, menu inserts, etc.) to drive community awareness and promote consistent, repeat business
- Manage communication with managers and internal cross-functional partners (Operations, Media Planning/Scheduling and Production) to successfully execute on promised deliverables
- Aided in the training of newly hired employees by providing ride-a-longs to demonstrate proper job function
- Analyze business reports to track monthly volume, profit, sales trends, and identify areas of opportunity

RTM BUSINESS GROUP, New York, NY | Nov 2012-Oct 2013

- Generated new leads through online research using industry specific keywords and concepts - K-12 education market
- Build client database for B2B sales start-up in the Event/Tradeshow/Conference sector
- Pioneered Online Delegate Acquisition sales campaign
- Manage all communication and operations between sales team and C-level management for onsite conferences
- Initiate vendor registration and meeting rescheduling process for 1-on-1 Exchange Style conferences
- Set weekly/monthly/quarterly sales targets - meet and exceed benchmarks

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## **EDUCATION**

HOWARD UNIVERSITY, WASHINGTON, D.C.

**Bachelor of Business Administration (BBA) in Marketing**

## **ASSOCIATIONS/MEMBERSHIPS**

ASSOCIATION OF PROPOSAL MANAGEMENT PROFESSIONALS (APMP)

**Member, Lone Star Chapter**

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## **OF NOTE**

### **COMPUTER SKILLS**

- MS Office (Word, Excel, PowerPoint, Outlook)
- Adobe Creative Suite
- Salesforce CRM
- Basic SEO

### **PROFESSIONAL SKILLS**

- Excellent Communication and Written Skills
- Strong Analytical Thinker
- Results Driven
- Detail Oriented and extremely organized
- Self-Starter/Takes Initiative
- Adaptable in new and foreign environments with the ability to learn quickly and multi-task

### **WRITING SKILLS**

- Proofreading/grammar checking
- Research & fact-checking
- Target readership analysis
- Creating proper tonality
- Editing for style