

### **III. Action Items**

#### **B. Appointments/Reappointments/ Resignations**

- 1. Election of Board of County  
Commissioners Chair for 2016**
- 2. Election of Board of County  
Commissioners Vice Chair for 2016**



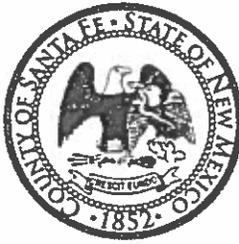




**Henry P. Roybal**  
Commissioner, District 1

**Miguel M. Chavez**  
Commissioner, District 2

**Robert A. Anaya**  
Commissioner, District 3



**Kathy Holian**  
Commissioner, District 4

**Liz Stefanics**  
Commissioner, District 5

**Katherine Miller**  
County Manager

## Memorandum

**Date:** January 12, 2016

**To:** Board of County Commissioners

**From:** Lisa Katonak, Executive Administrator  
Tony Flores, Deputy County Manager

**Subject:** Appointment of Board members to the following Boards and Committees: Buckman Direct Diversion, Santa Fe Metropolitan Planning Organization, North Central New Mexico Economic Development District, North Central Regional Transit District, Regional Coalition for LANL Communities, Santa Fe Solid Waste Management Agency, New Mexico Association of Counties Multiline and Workers Compensation Pool Committees, and Estancia Valley Economic Development Agency

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### Background and Summary

On an annual basis the Board of County Commission determines representatives for the following boards and committees:

#### **Buckman Direct Diversion Board (BDD)**

Established to oversee the BDD Project, inclusive of establishing the terms and conditions governing the ownership, planning, procurement, financing, permitting, design, construction, operations, allocation of capacity and management of the project.

**Representation: Two Commissioners plus one alternate (2 + Alternate)**

Meet monthly, first Thursday of every month at 4:30pm

#### **Santa Fe Metropolitan Planning Organization (MPO)**

Established to facilitate cooperation, consistency and connectivity between all transportation planning efforts within the Santa Fe Metropolitan area.

**Representation: Three Commissioners plus one alternate (3 + Alternate)**

Typically meets the last Thursday of every month at 4:30 pm

### **North Central New Mexico Economic Development District (NCNMEDD)**

Addresses economic development issues for the Region and serves as the Economic Development Administration agent and is the lead agency in managing the Regional Economic Development Initiative Network (REDI NET) broadband development project.

**Representation: One commissioner plus two alternates (1 + 2 Alternates)**

Meet quarterly and other interim meetings as scheduled, procedures are being developed.

### **North Central Regional Transit District (NCRTD)**

Purpose is to develop, plan, promote and operate a sustainable, long term regional public transportation system for its member jurisdictions.

**Representation: One Commissioner plus one alternate (1 + 1 Alternate)**

Meets first Friday of every month at 9am, Finance subcommittee meets last Friday of every month at 9am

### **Regional Coalition of LANL Communities**

Joint body established to advocate for diverse and sustainable LANL missions, address the environmental, economic, and other opportunities of LANL and serve as a focal point for communication, advocacy and education regarding LANL. Membership includes, Santa Fe County, City of Santa Fe, Los Alamos County, Rio Arriba County, City of Espanola, Taos County and Town of Taos.

**Representation: One commissioner plus one alternate (1 + 1 Alternate)**

Meet Monthly, the third Thursday of every month (location Varies)

### **Solid Waste Management Agency (SFSWMA)**

Established to adopt and implement rules and procedures with respect to the overall management and operation of the Agency, inclusive of approving the operating budget of the Agency.

**Representation: Three Commissioners plus one alternate (3 +1 Alternate)**

Meet 3<sup>rd</sup> Thursday of each month at 5:00 pm

### **Estancia Valley Economic Development Agency (EVEDA)**

Established to working closely in partnership with local, state, and regional organizations as well as local businesses, realtors, developers, large landowners, and financial institutions to facilitate economic development, EVEDA actively recruits new businesses to and assists in the retention of new businesses in the Estancia Valley. Since 2001, EVEDA has been instrumental in bringing hundreds of new jobs to the valley, which will result in millions of dollars of economic impact, and we have worked successfully to ensure that broadband access is available to businesses seeking to establish operations here in one of Central New Mexico's most promising locales.

**Representation: One Commissioner (1)**

Meet quarterly and other interim meetings as scheduled

All Commissioners are seated on the **Housing Authority Board** and the **Board of Finance** and the Chair and Vice Chair sit on the **Investment Committee**. In addition, upon Commission direction, two New Mexico Association of Counties committees have been included in this year's matrix and require appointment of a Commissioner or staff person for each plus an alternate (without voting privileges). Additionally, if the Extraterritorial Land Use Authority committee (ELUA) reconvenes, all County Commissioners have a seat on this committee.

In order to have Board representation identified and completed, staff solicited input from Commissioners on their preferences for calendar year 2016, and the following matrix reflects the individual preferences received:

	Roybal	Chavez	Anaya	Holian	Stefanics	Katherine
<b>BDD (2 + Alt)</b>						
<b>ELUA (4 + Alt)</b>						
<b>MPO (3 + Alt)</b>						
<b>NCNMEDD (1 + 2 Alts)</b>						
<b>NCRTD (1 + Alt)</b>						
<b>Regional Coalition LANL Communities (1 + Alt)</b>						
<b>SFSWMA (3 + Alt)</b>						
<b>Housing Authority (5)</b>	XX	XX	XX	XX	XX	
<b>Board Of Finance (5)</b>	XX	XX	XX	XX	XX	
<b>Investment Committee (1 + Alt)</b>						
<b>NMAC Multi Line Pool (1+Alt)</b>						XX
<b>NMAC Compensation Pool (1 + Alt)</b>						
<b>EVEDA (1)</b>						

**Recommendation**

Staff is requesting direction from the Commission on the membership of each of the Boards/Committees requiring representation of primary and alternate Commission members for 2016.







Henry P. Roybal  
Commissioner, District 1

Miguel M. Chavez  
Commissioner, District 2

Robert A. Anaya  
Commissioner, District 3



Kathy Holian  
Commissioner, District 4

Liz Stefanics  
Commissioner, District 5

Katherine Miller  
County Manager

Date: January 12, 2016

To: Board of County Commission

From: Lisa Katonak, Executive Administrator  
Tony Flores, Deputy County Manager

Subject: Appointment of Members to the Santa Fe County Lodger's Tax Advisory Board

**Background and Summary:**

Ordinance 1999-10 (Ordinance) was approved on July 27<sup>th</sup>, 1999, repealing and replacing Ordinance 1991-15, establishing parameters for the Lodger's Occupancy Tax. Included within the Ordinance are the requirements for Lodger's Tax Advisory Board (LTAB). Specifically, Section 6 of the Ordinance sets forth the following:

**SECTION 6. ADVISORY BOARD:**

- A. Appointment of Members: *The Chairperson of the Santa Fe Board of County Commissioners shall appoint an advisory board of five residents of the County, two of whom shall represent the lodging industry, two of whom are directly involved in tourist related industries, and one member at large who shall represent the general public. The appointments shall be subject to confirmation by the Board of County Commissioners.*
- B. Term: *The term for all members of the advisory board shall begin on the first day of January in even numbered years, and shall expire on the last day of December, two years thereafter, or when each member's respective successor has been duly appointed and qualified. Members may be renominated for up to two additional successive terms.*
- C. Service of Members: *Members of the advisory board shall serve at the pleasure of the Board of County Commissioners and may be removed at any time, with or without cause.*
- D. Replacement of Members: *Upon the death, removal, resignation, change of residence from the County or inability of a member of the board to act, a vacancy on the advisory board shall exist. This vacancy shall be filled by appointment by the Chairperson of the Board of County Commissioners for the unexpired term of such member, subject to confirmation by the Board of County Commissioners.*

- E. Role of Advisory Board: *The advisory board shall make recommendations to the Board of County Commissioners concerning the expenditure of the Occupancy Tax proceeds. The advisory board shall also prepare semiannual budgets, setting forth the amount of money collected by the County Clerk, and also setting forth all expenditures made during such semi-annual period.*
- F. Open Meetings: *The advisory board shall hold open meetings, pursuant to the New Mexico Open Meetings Act, and shall abide by the rules and regulations for the conduct of public meetings, as promulgated by the Board of County Commissioners.*

Based upon the knowledge that some of the existing LTAB members may have served longer than the Ordinance contemplated and all terms would be expiring on the last day of December of 2015, staff informed the LTAB in October of 2015, that a call for interested candidates for the LTAB would be initiated and existing LTAB members would be eligible to apply for positions with terms beginning January of 2016.

Staff advertised for interested candidates and received letters of interest, resumes, and all mandatory forms from the following individuals (listed by alphabetical order):

- Katherine Fox Ehlert  
Hospitality Coordinator, Transfer Advisor, and Adjunct Instructor at Santa Fe Community College  
Representing: Tourist Related Activities
- Laura Hudman  
Director of Marketing for the Santa Fe Opera  
Representing: Tourist Related Activities
- Meredith Macfarlane  
General Manager of Four Seasons – Rancho Enantado  
Representing: Lodging Industry
- Thomas A. Romero  
Representing: At – Large Board Member representing the General Public
- Richard S. Verruni, CHA  
Managing Director of Bishop’s Lodge Resort and Spa  
Representing: Lodging Industry

**Recommendation:**

Upon completion of the review of each the interested candidates applications and informal interviews, staff is recommending the appointment of each of the above cited candidates to fill each of the designated positions for the term of January 1, 2016, through December 31, 2017.

**Exhibits:**

- A – Ordinance 1999-10
- B – Katherine Fox Ehlert, Resume
- C – Laura Hudman, Resume
- D – Meredith Macfarlane, Resume
- E – Thomas A. Romero, Resume
- F – Richard S. Verunni, Resume



# SANTA FE COUNTY

Ordinance No. 1999-10

1668237

AN ORDINANCE REPEALING AND REPLACING ORDINANCE 1991-15, LODGERS' OCCUPANCY TAX ORDINANCE, INCREASING THE LODGERS' TAX RATE AND AMENDING THE LODGERS' TAX COLLECTION AND RECORD KEEPING PROCEDURES.

**SECTION 1. SHORT TITLE:** This Ordinance may be cited as the "Lodgers' Occupancy Tax Ordinance."

**SECTION 2. DEFINITIONS:** For the purposes of this Ordinance, the following words and phrases have the following meanings.

- A. **County Clerk:** The County Clerk for the County of Santa Fe, New Mexico.
- B. **Gross Taxable Rent:** The total amount of rent paid for lodging, not including the state gross receipts tax or local sales taxes.
- C. **Lodging:** The transaction of furnishing rooms or other accommodations by a vendor to a vendee who, for rent, uses, possesses or has the right to use or possess any room or other unit or accommodation in or at a taxable premises.
- D. **Lodgings:** The rooms or other accommodations furnished from a vendor to a vendee by a taxable service of lodging.
- E. **Occupancy Tax:** The tax on lodging, authorized by this Ordinance.
- F. **Person:** A corporation, firm, partnership, association, individual, or other entity, including an executor, administrator, trustee, receiver or other representative appointed according to law and acting in a representative capacity, but does not include the United States of America, the State, or any political subdivision, corporation, department,



instrumentally or agency of the Federal government or the State government.

- G. Rent: The consideration received by a vendor in money, credit, property or other consideration valued in money for lodging, subject to the Occupancy Tax authorized by this Ordinance.
- H. Taxable Premises: A hotel, apartment, apartment hotel, apartment house, lodge, lodging house, rooming house, motor hotel, guest house, guest ranch, ranch resort, guest resort, motor court, auto court, auto camp, trailer court, trailer camp, trailer park, tourist camp, cabin or other premises used for lodging.
- I. Vendee: A natural person to whom lodgings are furnished in the exercise of the taxable service of lodging. A vendee does not include a natural person who has been a permanent resident of the taxable premises for at least thirty (30) consecutive days, who has entered into a written agreement for lodging at the taxable premises for a period of at least thirty (30) days, or whose rent is less than \$2.00 per day.
- J. Vendor: A person who provides lodgings to a vendee for rent.

**SECTION 3. IMPOSITION OF TAX; REPORTS; PENALTY; COLLECTION:**

- A. Statutory Authority: The Board of County Commissioners of Santa Fe County, pursuant to NMSA Section 3-38-14, et seq. (1978, as amended) hereby imposes an occupancy tax on gross taxable rent for lodging within Santa Fe County and outside of the municipal limits of any incorporated municipality in the County.
- B. Exemptions: Accommodations at institutions of the Federal government, the State or any political subdivision thereof shall not be subject to this Occupancy Tax. This Ordinance shall not apply to clinics, hospitals, or other medical facilities; to privately owned and

operated convalescent homes or homes for the aging, infirm, indigent, or chronically ill; to lodging accommodations at religious, charitable, educational, or philanthropic institutions; or to premises which do not have at least three rooms of accommodations for lodgings.

- C. Amount: The amount of tax imposed under this Ordinance is four percent (4%) of gross taxable rent.
- D. Date Due: The Occupancy Tax shall be paid by the vendor in the form of cash or check to the County Clerk on or before the 25<sup>th</sup> day of each month for the previous calendar month's lodging.
- E. Reports Due: The vendor shall complete, sign and submit, together with the payment set forth in Section 3(C), the vendor's monthly CRS Gross Receipts Tax Form, and the Santa Fe County Lodger's Tax Report.
- F. Penalty and Interest: A penalty of one hundred dollars (\$100) or ten percent (10%) of the amount of Occupancy Tax due, whichever is greater, plus interest at the rate of one percent (1%) per month will be assessed against any vendor whose payments are either delinquent or late, in addition to the vendor's liability for any unpaid or uncollected funds.
- G. Collection: This Ordinance may be enforced by an action for Mandamus, Injunction or other appropriate remedy. The occupancy tax constitutes a lien in favor of the County upon the personal and real property of the vendor. The lien may be enforced as provided in Sections 3-36-1 through 3-36-7 NMSA (1978, as amended). Priority of the lien shall be determined from the date of filing. The vendor shall be liable for any and all costs and

reasonable attorney's fees associated with collection of funds under this section.

**SECTION 4. REGISTRATION; DISPUTES; REFUNDS:**

**1668240**

- A. Business Registration: All vendors engaging in business in Santa Fe County shall obtain a County Business Registration as required by County ordinance.
- B. Accounting Application: All vendors applying for a County Business Registration must submit an application including the following information:
- (1) The name of the vendor, including identification of any person, as defined in this Ordinance, who owns or operates a place of lodging and the name or trade names under which the vendor proposes to do business and the mailing and street addresses thereof;
  - (2) A description of the facilities, including the number of rooms and the usual schedule of rates therefor;
  - (3) A description of other facilities provided by vendor or others to users of the lodgings such as restaurant, bar, cleaning, laundry, courtesy car, stenographer, tailor or others and a statement identifying any applicable licenses/registrations and tax identification numbers for those facilities.
  - (4) State of New Mexico gross receipts tax number (C.R.S. ID#).
- C. Review: The Finance Department shall review applications for registration within ten (10) days of receipt thereof, and approve the registration in due course if the applicant is doing business subject to the lodgers' tax.
- D. Refunds: Any vendor claiming a refund for overpayment shall file a request, in writing, with the County Finance Director within ninety (90) days of the alleged overpayment.

The request shall clearly document the gross rent for the payment period, the amount of occupancy tax collected, the amount remitted to the County, and the amount of overpayment claimed. The Finance Director shall review the refund request and take action to approve or deny the request within thirty (30) days.

- E. Dispute Procedure: An applicant who is dissatisfied with a decision of the Finance Director under paragraphs C and D may appeal the decision to the Board of County Commissioners by written notice to the County Clerk of such appeal, to be made within fifteen (15) days of receipt of the decision. The matter shall be referred to the Board of County Commissioners for hearing in the usual course of business. The action of the Board of County Commissioners shall be deemed final, and the Board of County Commissioners shall issue written findings of fact and conclusions of law.

**SECTION 5. USE OF TAX PROCEEDS:**

- A. Tourism Promotion: Fifty percent (50%) of the proceeds from the first three percent (3%) and one hundred percent (100%) of the proceeds from the next one percent (1%) of the occupancy tax shall be used for the purpose of advertising, publicizing, or promoting tourist attractions in Santa Fe County, as well as the County Fairgrounds, exposition buildings, field houses, auditoriums, welcome centers, tourist information centers, museums, performing art facilities in operation prior to January 1, 1989, convention halls and other convention facilities of Santa Fe County.
- B. Facilities: The remaining fifty percent (50%) of the proceeds from the first three percent (3%) of the occupancy tax shall be used to collect and otherwise administer the Occupancy Tax; to equip, furnish, and improve those facilities described in Section 5(A);

to acquire a suitable site, grounds, or other real property or any interest therein for the facilities described in Section 5(A); to advertise, publicize, and promote those facilities described in Section 5(A); to use the occupancy tax proceeds in any combination of the of the foregoing purposes or transactions.

- C. Spending Reserves: Occupancy tax proceeds collected under this Ordinance must be expended within two years of the fiscal year in which they were collected.
- D. Contracting for Services: The Board of County Commissioners may contract for management of programs and activities funded by the occupancy tax. In the event of such contracting for services, the following requirements apply:
- (1) The contracting person or governmental entity shall be required to provide quarterly reports to the Board of County Commissioners listing the expenditures for that period. Within ten (10) days of receiving such reports, the Board of County Commissioners shall forward them to the Lodgers' Tax Advisory Board.
  - (2) Funds provided to the contracting person or governmental agency shall be maintained in a separate account established for that purpose and shall not be commingled with any other money.
  - (3) The contracting person or governmental entity shall maintain complete and accurate financial records of each expenditure of the tax revenue made and upon request of the governing body of the municipality or county shall make such records available for inspection.
  - (4) The funds expended under this section may be spent for day-to-day operations, supplies, salaries, office rental, travel expenses and other administrative costs only

if those administrative costs are directly related to the purpose of this section.

- (5) A contracting person or governmental entity may subcontract with the approval of the Board of County Commissioners. A subcontractor shall be subject to the same terms and conditions as the contractor regarding separate financial accounts, periodic reports and inspection of records.

**SECTION 6. ADVISORY BOARD:**

- A. Appointment of Members: The Chairperson of the Santa Fe Board of County Commissioners shall appoint an advisory board of five residents of the County, two of whom shall represent the lodging industry, two of whom are directly involved in tourist-related industries, and one member at large who shall represent the general public. The appointments shall be subject to confirmation by the Board of County Commissioners.
- B. Term: The term for all members of the advisory board shall begin on the first day of January in even numbered years, and shall expire on the last day of December, two years thereafter, or when each member's respective successor has been duly appointed and qualified. Members may be renominated for up to two additional successive terms.
- C. Service of Members: Members of the advisory board shall serve at the pleasure of the Board of County Commissioners and may be removed at any time, with or without cause.
- D. Replacement of Members: Upon the death, removal, resignation, change of residence from the County or inability of a member of the board to act, a vacancy on the advisory board shall exist. This vacancy shall be filled by appointment by the Chairperson of the Board of County Commissioners for the unexpired term of such member, subject to confirmation by the Board of County Commissioners.

- E. Role of Advisory Board: The advisory board shall make recommendations to the Board of County Commissioners concerning the expenditure of the Occupancy Tax proceeds. The advisory board shall also prepare semiannual budgets, setting forth the amount of money collected by the County Clerk, and also setting forth all expenditures made during such semi-annual period.
- F. Open Meetings: The advisory board shall hold open meetings, pursuant to the New Mexico Open Meetings Act, and shall abide by the rules and regulations for the conduct of public meetings, as promulgated by the Board of County Commissioners.

**SECTION 7. COUNTY AUDIT; RECORDS:**

- F. Number of Audits: The Board of County Commissioners shall determine each year the number of vendors within the County to audit, based on a recommendation from the County Treasurer.
- G. Random Audit: The County Clerk shall select at random one or more vendors, as determined by the Board of County Commissioners, to verify reported gross rent, full collection of Occupancy Tax and accuracy of the information contained on the Report and Form required in Section 3(E) of this Ordinance.
- H. Notice: Vendors selected for audit shall be entitled to reasonable notice of an audit.
- I. Procedure: The audit(s) may be performed by the County Treasurer or by any other designee of the Board of County Commissioners. A copy of the audit(s) shall be filed annually with the local government division of the Department of Finance and Administration.
- J. Confidentiality: It is unlawful for any employee of the County of Santa Fe to reveal to any

1668245

individual other than another employee of the County, or the taxpayer himself or his authorized representative, any information contained in the return or audit of any taxpayer including vendors subject to the Lodger's Tax Act, except as otherwise provided by law. Information for statistical purposes may be revealed in such a manner that the information revealed is not identified as applicable to any individual taxpayer.

- K. Record Preservation and Destruction: The vendor shall maintain adequate records of facilities subject to the tax and of proceeds received for the use thereof. Such records shall be maintained in Santa Fe County and shall be open to the inspection of the County during reasonable hours and shall be retained for three (3) years.

SECTION 8. PENALTY CLAUSE: Any person who violates the provisions of the Lodger's Tax Ordinance by failure to pay the tax, to remit the proceeds thereof to the County, to submit required forms and reports, or to account properly for any lodging tax proceeds pertaining hereto, shall be subject to penalties not to exceed 90 days in jail and/or a fine of five hundred dollars (\$500.00) for each violation. Each month of noncompliance constitutes a separate offense.

SECTION 9. SEVERABILITY: If any of these sections, subsections, sentences, clauses, or phrases of this Ordinance are for any reason found to be unconstitutional or invalid, the validity of the remaining portions of this Ordinance shall not thereby be affected since it is the express intent of the Board of County Commissioners to pass each section, phrase, paragraph, and work separately.

SECTION 10. EFFECTIVE DATE: This Ordinance will take effect thirty (30) days after recordation by the County Clerk in the Official Ordinance Book.

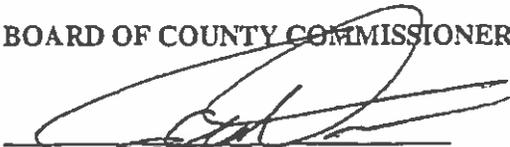
SECTION 11. REPEAL PROVISION: Ordinance No. 1991-15 is hereby repealed as of the

effective date of this ordinance.

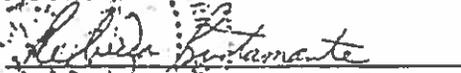
1668246

PASSED, APPROVED, AND ADOPTED THIS 27<sup>th</sup> DAY OF July, 1999

BOARD OF COUNTY COMMISSIONERS OF SANTA FE COUNTY

  
Chairperson

ATTEST:

  
Rebecca Bustamante, County Clerk

APPROVED AS TO FORM:

  
Denice Brown, County Attorney

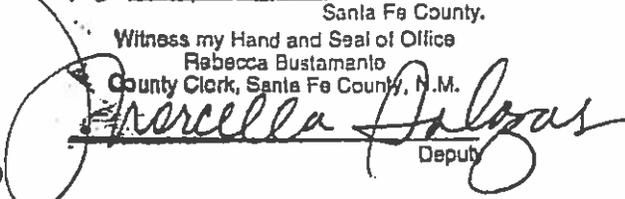


1083.881

COUNTY OF SANTA FE )  
STATE OF NEW MEXICO ) SS

I hereby certify that this instrument was filed  
for record on the 28 day of July, A.D.  
19 99, at 8:21 o'clock a m  
and was duly recorded in book 1668  
page 237-246 of the records of  
Santa Fe County.

Witness my Hand and Seal of Office  
Rebecca Bustamante  
County Clerk, Santa Fe County, N.M.

  
Deputy

Katherine Fox Ehlert

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5 Saddlehorn Place, Santa Fe, NM 87508 | 505-660-7145 | Katherine.foxehkert@sfcc.edu

November 11, 2015

Lisa Katonak  
Santa Fe County Manager's Office  
P.O. Box 276  
Santa Fe, NM 87504-0276

Dear Ms. Katonak,

I was informed at the Lodgers Association meeting today that you were seeking members for the Santa Fe County Lodgers Advisory Board. I am most interested in being part of this important board.

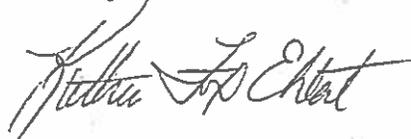
Currently I am the Coordinator and Transfer Advisor for the Hospitality & Tourism Program at Santa Fe Community College so I am directly involved in educating the future tourism and hospitality employees.

Enclosed is my CV which outlines my over 30 years in hotels, convention bureaus and tourism across the United States. Here in Santa Fe, I was a National Association Sales Manager for the Hilton on the Plaza for two years and on the opening sales team for the Hilton Santa Fe at Buffalo Thunder for 6 years giving me an extensive background in local hospitality.

I have also included the Conflict of Interest and Financial Disclosure Statement and Inquiry Authorization Release.

Your consideration of my qualifications will be appreciated.

Sincerely,



Katherine Fox Ehlert, MM, CMP



**KATHERINE FOX-EHLERT, MM, CMP**

5 Saddlehorn Place

SANTA FE, NM 87508

HOME: (505) 982-1136

CELL: (505) 660-7145

[kfoxehlert@hotmail.com](mailto:kfoxehlert@hotmail.com)

### **OBJECTIVE**

Online Instructor or Adjunct Instructor in Management, Marketing and Business, Hotel Management Tourism and Meeting Management.

### **ENDORSEMENTS & REFERENCES**

[www.linkedin.com](http://www.linkedin.com)

By request

### **KEY SKILLS**

Highly Skilled Public Speaker and Presenter

Trainer Adult Education

Platinum Speaker for Meeting Professionals International

4 Years Convention & Visitors Bureau Sales & Marketing

15 Years national hotel, multi-property and destination sales

4 years Dinner/Theatre management

10 Years Event and meeting planning, travel coordination

5 Years Corporate, high technology, finance, purchasing and contract management

Past President of the New Mexico Chapter of Meeting Planners International

Trade show production and coordination

Developed and managed programs & projects

Contract negotiations

Marketing, budget planning, forecasting

Network of national contacts within the industry

### **PRESENTATIONS & SEMINARS**

January 2014	PCMA – Convening Leaders Conference – Boston, MA “How to Become an Adjunct”
January 2011	NM-MPI – Albuquerque, NM – “Are You Smarter Than a CMP” Panel.
November 2008	NM-MPI – Santa Fe, NM – “Talk to Me! A Conversation on Planner/Supplier Negotiation”
April 2007	WACVB – Albuquerque, NM – 2007 WACVB Tourism Tech Summit & Vendor Showcase.
June 2006	MPI – Orange County, Anaheim, CA – “ROI for Meeting Planners”
May 2005	MPI – Platinum Speaker – Columbus, Ohio – “ROI for Meeting Planners”
March 2005	MPI – Platinum Speaker – Seattle, WA – “ROI for Meeting Planners”
November 2003	NM-MPI – Albuquerque, NM, Meeting Planner Panel
July 2001	Las Vegas, Nevada WEC Conference - Outsourcing Seminar
October 2000	Northern CA Chapter MPI - Meeting - Technology Panel
November 1999	CA Educational Conference – Lake Tahoe, CA - Outsourcing
May 1999	EIBTM, Geneva Switzerland - Meetings in Asia
November 1997	California Educational Conference - Santa Rosa, CA - Contracts
October 1997	NCCMPI Day - General Meeting Industry Panelist
September 1996	CA Educational Conference - Costa Mesa, CA – Government Affairs
November 1996	Certified Meeting Professional Weekend Speaker – Napa, CA.

### **PUBLICATIONS**

Published 9 articles in the Northern CA MPI Perspective Monthly

5 articles in NM-MPI Monthly Newsletter

Business Journal Sonoma, Marin and Mendocino County – Meetings & Travel

## **EDUCATION**

Masters in Management GPA 3.49, University of Phoenix, February 2011

Completed 6 units in the University of Nevada-Las Vegas, Masters Program in Meeting Planning and Hospitality Management 2000

California State University at Chico, BA - Theatre Arts, Minors –Speech, Honor graduate, GPA 3.4

## **PROFESSIONAL HISTORY**

7/15 – present **Santa Fe Community College, Hospitality Coordinator and Transfer Advisor, Adjunct Instructor**

Coordinating new Associate in Arts program in Hospitality and Tourism as well as teaching two new classes.

1/14- present **Central New Mexico Community College, Adjunct Instructor**

Currently teaching in the Business and Information Technology Hotel and Tourism Department. Teaching Event Planning a 3 unit course, 3pm-4:50pm Tue/Thu 1/28-4/24/14. Event Planning a 3 unit course, 6pm-8:30pm, Mon. 2/22 – 5/4/15.

9/07 – 10/13 **Hilton Santa Fe Golf Resort & Spa at Buffalo Thunder, Senior Sales Manager**  
Hired to lead opening team for this 395 room, 66,000 sq ft meeting space, golf course, spa and casino managed by Hilton. Traveled throughout the United States selling the property, prior to opening September 2008. Handle the entire Association market for the property, with a booking pace of over \$1 Million annually.

9/04 – 4/07 **ConferenceDirect, National Account Manager**

Site selection, inspections and contract negotiations for clients both corporate and associations with meetings and conferences for groups ranging from 75 to 500 attendees. Worked with hotels and convention centers across the United States.

3/02 – 9/04 **Hilton of Santa Fe, National Association Sales Manager.**

Revived association market which hadn't been solicited for 3-4 years. Utilized expertise in the regional, state and national association markets; representing Santa Fe and the Hilton. Gained extensive knowledge of Santa Fe's business climate, history and all that the city can offer meetings and visitors. Personal calls in Austin, Albuquerque, Denver and Chicago as well as extensive telemarketing. Produced \$1.3 Million in sales.

10/96 - 7/01 **Sun Microsystems, Inc. Contracts Manager/Marketing/Events/Meetings**

Recruited into Sun to reduce SG&A costs in Events & Marketing bringing industry and meeting/event process expertise. \$14 Million saved in costs and cancellation fees. Created the RFP for entire company for meetings, events and tradeshows. Assisted inexperienced meeting planners throughout the company and various brand divisions. Managed vendor relations/negotiations and support Sun customers for all Events and Marketing purchases, working in Finance/Corporate Resources, Global Supplier Management. Developed and managed projects for GSM Education and GSM Account Management, Created and presented Commodity Strategies annually across the US. Achieved sizable discounts, lower pricing and leveraged spend to attain goals for cost savings on the annual spend of \$136 Million. Managed staff of 2 Sun employees and 6 contractors.

12/94 - 10/96 **Keynote Speakers - Director of Client Services**

Provided consultative services regarding their goals and objectives and researched and booked speakers for clients such as Bay Networks, Intel and Oracle. Represented speakers who specialized in topics ranging from Futurists, Diversity, Technology to Global Enterprise.

8/92 - 12/94 **Profit Source – Multi Property Sales Contractor**



EXPERIENCE

THE SANTA FE OPERA (Santa Fe, NM)

October 2003 – present

DIRECTOR OF MARKETING (April 2010 – present)

- Develop and implement annual marketing plan (\$1 million+ budget) to achieve revenue goals (\$9.2 million actual achieved in 2015) and enhance institutional communications
- Lead production efforts of collateral: writing, design, printing, and distribution of various print (i.e.: 160+ page program book each season), advertisements, and other messages, such as subscription renewal campaign. Direct advertising agency on design and print management of brochures, ads, and other publications for several of the Opera's departments: marketing, development, artistic, and education
- Manage tactical efforts on various digital projects: new website (launching spring 2016), e-newsletters, paid search campaign, remarketing campaign, social media paid messaging
- Work in close collaboration with other departments, such as: Artistic, Education, Development, Media & Public Relations to ensure that communication strategies and activities are consistently integrated
- Direct strategic promotional efforts and relationships, including: oversight of select events, Preferred Hotel Partnerships, liaison with leadership of New Mexico Department of Cultural Affairs, New Mexico Tourism, New Mexico History Museum, O'Keeffe Museum, Tourism Santa Fe, along with numerous other arts organizations
- Media planning: research, develop, negotiate, and oversee all advertising contractual placements on behalf of the Opera
- Oversee marketing use of the Opera's Tessitura client relationship management (CRM) database for: improved patron and prospect audience development, extraction and segmentation of data for all mailings, generate and analyze in-depth marketing reports, examine sales trends, audience demographics, return on investment analysis on marketing campaigns and other sales initiatives
- Involved with writing marketing grants and developing sponsorship relationships (i.e.: automotive)
- Create and present reports at quarterly Board Marketing Committee meetings (liaison with Chair), as well as supervise a staff of three to maximize efficient productivity levels

ASSISTANT DIRECTOR OF MARKETING (October 2003 – March 2010)

- Assisted former Director of Marketing in meeting budgeted revenue goals
- Management of select publications, various printed materials, advertisements, and other messaging. Work closely with advertising agency on design and print management of various brochures, ads, and other publications for marketing, fundraising, education and community outreach efforts
- Direct internet related projects: website, e-newsletters, search optimization; served as project leader for the Opera's website launched in June 2008
- Worked closely with other departments (education, development, media & public relations) to ensure that communication strategies and activities were consistent
- Media planning: research, develop, negotiate, and manage advertising plan and buys
- Extensive use of Tessitura CRM database software
- Involved with writing marketing grants and developing sponsorship relationships
- Create and present select reports at Board Marketing Committee meetings



THE PUBLISHING HOUSE (Denver, CO)

November 2001 - April 2003

SPECIAL PROJECTS / ACCOUNT DIRECTOR

- Performing Arts publications marketing duties and advertising sales, including *Applause Theatre* magazine for the Denver Performing Arts Complex (10,000 seat capacity) and patron programs for Colorado Symphony Orchestra, Opera Colorado, Colorado Ballet, Boulder Philharmonic and Ballet
- Copywriting and design development of media kits, direct mail and other promotional collateral by venue or by specific production as needed (i.e.: *Opera Colorado's 20<sup>th</sup>* Anniversary program, signature program for *The Lion King's* national tour launch, etc.)
- Created presentations and proposals leading to increased market share and revenues
- Active involvement in business relations, civic organizations, select event management
- Developed and maintained extensive database of contacts

OUTSIDE MAGAZINE / MARIAH MEDIA, INC (Santa Fe, NM)

November 1997 - August 2001

ACCOUNT EXECUTIVE

- Sold national print advertising for monthly and three annual issues in seven state territory (*Outside* is the only magazine in publishing history to win three consecutive National Magazine Awards for "General Excellence" in its circulation category) / Monthly Rate Base: 650,000+
- Established and developed strategic partnerships with advertising agencies and client companies contacts via phone, email, presentations, entertainment, and special events
- Created custom proposals to RFP's with client's objectives top of mind
- Negotiated and closed ad schedules and rate agreements (average net per page: \$42,000)
- Coordinated customized added value opportunities and partnership alliances

ADVERTISING PRODUCTION DIRECTOR

- Negotiated and monitored intricate positioning system in monthly and special annual issues through all stages of development: proposed, confirmed and execution of promised package by end of advertiser's schedule (Client sampling: Ralph Lauren/Polo, Jeep, Nordstrom, BMW, Nike, Eddie Bauer, Microsoft)
- Responsible for generating a variety of reports: forecasts, production, year-to-date sales comparisons, ad positioning, monitoring ad materials status to meet press deadlines
- Led pre-press meetings to review each issue's configuration in extensive detail with the Editor, Managing Editor, Art Director, and Production Director to uncover and resolve any layout conflicts
- Developed and implemented new systems for increased efficiency in production and communication

**COMPUTER SKILLS**

- Expansive proficiency: Microsoft XP, Word, Excel, Adobe Acrobat, PowerPoint, CRM software (i.e.: ACT, Tessitura)

**EDUCATION**

- University of Houston: Psychology Houston, TX
- Texas Woman's University: Music Therapy Denton, TX
- Community College: Spanish Santa Fe, NM

**ASSOCIATIONS & PERSONAL DEVELOPMENT**

- American Marketing Association, Colorado Business Committee for the Arts, Junior Achievement, *Outstanding Member of the Year* with Houston Chamber of Commerce
- Recreation: Hiking, Arts, Skiing, Tennis, Reading
- Travel: Europe, Asia, Russia, Australia

*References available upon request*



Meredith Macfarlane  
902 Allahna Way, Santa Fe, NM 87501

## OBJECTIVE

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To obtain the position of General Manager in a quality-driven organization that will utilize my expertise as well as my passion for guest service.

## EXPERIENCE

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October 2015 to Present

*General Manger*

Four Seasons, Santa Fe

- Responsible for strategic management of 65 casita resort in Santa Fe County
- Oversee the entire operation including finance, sales, marketing, rooms, food & beverage, engineering, spa, security in a luxury resort and ensure adherence to Four Seasons standards in all areas
- Leader of the Planning Committee responsible for establishing the strategic direction of the resort
- Leader of the Revenue Management team responsible for increasing resort revenues through yield management practices
- Leader of 150 employees responsible for delivering the Four Seasons experience to all guests and local clientele

August 2011-October 2014

*Hotel Manager*

Beverly Wilshire, Beverly Hills

- Responsible for managing revenues of \$100M and employee group including 800 staff and 90 managers
- Oversee the operation of the rooms, food & beverage, security, spa and engineering divisions in a luxury hotel and ensure adherence to Four Seasons standards in all areas
- Member of the Planning Committee responsible for establishing and leading the strategic direction for the hotel
- Key member of the revenue management team responsible for increasing hotel revenues through yield management practices
- Responsible for leading all colleagues in providing exceptional guest service as well as maintaining all aspects of the hotel product to Four Seasons standards

July 2010-August 2011

Four Seasons Hotel, Toronto

*Hotel Manager*

- Oversee the operation of the rooms, food & beverage, security and engineering divisions in a luxury hotel and ensure adherence to Four Seasons standards in all areas
- Member of the Planning Committee responsible for establishing and



leading the strategic direction for the hotel

- Key member of the revenue management team responsible for increasing hotel revenues through yield management practices
- Responsible for leading all colleagues in providing exceptional guest service as well as maintaining all aspects of the hotel product to Four Seasons standards

November 2007-2010

Four Seasons Hotel, Toronto

*Director of Rooms*

- Oversee the operation of the rooms division in a luxury hotel including front office, housekeeping, laundry, guest services, concierge and health club and ensure adherence to Four Seasons standards in all areas
- Member of the Planning Committee responsible for establishing and leading the strategic direction for the hotel
- Manage a budget of \$8.7M with an employee base of over 200 individuals
- Key member of the revenue management team responsible for increasing hotel revenues through yield management practices
- Responsible for leading all colleagues in the Room Division in providing exceptional guest service as well as maintaining all aspects of the hotel product to Four Seasons standards

March 2004 – November 2007

Delta Chelsea Hotel, Toronto

*Director of Rooms*

- Oversee the operation of the Rooms Division in Canada's largest hotel
- Member of the Leadership Committee responsible for all facets of strategic planning
- Managed a budget of \$16.4M with an employee base of over 300 individuals
- Exceeded rooms departmental profitability goals for 2004-2007 through appropriate management of labour and expenses
- Responsible for all aspects of guest satisfaction through the promotion of excellence in guest service and quality product controls

January – June 2003

Delta Chelsea Hotel, Toronto

*Assistant Executive Housekeeper*

- Led day-to-day operation of the housekeeping and laundry departments including scheduling, forecasting, labour relations, performance management as well as quality product control
- Managed a unionized team of 15 supervisors and 200 employees
- Responsible for purchasing and inventory of all guest supplies

September 2001 – January 2003 Delta Chelsea Hotel, Toronto

*Front Office Manager*

- Responsible for operation of the front office including scheduling, forecasting, budgeting, performance management as well as guest relations
- Led a team of 3 managers and 45 employees
- Achieved budgeted labour costs in relation to revenues
- Improved guest satisfaction in area of responsibility based on company measurements

September 2000 – September 2001 Delta Toronto Airport, Toronto

*Front Office Manager*

- Responsible for all aspects of the Front office operation in a unionized environment including the property management system, telecommunications and guest service

October 1999 – September 2000 Delta Corporate Office, Toronto

*Manager, Corporate Administration*

- Responsible for project management for the office of the President
- Assisted the Vice President, Development on coordination of capital projects at the property level
- Responsible for President's quarterly communiqué to the ownership group
- Acted as a liaison between the President and senior management within the company dealing with both guest and employee-related issues.

EDUCATION

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- 1990-1994 Queen's University Kingston, ON
- Bachelor of Honours, History and Political Science
  - Graduated with first-class honours
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REFERENCES

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Available upon request



**THOMAS A. ROMERO**  
369 Montezuma Avenue, No. 140, Santa Fe, NM 87501  
Telephone contact: (505)660-5882 – E-mail contact: [sophogen@ix.netcom.com](mailto:sophogen@ix.netcom.com).

December 6, 2015

Santa Fe County Manager's Office  
Attn: Lisa Katonak  
P.O. Box 276  
Santa Fe, New Mexico 87504-0276

RE: Santa Fe County Lodgers Tax Advisory Board

Dear Ms. Katonak,

I am pleased to submit this letter of interest for consideration for a position on the Santa Fe County Lodgers Tax Advisory Board. As requested, I have also attached a copy of my resume describing my work experience and other interests that may find applicability to serving on the Board, and the two documents requested: the Inquiry Authorization Release Form and the Conflict of Interest form. I was referred to you by David Griscom, who has forwarded to me the notice of interest, understanding the application deadline has been extended to December 7<sup>th</sup>. I understand the term of the positions would begin in January. I appreciate the opportunity to submit.

My interest in the work of the County of Santa Fe and its Economic Development efforts comes from a perspective that is shaped by my experience and observation of the needs of the community. I have been a resident of the County for a good part of my life, with my most recent residency since 1995. I have been a participant in the local economy and in the state and local governance structure for over fifty years, and in the support of arts and tourism development for the last twenty years. There is an urgent economic and social need for business and employment opportunity, for an educated workforce that can support the development of tourism, and for real partnerships among businesses, the public sector, and with non-profit social and cultural organizations to develop the cultural attractions that will add substance to the visitor experience and draw.

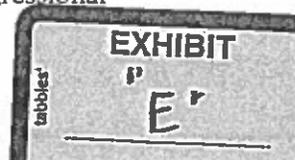
I believe that my experience and qualifications, which are in the public and private sectors, are strongly suited to the Board position, in the skills and abilities needed to fulfill the responsibilities, in the breadth of work experience, and in the interpersonal and relational strengths that will support building strong internal and external collaborations with the Board, staff, and partner organizations.

**Connection to Northern New Mexico Community:**

My interest in Northern New Mexico extends to its historical past, the richness of the population, and its future potential.

I was born in New Mexico and have lived a good part of my life in Santa Fe, and my early formative years in Northern New Mexico. I have also lived in other cities and countries, and have traveled extensively throughout the United States and to other countries, including in Central and South America, Canada, Australia, New Zealand, Hong Kong, England and France. I am fluent in English and Spanish, and have formally studied other languages. I live in the Tesuque Village area.

I have a strong attachment to the past and present community of the City of Santa Fe, Northern New Mexico, and the State of New Mexico, and have maintained an active, continuing relationship with government, business, and community leaders in this State, including legislative and congressional



representatives of Northern New Mexico. I have worked with three of the largest State agencies at the Deputy Secretary level, including the Human Services, General Services, and Transportation departments, and been employed with the Department of Finance & Administration and as a fiscal analyst with the Legislative Finance Committee. I served as Deputy State Auditor.

Since 1996, I have been increasingly involved in community affairs, including volunteer service as an officer on four non-profit boards, and active involvement in the development of the Santa Fe Railyard and the Tesuque Village plans. Over the last fifteen years, I served as President of the Board and volunteer managing director of *El Museo Cultural*, a non-profit focused on the arts and the Northern New Mexico Hispanic community. During that period, I promoted several program collaborations with Native artists, including hosting the SWAIA preview for two years, joint expositions with IAlA and the Community College, and collaborations with museums, educational institutions, the public schools, and other non-profit organizations. In my current work I continue pursuit of community collaborative efforts and in furthering the interests of local communities in Santa Fe County and throughout Northern New Mexico.

I have been successful in providing leadership in development of Hispanic and community organizations, including El Museo, the Contemporary Hispanic Market, the Santa Fe Farmers Market, and the Acequia Association, in addition to promoting the development of other community organizations and children's support groups, and such public efforts as the Santa Fe Railyard project, Santa Fe Design Week, and Creative Santa Fe. I have promoted merger of initiatives in economic development and education with efforts to preserve the arts and cultural traditions. These projects and continuing relationships attest to my ability to work in culturally-sensitive environments, and to produce results in arenas where personal relations and trust are most important.

#### **Working Career and Experience:**

Attached for your review is a resume of my work and experience. The following highlights from my work career are particularly relevant to this position.

I currently serve as Executive Director of the Northern Rio Grande National Heritage Area, a federally-chartered organization with responsibilities in cultural preservation, economic and community development covering the areas of Santa Fe, Taos, and Rio Arriba counties. I have been actively involved in work with Santa Fe County planning to develop the community plan for the Village of Chimayó, and am working with David Griscom and the Arts, Culture and Cultural Tourism Committee to support development of arts and tourism support industries.

My work career includes public sector service with the State of New Mexico, and various local governments and extensive private professional consulting to numerous organizations throughout the United States and in other countries. Much of my experience is in high-level management positions and in leadership roles in large-scale projects and consulting engagements in New Mexico, Colorado, and other states. My systems work has been centered on the application of sound financial management practices and systems, providing implementation support and training.

For 30 years, I headed my own management consulting firm, with services emphasizing project management, systems development and implementation, operational analysis and organizational development, strategic planning, financial feasibility studies, and human resources management and training. I can represent in-depth experience in designing and implementing financial systems for entire state governments, and creativity in implementing program improvements.

My working career has afforded me the opportunity to work with the Native American community throughout the United States, providing consulting support in financial and administrative matters, as

well as, in economic development. I co-founded the Oklahoma Indian Business Development Center with U.S. Department of Commerce funding, and helped initiate the Native American Finance Officers Association.

I was employed by the Santa Fe Community College from October 1, 2007 through May 31, 2010, assigned to oversee and provide operational upgrades in a number of operating units, including Financial Aid, the Early Childhood Development Center, Food Services, Purchasing and Contracts, KSFR radio operations, and the Bookstore. I led the architect/engineering procurement for the new Trades and Advanced Technologies Center, and supervised emergency planning and facility planning efforts that included procurement/implementation of the interior and exterior bilingual signage. I was also asked to direct broad community development efforts, including coalitions with local governments and other universities, and key projects assigned by the President: I directed/conducted studies of transportation and school access, considerations of campus land use and access, use of asset resources, such as the KSFR radio tower and the FCC license, and internal organizational programs for training and diversity.

My duties with the Santa Fe Community College engaged me in several intergovernmental activities, including work with the City of Santa Fe, Santa Fe County, the Santa Fe Indian School, and other REDI participants in planning of a Northern New Mexico telecommunications network. I also participated in county planning studies and transportation reviews providing input to the Santa Fe County master plans and to the City of Santa Fe transit planning, and participated in the joint City and County task force on countering alcohol abuse.

In sum, I believe I can add a broad perspective to the work of the Board, and apply a seasoned view toward some of the issues that are under consideration. Most importantly, I have a deep interest in promoting the vision and in helping create and establish policies and programs that will fulfill the County's economic vision.

Thank you for this opportunity. You may call me at (505) 660-5882 if you are interested in a discussion about my interest.

Respectfully submitted,



Thomas A. Romero  
Enclosure

THOMAS A. ROMERO  
369 Montezuma Avenue, No. 140, Santa Fe, NM 87501  
Telephone contact: (505) 660-5882 – E-mail contact: [sophogen@ix.netcom.com](mailto:sophogen@ix.netcom.com).

## I. EDUCATION AND PROFESSIONAL STATUS

- B.B.A. in Accounting, College of Santa Fe (Magna cum Laude)
- C.P.A. in New Mexico (No. 1199, issued 1972) and in Colorado (No. 6819, issued 1982) – Currently inactive.
- Continuing studies in structured analysis and systems design, project management, human resources, strategic planning, and organizational development.
- Languages: Fluent in English and Spanish; Studied French, German, Classical Greek and Latin.

## II. EMPLOYMENT HISTORY

- Northern Rio Grande National Heritage Area (Aug. 2011 – Present), Executive Director
- Thomas A. Romero. Management Consultant (2005 - Present), Principal
- Santa Fe Community College (Oct. 1, 2007-May 31, 2010):
  - Assoc. VP/Organizational & Community Development; (July 1, 2008-May 31, 2010)
  - Assoc. VP/Finance & Administration (Oct, 2007-June 30, 2008)
- State of N.M.. Richardson Administration:
  - General Services Department (April 2006-Sept. 30, 2007), Deputy Cabinet Secretary
  - N.M. Department of Finance & Administration, SHARE, Statewide Financial Management System Project (August 2005-April 2006), Agency Implementation Manager
  - N.M. Human Services Department (Jan 2003-July 2005), Deputy Cabinet Secretary/Finance
- Thomas A. Romero. Management Consultants (1984-2002), Principal
- Deloitte Haskins & Sells (1979-1984), Manager, Government Consulting, Rocky Mountain region
- N.M. State Highway Department (1976-1979), Deputy Chief Highway Administrator
- N.M. State Auditor (1975-1976), Deputy State Auditor
- Public Administration Service (1973-1974), International Consultant
- N.M. Legislative Finance Committee (1972-1973) Senior Legislative Analyst
- Peat, Marwick Mitchell & Co. (1968-1971) Senior Auditor
- N.M. Dept. of Finance & Administration, Financial Control Division (1966-1968) Acct./Auditor

## III. SUMMARY OF WORK EXPERIENCE

My working career includes a combination of responsible public sector work at senior management levels, and extensive practice in management consulting. Recent experience in the non-profit sector and Higher Education has included direct involvement in collaborative projects with Santa Fe County, the City of Santa Fe, other local governments, and representatives of Pueblo entities in Northern New Mexico.

My career in management consulting includes over thirty years as head of my own practice providing management consulting and business advisory services to government agencies, Tribal governments, and businesses, five years as manager of the Rocky Mountain region government consulting practice for an international CPA firm, and two years of international consultation in Latin America.

I worked directly in the government sector for over twelve years, with much of my direct experience in executive management positions focused on financial management and operations. These have included nearly five years from 2003-2007 at the deputy secretary level in the Richardson administration, and prior service as deputy secretary of the NM State Highway Department, service as Deputy State Auditor, and work with the NM Legislative Finance Committee and the NM Department of Finance and Administration.

My expertise is in government operations and financial management systems, owing to extensive and varied experience with government processes and operations and a proven success record in managing problem organizations, and in management of large-scale government operations and projects. Much of my work has been focused on the resolution of problem situations. I bring to my work direct experience in financial management, management of human resources, organizational development, strategic planning, systems development and implementation, and management of large-scale projects, and a demonstrated creativity and ability to work effectively within different organizations and industries.

#### **Non-Profit/Education Sector Experience**

Since August 2011 I have been serving under contract as Executive Director for the Northern Rio Grande National Heritage Area. This is a federally-designated area covering the counties of Santa Fe, Rio Arriba, and Taos, and working in partnership with the National Park Service. The Heritage Area is dedicated to cultural and historic preservation, education, and economic and community development through interpretation and partnerships with local governments, Tribal entities, communities, and other non-profit organizations. I have completed the organization Management Plan, which has been approved by the Department of the Interior, created and launched a grants program that has funded dozens of cultural preservation and education projects, established an outreach program, and initiated partnerships with various communities and organizations, including Northern New Mexico College, the City of Española, the Historic Records Advisory Board, Rio Arriba and Santa Fe Counties, and the Village of Chimayó to further community development efforts.

From October 1, 2007 through May 31, 2010 I was employed by the Santa Fe Community College at the level of Associate Vice President/Finance & Administration. In the first nine months I directed operational upgrades in Financial Aid, the Early Childhood Development Center, Food Services, Purchasing and Contracts, KSFR radio operations, and the Bookstore. I led the architect/engineering procurement for the new Trades and Advanced Technologies Center, and supervised emergency planning and facility planning efforts. In July 2008 I was asked to assume different duties, directly reporting to the President of the College, and directing broad community development efforts, including coalitions with local governments and other universities. Key projects during this period included planning and coordination of activities related to transportation, land use, use of asset resources, development of a regional broadband and telecommunications network with the City, County, Indian School and other entities, and development of internal organizational programs for training, diversity, campus signage, and planning.

I have been highly active in local volunteer/community organizations over the last twenty years. For over fifteen years, I served as President of the Board (and Managing Director) of *El Museo Cultural de Santa Fe*, an Hispanic cultural center and community organization that I directed since 1999. In addition to work in directly managing the operations of El Museo, I was actively involved in the community planning and design of the Santa Fe Railyard District, in developing the Museo facility, and in shepherding the growth of the statewide Contemporary Hispanic Market and its artist organization. I was also active in other creative efforts, including serving on the board of Creative Santa Fe and task forces related to the City's 400<sup>th</sup> anniversary. Previously, I co-founded/directed the community land use planning organization for the Village of Tesuque, helping create its land use plan and its traditional historic community designation.

#### **Executive Management Experience**

My education and training in accounting, auditing, budgeting, and financial analysis supported appointment to responsible management positions early in my career, including appointment as Deputy State Auditor (1975) and as Deputy Chief Highway Administrator (1976-1979).

The term with the State Highway Department, at the time the largest budget in state government (\$150 million), was my first assignment to turn around a troubled organization. Over a period of four years I established a strong applied financial management operation, provided direct supervisory control over the financial, data processing, human resources, and administrative functions, and directed the overall

reorganization of the 2500-employee department. I also managed the design and implementation of the department's large-scale financial management and work management systems.

In 2003, I returned to public sector employment, through appointment as Deputy Secretary for Finance & Administration for the N.M. Human Services Department, a \$3 billion annual budget operation funding Medicaid, income support, food stamps, and child support programs, which had become mired in financial problems. Over two and a half years, I directed the rehabilitation of the department's financial management operations, redirected its information technology projects and direction, established an effective internal audit program, eliminated financial audit deficiencies, and renegotiated federal contracts and the Medicaid and child support processing contracts.

In July 2005, I was assigned by the Governor's Office to manage the planning and implementation efforts for all state agencies to help them prepare for replacement of the state's financial management and human resource systems at the individual agency level. This assignment reflected similar prior experience managing statewide systems implementations in Colorado and in New Mexico.

In April 2006, I was asked to assume position of Deputy Cabinet Secretary for the General Services Department, a position I held till the end of September 2007. GSD runs an annual budget of \$500 million, and was also in considerable financial and operational difficulty. My accomplishments at GSD during this period included implementation of the SHARE financial system, upgrade of the department's central and division financial management operations, and operational improvements in State Purchasing, State Buildings, the Transportation Pool, Risk Management, and the IT divisions. My final project with GSD was preparation of the department to transition the statewide IT and telecommunications functions and operations to the newly-created Department of Information Technology.

#### **Management Consulting Experience**

The most extensive part of my career has been in management consulting, with nearly forty years of experience. I have worked as manager and consultant within three international consulting firms, as principal in several joint ventures, and in managing my own consulting practice. I have consulted on a wide range of projects to a large number of state and local government agencies throughout the U.S., to U.S. government agencies, to several Tribal governments, and to foreign government operations in Latin America. In the business sector, I have worked within companies as Chief Financial Officer, or as business advisor/consultant to troubled or developing businesses, providing strategic planning and financial feasibility consulting. I cofounded the Oklahoma Indian Business Development Center and provided consultation to Native American governments throughout the U.S.

Services provided to clients have been varied, extensive, and with emphasis on **project management, organizational and operational analysis and strategic planning, systems development and implementation, financial feasibility studies, and human resources management**. I have been particularly effective in project management and operational restructuring, helping clients **manage transition** of systems and operations by providing structure for decision-making and organizational change. Many projects involved financial and administrative support systems and processes.

My client base has been heavily in the state government level operations, with projects both in financial management and in program operations. Key clients have included New Mexico state agencies: Corrections, General Services, Finance & Administration, Children Youth & Families, Human Services, Taxation & Revenue, Public Defender, State Police, Department of Health, Vocational Rehabilitation, and the State Treasurer, as well as, clients in other states: Colorado, California, Utah, Oklahoma, North Dakota, South Dakota, Montana, and Arizona. I have worked on numerous projects providing a broad exposure to local government operations, including direct work for such clients as the City & County of Denver, the Town of Aspen, and the City of Albuquerque, as well as, projects with numerous Tribal

governments throughout the United States, and with foreign governmental entities in South America and federal agencies in the U.S.

- My largest projects involved multi-year management of the development and implementation of large-scale automated financial systems, including the statewide financial systems for the States of Colorado and New Mexico, Medicaid systems for the NM Human Services Department, and financial and budgetary systems for dozens of individual agencies and government entities. I have designed and managed the implementation of large scale, automated financial and performance measurement systems, developed and implemented financial management and operating control policies and procedures, and conducted implementation support activities assisting in the transition to new systems and procedures. Key NM systems implementations included SHARE, C-FRAS, TWARS (treasury), MMIS (Medicaid), SALUD (managed care), and financial systems for individual agencies (DFA, HSD, GSD, Health, CYFD, Corrections, Vocational Rehabilitation, Transportation).
- Organizational development experience includes operational analysis and process re-engineering, organizational studies, detailed evaluations of program effectiveness, and development of personnel management systems and procedures, classification and compensation studies, performance-based compensation and evaluation methods, and training services. Key NM organization projects include initial organization of CYFD and its various divisions, split of DOIT from GSD, analysis of DFA, GSD, State Treasurer, Vocational Rehabilitation, Public Defender, and State Police operations, and development of managed care and immunization systems.
- My work experience includes extensive involvement in strategic planning and program budgeting, financial and economic feasibility studies, development of government tax and revenue generation programs, and development of program funding strategies and proposals. Special studies conducted for the Legislative Finance Committee, DFA, and State Records Center.

#### IV. VOLUNTEER AND COMMUNITY ACTIVITIES

- *El Museo Cultural de Santa Fe*, Hispanic Cultural Center, Board President (1998-2010, 2013- ).
- Creative Santa Fe, Community Creative Tourism Development, Board Secretary (2006-2007)
- Honored as one of *Ten Who Made a Difference* by the *New Mexican* in 2005. *El Museo* received the 2002 *Piñon Award for Excellence* from the Santa Fe Community Foundation.
- Rio Tesuque Land Alliance, Community Land Use Planning, Treasurer/Director (1997-2003).
- Included in Colorado Directory of Outstanding Hispanic Leaders reflecting work with the State of Colorado.
- Represented the United States Contingency at the Inter American Accounting Conferences in Vancouver, B.C. and Panama.
- Program lecturer to Association of Government Accountants, Native American Finance Officers Association, Colorado Fiscal Managers Association, and private business groups and non-profits.

My personal interests are in the arts and writing, and have included my own exposition with American and Bolivian artists in La Paz, Bolivia, sponsored by the U.S. Embassy and the Sal6n Municipal de La Paz. Through El Museo I have been able to promote participation in the arts among the various community organizations and schools, including several collaborations with the Santa Fe Opera, and have maintained an active involvement in community issues at the City and County levels. In 2010 I provided volunteer support to the Business and Quality of Life Committee, working with City staff and private businesses. I am currently providing support to Santa Fe County regarding arts, culture, and cultural tourism, and am developing website promotion for individual artists and businesses within the NRGNHA website.



# Richard S. Verruni, CHA

1015 Calle Largo, Santa Fe, New Mexico 87501 • 505-983-4863 • rverruni@msn.com

## PROFILE

A dynamic highly motivated hospitality operations and marketing leader with 25 years of demonstrated hands on management experience responsible for a portfolio of various size Four and Five Star hotels and conference centers. Extensive operations, sales, marketing and management experience at the corporate headquarters and hotel level. Skilled at driving revenues through marketing distribution channels while containing expenses to achieve positive financial results. Demonstrated skills in planning, team building, resource allocation and staff management.

## OPERATIONS/MANAGEMENT/SALES AND MARKETING EXPERTISE

- Directs organizational functions including hotel/resort operations, financials, reservations, sales and human resources.
- Manages all aspects of organizations revenue growth and performance; execution of strategic business plans.
- Empowers and evaluates Leadership Committee and staff; Maintains open channels of communication to stimulate optimal delivery of service, positive work environment and responsible business development.
- Proactively develops positive relationships with owners, customers and key vendors i.e., Leading Hotels of the World.
- Reviews sales actions, public relations and marketing plans adjusting strategy to achieve long range financial projections.
- Manages Leadership Committee and staff meetings to review Master Task List, fostering open communication and teamwork.
- Consults with owners and senior management to define new business opportunities.
- Implements training programs and monitors effectiveness through evaluation of customer comment card analysis and shoppers' reports.

## PROFESSIONAL HOTEL EXPERIENCE/ACCOMPLISHMENTS

### BISHOP'S LODGE RANCH RESORT AND SPA

Managing Director-Santa Fe, New Mexico

5/2008-Present

- Manage 111 Rooms Luxury Ranch Resort and Spa with 15,000 sq ft meeting space, villas, stables, skeet shooting, kids club, locals club and Home Owner's Assn.
- Four Diamond Service level standards.

### WILDERNESS GATE RESORT

Managing Director /Consultant-Taos Ski Valley, New Mexico

11/2006-5/2008

- Consultation with owner, designer and development team to development exclusive Five Star Resort and Spa .

### ELDORADO HOTEL & SPA

Managing Director – Santa Fe, New Mexico

10/2004-10/2006

- Managing 219 room luxury hotel & spa with 42 adjacent suites/casitas.
- Successfully launched NIDAH, \$2.5 million dollar luxury spa and salon.
- Facilitated new management take over and implementation of Four Diamond luxury service/operation standards.
- Returned hotel to Four Diamond status with AAA inspection in June 2005/May2006.
- Achieved 92% guest satisfaction results.

### WESTMINSTER HOTEL

Managing Director – New Jersey

10/2002-10/2004

- Launched Four Star luxury Hotel and Spa with 187 guestrooms, 15,000 square feet of conference/meeting space.
- Implemented Four star operating standards, training, budgets, procedures; marketing and public relations.
- Lodging Hospitality 2004 Design Award Winner.
- Achieved 90% guest satisfaction results.

### ROSEWOOD HOTELS AND RESORTS

1/2001 – 9/2001

Managing Director – Carenage Bay Resort and Spa, The Grenadines, West Indies

- Managed Five Star, 166 Room/Suite Resort including 4 restaurants, spa, 18 hole golf course, tennis club, casino, scuba center, marina and ballroom. Member of Leading Hotels of the World.
- Implemented Rosewood Five Star Service standards, procedures and training programs.
- Directed planning committee to achieve financial and service targets while managing 390 employees with Rosewood values as a guideline.
- Directed Sales, Marketing and Public Relations initiatives and worldwide sales offices.

EXHIBIT

"F"

tabbies

- Primary client base: USA, UK, Italy, France, Germany, South America. Markets: leisure, wholesale, group, incentive.
- Launched comprehensive sales introduction to over 250 clients and press through individual site inspections and familiarization trips.
- Carenage Bay Resort featured in Architectural Digest and on CNN Travel.
- Achieved 90-92% guest satisfaction results, monitored and analyzed daily/monthly.

### ROCK RESORTS

1998 – 2001

#### **Managing Director – La Posada Resort and Spa, Santa Fe, NM**

- Successfully launched La Posada as Rock Resorts flagship hotel/Leading Hotels of the World.
- Management of 159 rooms/suites historic downtown resort and spa with 5,000 sq. ft. Conference Center. Business mix: 35% Group/65% Leisure.
- Directed management team by example; integrity, honesty, accountability.
- Implemented Four-Star Rock Resort standards and resort activities.
- Launched and monitored Five star service training programs resulting in 94% meet/exceed guest expectation.
- Planned and directed \$500,000 resort enhancement program in preparation for Annual Olympus Owners Conference.
- Directed local and national public relations program resulting in story placement in Insight, Architectural Digest and Unsolved Mysteries.

#### **Vice President of Operations – Rock Resorts/Cuisinart Resort and Spa – Anguilla, BWI**

- Leader of Corporate task force that opened Cuisinart Resort, 100 room Four Star Rock Resort.
- On-site Olympus Hospitality/Rock Resort representative working directly with private owner and construction management.
- Directed FFE resort installation; coordinated punch list inspection resulting in satisfactory completion and on-time opening.
- Daily interface with resort operation, local sub-contractors and government officials.

#### **Vice President of Operations – Unique Hotels and Resorts – New York City**

- Executed take over of 5 independent luxury boutique hotels for owner Credit Suisse First Boston.
- Rebranded hotel group “Unique Hotels and Resorts” while maintaining individual identity at each property.
- Developed consistent Four star amenities program and service standards for all hotels.
- Implemented departmental operations procedures, standards and manuals, Manager on Duty Program.
- Established executive committee support team; Human Resources, Area Director at Engineering and housekeeping.
- Executed \$3M FFE/CAPEX improvement plan, established PM program.
- Opened 90-room addition to Shoreham Hotel; executed Sales and Public Relations strategy.

### AT&T GLOBAL REAL ESTATE/ HOSPITALITY DIVISION – New Jersey

1995 – 1998

#### **Hotel and Conference Center Asset Manager**

- Developed and operated Four star, 171 room executive level hotel and conference center surpassing revenue and profit projections for 3 years.
- Managed team of 20 conference, event management and executive support managers producing 300 meetings annually, delivering \$500,000 per year cost savings to corporation.

#### **Director of Hotel/Conference Center Asset Management (AT&T contract)**

1993-1995

- Leader of development and management team that opened \$60M state of the art 4 star executive conference center.
- Operational and financial responsibility for AT&T Hotel and Conference Center, New Jersey and Hickory Ridge Conference Center, Chicago, IL.
- Contracted consultant to AT&T Global Real Estate.

### HILTON INTERNATIONAL – New York City

1992 – 1993

#### **Senior Director of International Sales**

- Directed New York International sales operation of 12 sales people representing 150 world wide hotels; Europe, South America, Far East, Caribbean.
- Successfully achieved \$46M annual group room sales.
- Partnered with Tourist Boards and Airline organizations to promote destinations worldwide.

### CONTINENTAL COMPANIES HOTEL AND RESORT GROUP

1987 – 1992

#### **Area Director of Sales and Marketing – East Coast Region**

- Managed hotel sales and marketing organizations in New Jersey and Pennsylvania region consisting of Sheraton, Hilton and independent brands.
- Posted revenue, ADR and occupancy gains 2 years in a row.
- Awarded “Top Lead Development” region.
- Rebranded two luxury hotels, increasing market share.

#### **Area Director of Sales and Marketing – Aspen\Beaver Creek. CO**

- Take over of Four Star historic Hotel Jerome, Aspen. Rebranded “Grand Bay Hotels,” developed joint marketing programs with Miami, New York and European hotels.

- Increased occupancy and ADR by 15% while raising level of service to Four Star.

**National Sales and Marketing Director – New York City**

- Successfully managed New York sales operation representing 60 domestic and Caribbean hotels with 6-person team.
- Developed strategic partnership with tourist offices and airlines resulting in 25% increase in bookings year over year.

**ADAMS MARK HOTELS AND RESORTS – Philadelphia**

1984 – 1987

**National Director of Sales**

- Directed national sales team of 8 to generate over \$15M annual sales, 10 hotels.
- Managed sales offices in Philadelphia, Washington D.C., and Chicago.

**THE HERSHEY HOTEL – Philadelphia**

1981 – 1984

**Assistant General Manager/Director of Marketing**

- Successfully opened \$45M hotel with \$4M in pre-opening room sales.
- Leader of pre-opening teams to recruit personnel, developed plans with owner and implemented operation procedures.

**STOUFFERS HOTELS AND RESORTS**

**Director of Marketing - Valley Forge, PA**

1978-1981

- Supervised 10 member sales and catering staff.
- Developed sales territories in N.E.; New York, Boston, Washington D.C.

**Regional Sales Manager - New York City**

1976 – 1978

- Opened first New York National Sales Office with 8 person sales team, rep 30 hotels/resorts

**HYATT HOTEL CORPORATION – Winston Salem, NC**

1975 – 1976

**National Sales Manager**

- Completed Hyatt management training program/Sales Manager.

**EDUCATION/TRAINING/MILITARY**

**Pennsylvania State University**

Graduation: 1975

Degree: BS, Hotel Management

**Wharton/AT&T Executive Education Center**

MBA Finance Certificate 1998 (Mini Program)

**American Hotel Association Educational Institute**

Certificate Hotel Administration CHA 1998/2004

**Military**

United States Army – Honorable Discharge

**Associations/Affiliations**

**Santa Fe Lodgers Association – Board of Directors**

**Santa Fe Convention Bureau- Committee for Advertising, PR and Web Development**

**New Mexico Children's Foundation - Board of Directors**

**New Mexico Hotel Association/Hospitality Assn of New Mexico- Board of Directors**

**Santa Fe Community College/New Mexico State Hospitality Management Program-Advisory Council**

**Santa Fe County Lodgers Tax Advisory - BOD**

**References furnished upon request**



## RICHARD VERRUNI MANAGING DIRECTOR OF BISHOP'S LODGE RANCH RESORT & SPA

SANTA FE, NM – A dynamic and highly motivated leader, Richard Verruni has more than 30 years of hospitality management experience and a nurturing nature that translates into feelings of warm welcome for each guest at Bishop's Lodge Ranch Resort & Spa. As managing director at Santa Fe's only ranch resort, his portfolio includes a number of four and five star hotels and conference centers and extensive sales, marketing and management experience.

Verruni began his career in the hospitality industry in 1975 as a national sales manager for the Hyatt Hotel Corporation in Winston Salem, NC. Other titles in his impressive résumé include assistant general manager and director of marketing for the Hershey Hotel in Philadelphia, senior director of international sales for Hilton International and vice president of operations for Unique Hotels and Resorts in New York City, among others.

More than 20 years ago, Verruni marked the beginning of his journey as managing director of a number of prestigious resorts before joining the Bishop's Lodge team in 2008. At Rock Resorts, he successfully launched La Posada Resort and Spa in Santa Fe, NM as Rock Resorts' flagship hotel and one of the leading hotels of the world. Other properties have flourished under his direction including Carenage Bay Resort & Spa in The Grenadines, West Indies, Eldorado Hotel & Spa in Santa Fe and Westminster Hotel in New Jersey

In each position, Verruni has placed emphasis upon innovative training programs and has consistently fostered guest satisfaction results of 90 percent or higher. At Bishop's Lodge, he is responsible for directing all organizational functions including operations, financials and human resources, managing organizational revenue and growth. Verruni defines new business opportunities and monitors the effectiveness of implemented training programs and guest feedback.

In addition to his attention to detail and excellent service, Verruni exhibits a deep commitment to both his state and his profession, also serving on the boards of directors for the Santa Fe Lodgers Association, New Mexico Children's Foundation and New Mexico Hotel Association.

Though his positions and responsibilities have varied throughout the years, Verruni remains dedicated to an outstanding guest experience from arrival to departure to return visit—a commitment he uses to inspire his staff and drive them to foster a friendly and genuine Southwestern experience at Bishop's Lodge.

Bishop's Lodge Ranch Resort & Spa is an authentic, historic destination ranch resort nestled at the base of the Sangre de Cristo Mountains. Wrapping around a 156 year-old historic chapel, the resort includes 15 Santa Fe adobe-style lodges housing 91 unique rooms, many with kiva fireplaces, private courtyards and quaint balconies as well as eight gated villas. A member of Historic Hotels of America, a program of the National Trust for Historic Preservation and brand of Preferred Hotel Group, Bishop's Lodge boasts serene meeting spaces including four conference rooms totaling 8,000 square feet. Outdoor spaces are accessible for receptions and activities, with business support services, full-service catering and culinary planners available.

Bishop's Lodge is home to Las Fuentes Restaurant and Bar, offering contemporary, creative American cuisine with a Southwestern flair created by Executive Chef Christopher McLean in an

-More-

**PRESS CONTACT: THE MAYFIELD GROUP**  
JACOB WARD • AUTUMN BARNES MAYFIELD  
850.421.9007 o / 850.325.0666 c  
[JWARD@MAYFIELDPR.COM](mailto:JWARD@MAYFIELDPR.COM) • [AMAYFIELD@MAYFIELDPR.COM](mailto:AMAYFIELD@MAYFIELDPR.COM)

-2-

inspired environment featuring majestic beamed ceilings and authentic Navajo rugs. From Memorial Day to Labor Day, the poolside Sunflower Bar & Grill serves fresh sandwiches, salads and specialty drinks. Named Most Outstanding Spa by *Condé Nast Johansens*, SháNah Spa is inspired by the Native American word for vitality and energy and boasts custom-blended oils for individual skin types and specialized treatments including massages, facials, body wraps and Aquassage. The stables at Bishop's Lodge allow guests to experience the ranch's 450 acres of spectacular alpine scenery on horseback, with group, private, sunset and special children's rides available year-round.

For more information on incentive getaways at Bishop's Lodge Ranch Resort & Spa, call 800-732-2240 or visit <http://bishopsloodge.com> or <http://facebook.com/bishopsloodge>.

# # #





Henry P. Roybal  
Commissioner, District 1

Miguel M. Chavez  
Commissioner, District 2

Robert A. Anaya  
Commissioner, District 3



Kathy Holian  
Commissioner, District 4

Liz Stefanics  
Commissioner, District 5

Katherine Miller  
County Manager

Date: January 12, 2016

To: Board of County Commissioners

From: Lisa Katonak, Executive Administrator  
Tony Flores, Deputy County Manager

Subject: Appointment of Members to the Santa Fe County Valuation Protest Board

**Background and Summary:**

The Santa Fe County Valuation Protest Board (Board) is comprised of volunteers that examine and rule on property tax valuation protests. The Board consists of two members and two alternates; one member and one alternate must demonstrate experience in the field of valuation of property, the other member and alternate do not require this experience. Members shall not be employed by the State, a political subdivision, or a school district, shall not hold an elective public office, and must be registered to vote in Santa Fe County.

Board members are appointed for two year terms by the Santa Fe County Board of County Commissioners and are not assigned by district but are County-wide members.

***Alternate Board Member Requiring Experience:***

The Alternate Board member position requiring experience was held by Mr. Stephen Hochberg who was appointed by the Board of County Commissioners on December 10, 2013 for a two year term expiring December 10, 2015. Mr. Hochberg did not seek a second term.

Staff advertised for the vacancy on two separate occasions and received one application. However the applicant did not have the required experience in the field of property valuation. Based upon this, in coordination with the Santa Fe County Assessor, staff reviewed the qualifications of the existing Board member not requiring experience and determined that, although filling this position, Ms. Suzanne Taylor has the required valuation of property experience that is necessary to hold the alternate Board member position that requires experience. Ms. Taylor was appointed in July 14, 2015 for a 2 year term as the Alternate Board member not requiring experience.

Staff inquired about Ms. Taylor's interest in applying and being considered for the Alternate Board with Experience. Included with this memorandum, is Ms. Taylor's letter of interest and resume.

If the Board accepts the recommendation of Ms. Taylor to serve as the Alternate Board member requiring experience, a vacancy will exist on the Board for the position of Alternate Board Member Not Requiring Experience.

***Alternate Board Member Not Requiring Experience:***

To insure that the Assessor's Office has the necessary Board members seated for upcoming meetings, staff advertised for interested candidates and received the following candidates (listed by alphabetical order):

- Leonard Feiner
- Larry Landry
- James L. Murphy
- Patrick G. Murphy
- Richard Rogers
- Carol Wirt

**Recommendation:**

Upon completion of the review of each interested candidates applications and informal interviews, staff, in consultation with the Santa Fe County Assessor, is recommending the following appointments:

**Alternate Board Member Requiring Experience:**

Ms. Suzanne Taylor

Term: January 12, 2016 – January 12, 2018.

**Alternate Board Member Not Requiring Experience:**

Mr. Patrick G. Murphy

Term: January 12, 2016 – January 12, 2018.

**Exhibits:**

A – §7-38-25 County, valuation protests board; creation; duties; funding

B – Suzanne Taylor

C – Leonard Feiner

D – Larry Landry

E – James L. Murphy

F – Patrick G. Murphy

G – Richard Rogers

H – Carol Wirt

**7-38-25. County valuation protests boards; creation; duties; funding.**

A. There is created in each county a "county valuation protests board". Each board shall consist of three voting members. Three alternates shall also be appointed to serve as voting members in the absence of a voting member. Voting members and alternates shall be appointed as follows:

(1) one member and one alternate shall be a qualified elector of the county and shall be appointed by the board of county commissioners for a term of two years;

(2) one member and one alternate shall be a qualified elector of the county, shall have demonstrated experience in the field of valuation of property and shall be appointed by the board of county commissioners for a term of two years; and

(3) one member and one alternate shall be a property appraisal officer employed by the department, assigned by the director and shall be the chairman of the board.

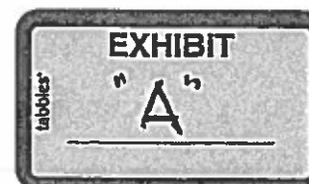
B. Members of the board and alternates appointed under Paragraph (1) or (2) of Subsection A of this section shall not hold any elective public office during the term of their appointment nor shall any such member or alternate be employed by the state, a political subdivision or a school district during the term of his appointment.

C. Vacancies occurring on the board shall be filled by the authority making the original appointment and shall be for the unexpired term of the vacated membership.

D. The county valuation protests board shall hear and decide protests of determinations made by county assessors and protested under Section 7-38-24 NMSA 1978.

E. Members of the board and alternates when serving as voting members appointed under Paragraphs (1) and (2) of Subsection A of this section shall be paid as independent contractors at the rate of eighty dollars (\$80.00) a day for each day of actual service. The payment of board members and alternates and all other actual and direct expenses incurred in connection with protest hearings shall be paid by the department.

**History:** 1953 Comp., § 72-31-25, enacted by Laws 1973, ch. 258, § 65; 1977, ch. 129, § 1; 1981, ch. 37, § 74; 1982, ch. 25, § 1; 1997, ch. 159, § 1.





Ms. Lisa Katonak  
Santa Fe County Manager's Office  
P.O. Box 276  
Santa Fe, NM 87504-0276

Dear Ms. Katonak,

I am Suzanne Taylor and I would like to apply for the position on the County Protest Valuation Board. I am a registered voter of Santa Fe County and live in the City of Santa Fe.

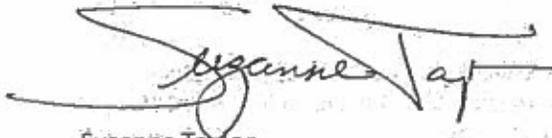
I have established Real Estate Company and I am a Qualifying Broker here in Santa Fe for Taylor Properties which I have owned since 2000. I have been an Associate Broker in Santa Fe since 1995 and a Qualifying Broker since 2002. I have dealt through the Real Estate industry for the past 20 years with residential, commercial, office, ranch and farm land in Santa Fe and Northern NM.

Through my 20 years of experience as an Agent, I have listed and sold millions of dollars of Real Estate. I have gained a great deal of experience in assessing property values at current market prices over the years. I believe that the County Tax Assessors Office should be able to collect everything they are owed for the benefit of society.

My other community activities also include participating in fund raising, in Santa Fe community charity fund raisers such as the Santa Fe Youth Shelters for homeless youth.

Thank You for your consideration.

Sincerely,



Suzanne Taylor,  
Qualifying Broker,  
Taylor Properties  
505 470-181



## Suzanne Taylor

### CONTACT

Phone: 505 474 0818  
Email: [stn@earthlink.net](mailto:stn@earthlink.net)  
Address: 2135 Plazuela Vista Santa Fe, NM 87505

### EDUCATION

Attended: Richland College, Dallas, TX, Baylor University Dallas, Texas, and University of Texas, El Paso

### EMPLOYMENT HISTORY

1995 - 2001; Associate Broker, Coldwell Banker, Santa Fe NM  
2002 - 2009; Qualifying Broker, Taylor Properties  
2009 - 2011; Qualify Broker, Great New Mexico Properties  
2011 - Present; Qualifying Broker, Taylor Properties

### CURRENT EMPLOYMENT AND BUSINESS

I am the owner and Qualifying Broker of Taylor Properties which I have owned since 2000 but have operated full time since 2011. I have been in Real Estate in Santa Fe for 20 years starting in 1995. Taylor Properties deals with residential, commercial, office, ranch and farm land in Santa Fe and Northern NM. My website is [www.taylorpropertiesnm.com](http://www.taylorpropertiesnm.com). I have two associate brokers, Stephanie Johnson and Sharon Brown working for me. I am consistently a top 20 seller in the Santa Fe Multiple Listing service.

### REFERENCES

Ann Honstein, President and CEO, Community Bank of Santa Fe, 549 S Guadalupe St, Santa Fe, NM 87501, (505) 946-3500

Julia B. Rose, Esq., Attorney, 215 Lincoln Ave. Suite 204-B P.O. Box 2503 Santa Fe, NM 87504 (505) 983-0003, email [jrose@jbr-law.com](mailto:jrose@jbr-law.com)

Gloria J. Vigil, Appraisal Assessment Manager, NMCA, Santa Fe County Office of the County Assessor, 102 Grant Ave., P.O. Box 126, Santa Fe, New Mexico 87504-0126, Office (505) 986-6308, Fax (505) 986-6316, email [Gjvigil@santafecountynm.gov](mailto:Gjvigil@santafecountynm.gov)

Craig Mapel, Retired, Previous Marketing Specialist for the New Mexico Department of Agriculture. 505 660-5888.

Dana Macintosh, Board Member Santa Fe Youth Shelter, Currently Sales Associate for Trend Magazine, 505 470-3345

### PERTINENT EXPERIENCE IN SANTA FE

I have been in real estate in Santa Fe for 20 years starting in 1995. I currently have my own brokerage business, Taylor Properties. I am consistently a top 20 seller in the Santa Fe Multiple Listing service. I worked extensively raising money for the Santa Fe Youth Shelter and other charity organizations. My husband is Dr. James T. McGuckin, a retired NMSU economics professor, previous board member of the New Mexico Educational Retirement Board and currently engaged as a consultant to the Louisiana Public Service Commission.

LEONARD FEINER  
75 Calle Agua Clara  
Santa Fe, New Mexico 87508  
(954)913-0485  
lfeiner1@gmail.com

November 30, 2015

Ms. Lisa Katonak  
Santa Fe County Manager's Office  
P.O. Box 276  
Santa Fe, NM 87504-0276

Dear Ms. Katonak:

I am writing to you in response to the recent article in The New Mexican newspaper seeking applications to fill a vacancy for an alternate board member on the County Valuation Protest Board.

I believe I would be a valuable addition to the Board based on my extensive background. I have been a full time resident of Santa Fe since January 2013, having previously owned a vacation home here since 2008. As you can see from my attached resume, I served as a County Court Judge in Broward County, Florida for 24 years until I retired to Santa Fe as a permanent resident. During my years on the bench, I presided over thousands of cases, both civil and criminal, in which I heard testimony and arguments of counsel and parties, as well as having reviewed tangible evidence, and ruled based thereon. During my tenure on the bench, I was also privileged to have also served as District Vice President and then Treasurer for 8 years on the Conference of County Court Judges of Florida.

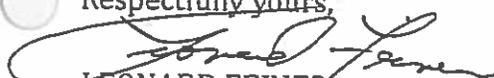
Prior to my service as a Judge, I was engaged in the private practice of law as a civil attorney, handling all matters of cases including civil litigation, real estate transactions, personal injury, family law and adoptions.

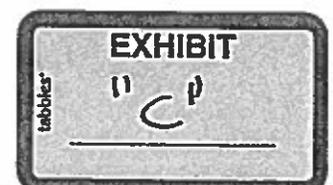
Based upon the foregoing, as well as the fact that I was a Florida Supreme Court Certified Circuit Mediator from 2013-2015, I believe that I have the necessary skills and experience to effectively hear, examine and rule on tax valuation protests that may come before the County Valuation Protest Board.

If you wish to meet with me or discuss this matter with me further, please do not hesitate to contact me.

Thank you for your consideration.

Respectfully yours,

  
LEONARD FEINER



Leonard Feiner  
75 Calle Agua Clara  
Santa Fe, NM 87508  
Cell: 954-913-0485  
LFeiner1@gmail.com

Education: J. D., St. John's University School of Law, 1973  
Dean's List, 1971-1973; American Jurisprudence  
Award in Insurance Law  
B.B.A, Bernard M. Baruch College, 1970  
Political Science and Public Administration

Bar Affiliation: Admitted to New York State Bar, 1974  
Admitted to Florida Bar, 1975

Mediation Certification: Florida Supreme Court Circuit Civil Mediator

Legal Experience: County Court Judge, Broward County, Florida,  
1989-2012. Presided over both Civil and Criminal Trials  
(Excluding Domestic Relations);  
District Vice President, Florida Conference of County  
Court Judges (2 Years):  
Treasurer, Florida Conference of County Court Judges  
(8 Years)

Leonard Feiner, Attorney at Law- 1975-1988  
Ft. Lauderdale, Florida. General Civil Practice including  
Litigation, Real Estate, Probate, Personal Injury,  
Negligence, Commercial, Residential and Commercial  
Landlord/Tenant, and Contracts

Served on Adoption Advisory Council, State of Florida  
Department of Health and Rehabilitative Services 1986-  
1989

Andrew Perl, Esq. 1973-1975  
New York, New York  
Associate in Litigation and Probate Law Firm

Larry Landry  
18 Sunlit Drive East  
Santa Fe, New Mexico 87508-8992  
505.780.5160  
lrl@quirklaw.com

Santa Fe County Manager's Office  
Attn: Lisa Katonak  
P.O. Boc 276  
Santa Fe, NM 87504-0276

Re: Member, County Valuation Protest Board  
Application

Dear Ms. Katonak:

I submit for consideration, my credentials in regard to the above position; please note the attached short resume (more detail can be provided if necessary). I am a retired attorney-certified public accountant in both Texas and Georgia. In that capacity, over a period of some thirty-five years, I have tried several thousand real property valuation cases or cases involving commercial and residential property values, in the context of bankruptcy reorganization, liquidation, and taxation, representing property owner parties, debtors, and creditors, such as banks and investors, in the Federal Courts of the United States and the State Courts of Georgia, New York, Florida and Texas. I have deposed literally hundreds of appraisers and examined same as witnesses at trial or in contested hearings, both for and against the parties represented, over that time span. I have reviewed and analyzed more than a thousand appraisals



I have not joined the New Mexico Bar at this time and consider myself retired. I am 69 years old. I am a resident, homeowner, Viet Nam veteran, and registered to vote in Santa Fe County New Mexico, having moved here on May 8, 2015.

Finally, if I am to be considered for this position, I first need to know more about the process, including duties, time commitment, and so forth.

Thank you

Larry Landry

**Larry Landry**  
18 Sunlit Drive East  
Santa Fe, NM 87508-8992  
505.780.5160  
lawland@gmail.com

*Education*

B.S. Mathematics-Biology, University of Texas at Austin  
M.S. Accounting, University of Houston  
J.D. South Texas College of Law

*Professional Credentials*

Lawyer, Georgia & Texas  
CPA, Georgia & Texas  
Federal & State Courts, Georgia & Texas  
United States Tax Court  
Chartered Bank Auditor

*Primary Professional Associations*

State Bar of Georgia  
State Bar of Texas  
Georgia Society of CPA's  
Texas Society of CPA's  
American Association of Attorney-Certified Public Accountants  
Atlanta Lawyer's Club

*Representative Experience 1977 to 2015*

Executive Vice President-InterFirst Bancshares, Bank of Almeda, Houston, Texas  
Commercial Lending, Bank Management, Director  
Executive Vice President-United States National Bancshares, Galveston, Texas  
Administration-Member Banks, Bank Management, Audit  
Partner-Carter, Schwamkrug, Landry & Young, Houston, Texas  
Banking, Creditor Rights, Bankruptcy Litigation, Transactions, Oil & Gas Taxation  
Member- Quirk & Quirk, LLC, Atlanta, Georgia  
Bankruptcy Litigation, Creditor Rights, Transactions



# James L. Murphy

## Biographical Sketch

2015

*James (Jim) L. Murphy has spent more than the last 30 years specializing in "The Art and Science of Leadership." Doing business as JLM International, he has worked with corporations, teams and individual leaders to improve their personal and organizational success. As a consultant who has considerable knowledge and experience in line operations, Jim is primarily schooled in the dynamics of leadership, organizational and personal change, teamwork and strategy development.*

Prior to establishing his consulting practice, he was the senior internal consultant to the chairman, president, officers and management team at US West (now part of CenturyLink), Colorado, a major global telecommunications company. In this role as executive director, Jim consulted regularly with the Office of the Chairman and executive team, working personally with members of the Senior Leadership team. He also directed a team of organizational development consultants and was responsible for succession planning and recruiting for the corporation. He and his team directed the national award-winning "Women of Color Project."

While at US West, Jim designed and taught numerous executive corporate retreats and workshops, focusing on strategy and organizational change. Specifically, "Issues and Strategies" was the prime leadership conference series for the top 1,000 leaders and officers in the corporation. It began in 1986 and ran continuously for eight years.

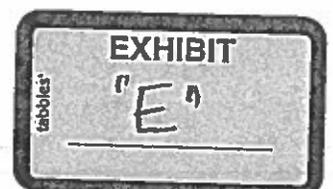
As a consultant, he has since developed similar leadership programs for organizations in the US, Asia and Central America. He collaboratively designs such programs with client organizations, and also delivers portions of these programs, including a leadership model, "The Leadership Continuum," that he developed based on his diverse experiences.

Before US West, Jim was employed by Northwestern Bell and AT&T in Nebraska and Minnesota. During the first half of his business life in line and staff positions, he held a number of positions in engineering, operations and marketing. These assignments led to his work in human resources and organizational development.

He graduated from the University of Nebraska with a degree in Business Administration. Jim served most recently as a city councilor and mayor pro tem for eight years in Orono, Minnesota, is immediate past president of the Museum of Lake Minnetonka, a non-profit organization, and has been a keynote speaker at regional and national conferences. His work on organizational diagnosis has been nationally published and he has advanced training in mediation.

Jim & his wife, Sandra Smith, moved to Santa Fe in 2013. They reside in Santa Fe County.

15 Vista Chicoma Road  
Santa Fe, New Mexico 87506  
jmurphy@goldengate.net  
505 983-0144





**PATRICK G. MURPHY C.P.M.**

**PROPERTY/ASSET MANAGEMENT**  
214-641-7353 \* 214-520-5980  
PATRICKMURPHYCPM@sbcglobal.net

**EMPLOYMENT HISTORY**

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**2005-2014 Sam Moon Group Dallas Texas**  
Director of Real Estate

Position was established to set up real estate department for an extremely successful family owned retail company for properties they own, are developing and future projects. Properties include seven shopping centers (900,000 SF) with one under construction, golf course, parking facilities, industrial building and restaurants. Duties include, site selection, due diligence, financing, leasing, management, rent collections, tenant improvements, contractor and vendor selection, supervision of purchasing of equipment and supplies, property inspections, insurance, tax review, reporting as required and dispositions. Developed centralized filing system, prepared CAM, Tax and Insurance reconciliation, produced policy and procedures manual and budgets for all properties. Consolidated insurance policies and increased coverage while lowering premiums over \$73,000.00 per year. Protested property taxes, which produced savings of over \$1,000,000.00 in savings. By reducing the number of vendors, suppliers, and contractors has resulted in additional savings and better service.

**1993-2005 GAC AND ASSOCIATES Tulsa OK. Dallas TX.**  
Senior Asset Manager

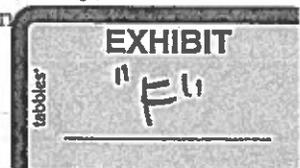
Real Estate Management and consulting. Portfolio has included the supervision of retail, mixed-use projects, over 3,000 multifamily units and seven office buildings in five states plus industrial properties. Proven track record of increasing occupancy and income, lowering operating expenses and enhancing NOI. Duties have included yearly budget preparation, development of short and long term marketing plans, hiring and training of staff and reporting as required. Long and short-term contract assignments have included Management and leasing seminars, Feasibility studies/due diligence, Market research, Site inspections/evaluations, Budget review, Personnel review and Acquisition/sale analysis. Worked with Individuals, corporations, REITS and pension funds covering all facets of Real Estate Management from on-site to corporate office duties.

**1988-1993 MIG REALTY ADVISORS THE NORTHSTAR GROUP**  
West Palm Beach FL Atlanta GA  
Senior Asset Manager Executive Vice President

**MIG** - Responsible for both equity properties including over 2,000,000 SF retail, office and (9,631 multi-family units plus self-storage, industrial, flex space and distribution facilities) and debt properties (3,000,000 SF of retail and office) located in 26 states, including the preservation and increase of value from a pro-active managerial role. Define and analyze asset problems while establishing meaningful long-term strategic plans. Oversaw the daily direction of the asset/property managers, including, site review, due diligence, feasibility reports, market survey, tax reviews, marketing, financing, construction/rehab and disposition. Provided specific guidance to the asset managers relative to the selection, engagement and performance evaluation of property managers. Maintained direct supervision of selected "problem" properties. Determined long and short-term property goals as a result of overall portfolio decisions including refinancing and sales. Review completed property appraisals for reasonableness and conclusions provided.

Qualified MIG through my experience and course studies with the Institute of Real Estate Management (IREM) for the prestigious designation of Accredited Management Organization (AMO).

**NORTHSTAR-** Formulated plan, developed documents and negotiated agreement which established joint venture between MIG and G.F.S.-International Management, creating the 10<sup>th</sup> largest Property Management company as reported by the National Real Estate Investor Magazine, July, 1991. Established long term plan of growth for marketing and staffing. Prepared budget. In development of long and short-range business plan.



1985-1988

**RESOURCES PROPERTY MANAGEMENT CORP.**, New York NY  
Vice President Southwest Regional Office Houston Texas

Established the Southwest Regional Office, Houston, Texas, with direct supervision of all company owned properties West of the Mississippi River. Portfolio consisted of four shopping centers (780,826sf), 10,863 residential units (market rate and section 8) in 11 states and nine office buildings (2,221,451sf). Increased occupancy levels and lowered expenses through aggressive marketing and strict budget controls.

1981-1985

**ROBERT A. MCNEIL CORPORATION**, San Mateo CA  
Regional Vice President Property Management, Phoenix AZ

Responsible for western Texas, New Mexico, Nevada and Arizona. Properties totaled 3,641 apartment units, three shopping centers (247,005sf) and one office building (115,362sf)

### PROFESSIONAL DESIGNATIONS / EDUCATION

B. S. Business Marketing & Management Northeastern Oklahoma State University

<b>C.P.M.</b>	Certified Property Manager	Institute of Real Estate Management
<b>C.A.P.S</b>	Certified Apartment Property Supervisor	National Apartment Association
<b>R.P.M.</b>	Registered Property Manager	International Real Estate Institute
<b>G.R.I.</b>	Graduate of the Real Estate Institute	National Association of Realtors
<b>C.R.S.</b>	Certified Residential Specialist	Realtors National Marketing Institute
<b>C.R.B.</b>	Certified Residential Broker	Board of Governors / National Association of Realtors

### PROFESSIONAL AFFILIATIONS

Building Owners and Managers Association - Institute of Real Estate Management - National Apartment Association - National Multi Housing Council - National Association of Corporate Real Estate Executives - National Association of Realtors - Apartment Owner and Managers Association of America - International Institute of Real Estate

### CURRICULUM PLANNER AND INSTRUCTOR

Designed and instructed Real Estate Courses including: GRI-Oklahoma State University, Basic and Advanced Real Estate & Property Management-Tulsa Junior College, GRI-Kansas Real Estate Commission, CAM Courses-Arizona Multi-Housing Association, Houston Apartment Association-Energy Conservation and Computer Program Courses-Houston Chapter-Institute of Real Estate Management, and others

In recognition of my accomplishments in the real estate field, I have been featured in the 1988 through 2005; Marquis Who's Who in the World edition as well as Who's Who in Real Estate.

### REFERENCES AVAILABLE UPON REQUEST

**RICHARD H. ROGERS**

7 Avenida Vista Grande St B-7  
Santa Fe, NM 87508  
(505) 466-4661  
[richard@sunmonthly.com](mailto:richard@sunmonthly.com)

An experienced business executive, entrepreneur, and attorney offering in depth management experience, project management, and international, business/real estate legal skills.

Experienced at being a team –player and serving as a mentor to others, offering my knowledge and experience, or serving in a consulting capacity.

Technologically savvy with all software, enthusiastic and flexible in approach.

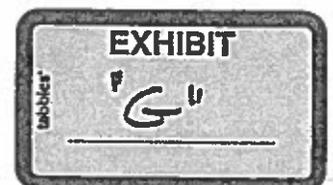
**Accomplishments:**

1. Corporate legal counsel, profit and non-profit, in Chicago, and Dayton, Ohio.
2. President, International Division, managing several billion dollar international projects on a worldwide basis.
3. Founder and President of a very successful international, business law firm advising domestic and international clients, profit and non-profit, in Ohio.
4. Publisher, Executive Editor of “Santa Fe Monthly” a monthly cultural and, literary magazine.

**Education:**

1. Miami University, Oxford, Ohio, BS in Business Administration (Marketing).
2. Duke University, Durham, NC, JD degree.

Chaired Municipal Zoning Commission for 22 years; played football at Miami (Ohio); Presidents Club, Miami University; President, Red and White Club,. Miami University; Business School Advisory Council, Miami University.





December 3, 2015

TO: Santa Fe County  
County Valuation Protest Board

FROM: Carol R. Wirt

RE: Application for Position of Alternate Board Member

ATTN: Lisa Katonak

Please accept this letter as my letter of interest and intent to apply for this open board position.

I am a resident of Rancho Viejo in Santa Fe County, New Mexico. My educational background is in accounting and finance, and I taught these subjects in various courses at the university level for many years. While I do not have specific training or experience in property valuation, I certainly understand the methodology for assessment. I also can appreciate the complications and disagreements that may arise in such, and believe I would be able to understand and apply the operating rules and laws that govern such in Santa Fe County.

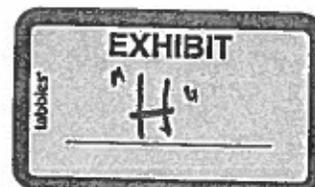
I have served on the city audit board in Ashland, Oregon, and on the electrical problem resolutions board in Colorado Springs, Colorado. I believe I would be a good and solid member of the Valuation Protest Board for Santa Fe County.

As part of this application, I have submitted my Curriculum Vita (Resume), and the County-supplied forms for financial disclosure and the Inquiry Release Authorization form, notarized as indicated.

Again, please accept this letter of application and interest for the position of alternate member of the Santa Fe County Valuation Protest Board.

Sincerely,

Carol R. Wirt



# Curriculum Vita

DATE: December 1, 2015

## *PERSONAL*

Name: Carol Nemeč Wirt

Phone: 505-473-7644

E-mail: gwtrn@gmail.com

Home Address: 150 E. Chili Line Road, Santa Fe, NM 87508

Academic Rank Attained: Associate Professor

Retired, Granted Emeritus Standing: 2007

University: Southern Oregon University, School of Business

## *HIGHER EDUCATION*

University	Degree	Date
Southern Illinois University Carbondale -- Finance	DBA	1995
University of Colorado, Colorado Springs -- Accounting	MBA	1980
Illinois Institute of Technology -- Science, Undesignated	BS	1963

## *PROFESSIONAL EXPERIENCE*

### *Academic:*

Institution	Title	Period
Southern Oregon University	Associate Professor, 600 hr	2006-2007
Southern Oregon University	Associate Professor, Full Time	1996-2006
Southern Illinois University, Carbondale	Visiting Professor, Full Time	1995-1996
	Instructor, Part Time	1993-1995
	Graduate Teaching/Research	1990-1993
Various Colleges and Universities	Instructor- Part Time	1982-1990

Other:

Institution	Title	Period
Western Illinois University	Assistant to the Bursar, Accountant II	1986-1990
CRN & Associates	Investment Counselor and Small Business Advisor	1983-1986
AIIM Financial, Ltd.	Investment/Insurance Advisor	1980-1983
NCR – Electronics Display Systems	Financial Specialist III	1980 - 1982
Electro-West, Inc.	Owner/Manager of Electrical Contracting Firm	1970-1978
Electri-Serv Corp	Office Manager for Contracting Firm	1968-1970

TEACHING: *Teaching Specialization* (courses taught)

BA 211 Accounting Information I

BA 213 Accounting Information II

BA 385/PS 385 Principles of Finance

BA 460/560 Nonprofit Accounting and Financial Management

BA 479/579 Small Business Start-up and Management

BA 499 Business Planning (Capstone)

MM 512 Budget and Finance

BA 498 Women's Issues in Management

BA 272 Career Development

BA 351, 352, and 353 Intermediate Accounting

BA 314 Accounting for HRRM

BA 214 Accounting Bridge Course

MM 512 Budget and Finance

BA 498 Women's Issues in Management

BA 272 Career Development

BA 351, 352, and 353 Intermediate Accounting

BA 314 Accounting for HRRM

BA 214 Accounting Bridge Course

**SERVICE**

*University Committee and Administrative Responsibilities*

<b>Southern Oregon University Service</b>	<b>Position</b>	<b>Dates</b>
Faculty Senate	Secretary	1998 – 1999
Faculty Senate	Senator from School of Business	1997 – 2002
Advisory Council		1998 – 1999
Faculty Senate Constitution Committee	Chair	1999 – 2000
75 <sup>th</sup> Anniversary Committee		2000 – 2001
Academic Standards Committee		2000 – 2003
Academic Policies Committee		1999 – 2003
University Curriculum Committee		2003 – 2006
Faculty Senate Acknowledgements and Awards Committee		1999 – 2000
Small Group Instructional Diagnosis team	Member	1999 - 2006
Search Committee - Director for Career Services	School of Business Representative	2004

<b>SOU School of Business Service</b>	<b>Position</b>	<b>Dates</b>
Personnel Committee		1999 - 2005
Curriculum Committee		1997-99; 2003-2006
Acknowledgement Standing Committee	Chair	1999 – 2002
Accounting Student Association	Co-Advisor	1997 - 2006

## Community Activities

Institution	Service	Dates
City of Ashland, Oregon	Audit Committee	1998 – 2001
State of Jefferson Council of the National Association of Investment Clubs	Board of Directors	1996 – 1998
Tudor Guild, Oregon Shakespeare Festival	Board of Directors	2001 - 2006
Providence Hospital Festival of Trees	Tree Angel	2004 - 2008

Institution	Service	Dates
SOU Adult Education	Individual Investing Seminar series of Four Evening classes	2003
SOU	CPA Exam Preparatory classes	1998 - 2000
SOU	Resume Workshops	1998 - 2000
Capellea University	Visiting Scholar on Ph.D. dissertation committee	2005

## Publications

Title	Publisher	Date
Test Bank revision: <u>Accounting: Information for Decisions. 3e</u>	Thomson Learning	
Test Bank revision: <u>Managerial Accounting: Information for Decisions. 4e</u>	Thomson Learning	

## Articles

Title	Publisher	Date
"The Influence of the Board of Directors and Financial Performance on the Incidence of Executive Plurality," with Wallace N. Davidson III and Dan L.	<u>Corporate Governance – An International Review</u> , Vol. 4, No 1, pp. 11-20	January, 1996,

Worrell

- "One Hat Too Many: Key Executive Plurality and Shareholder Wealth," with Dan L. Worrell and Wallace N. Davidson Strategic Management Journal 1997  
Vol. 18:6, 499-507 III
- "CEO Duality, Succession-Planning and Agency Theory: Research Agenda," with Wallace N. Davidson III and Dan Worrell. Strategic Management Journal (1998)  
Vol. 19:6, 905-913
- "Succession Planning vs. Agency Theory: A Test of Harris and Helfat's Interpretation of Plurality Announcement Market Returns," with Wallace N. Davidson III and Dan Worrell. Strategic Management Journal (2001)  
Vol. 22: 179-184
- "Executive Duality and Plurality: Tests of the Agency Perspective, Organizational Theory Perspective and Succession Planning," with Wallace N. Davidson III. Journal of Corporate Finance
- "Industrial Origin of CEOs in Outside Succession: Board Preference and Stockholder Reaction," with Wallace N. Davidson III, Dan L. Worrell, and Jun Lin. Journal of Management and Governance Vol. 6: 295-321 2002
- "Earnings Management Following Duality-Creating Succession: Ethnostatistics, Impression Management and Agency Theory," with Wallace N. Davidson III, Pornsit Jiraporn, and Young Sang Kim. Academy of Management Journal Vol. 47, No. 2, pp. 267-275 April, 2004
- "Determinants of Age at Succession," with Wallace N. Davidson and Dan L. Worrell Journal of Management and Governance, Vol. 10, No. 1, pp.35-57 March, 2006

## Speeches

Title	Context	Date
How to Read an Annual Report – 8 Hour class; Presented twice	Community Education through NAIC, National Association of Investment Clubs	1997
Portfolio Management Class – 8 Hour class; Presented four times in two years	Community Education through NAIC	1998 - 1999
What Creates a "Professional Office"	Presentation to employees of Investment Firms	May, 1999

## Reviews

Title	Publisher	Date
Reviewer for <u>The Handbook of Information Security</u> ; Hossein Bidgoli, Ph.D., Editor-in-Chief	John Wiley & Sons, Inc	
Reviewer for <u>Governmental and Not-For-Profit Accounting</u> ;		
"A Note on the Determinants of the Outcomes of Bankruptcy Petitions: Evidence from Korea," Minho Kim and Minchoul Kim	<u>Journal of Business Finance and Accounting</u>	Sept/Oct 1999

### PROFESSIONAL AND HONORARY ORGANIZATIONS

Organization	Position	Dates
American Association of Accountants		
Western Decision Sciences Institute		
Decision Sciences Institute, National		
Gamma Beta Sigma Business Honorary	Charter member / Faculty Advisor	1998 - 2002
Beta Gamma Sigma Business Honorary	Member	1980 - Present

### HONORS AND AWARDS

Honor or Award	Issuing Body	Date
Round Table Scholars group		2003 to 2007
Carpenter II Grants awarded		1999, 2000, 2001
Faculty Development Grant	Southern Oregon University	2001, 2002
Presidential Graduate Fellowship	Southern Illinois University Carbondale	1990
WIU Administrative Internship	Western Illinois University	1989
Outstanding Graduating Graduate Student	University of Colorado, Colorado Springs	1980

### OTHER PROFESSIONAL ACTIVITIES

#### Paper/Presentation

Title	Date	Context
"Exploring the Use of Technology in the Care and Feeding of an Undergraduate Capstone Experience," with Donna Lane	April, 2002, Las Vegas, Nevada	Western Decision Sciences Institute; Session Chair
"Building an Atmosphere of Camaraderie and Decreased Anxiety in the Accounting Classroom to Facilitate the Learning of a Possibly Tedious Subject Matter."	April, 2001, Vancouver, B.C.	Western Decision Sciences Institute
"Assessment Tools: Evaluating Projects and Presentations", with Janice Swanson	March, 2000, Lake Arrowhead	Lilly West Conference

"Women Directors on Fortune 500 Firm Boards: Has There Been Progress in the Last Few Years?"	June, 1999, Tromso, Norway	7 <sup>th</sup> Women's Worlds International; Session Chair
Presentation of a working-paper based on material from the "Women Directors on Fortune 500 Firm Boards: Has There Been Progress in the Last Few Years?"	April, 1999, San Jose State University	Culture of Business and the Business of Culture Conference

## Symposium

Title	Role	Date	Context
7 <sup>th</sup> Women's Worlds International	Chair, business-oriented portion of the conference.	June, 1999	Tromso, Norway
Lilly West Conference	Participant	April, 1999	Lake Arrowhead
Western Decision Sciences Institute	Participant; paper reviewer	April, 2006	Hawaii

## Consulting

Organization	Date	Context
Tudor Guild, Oregon Shakespeare Festival	Summer, 2000	Board disfunction
City of Ashland Finance Director	January, 2000	Problems with AFN budget/actuals

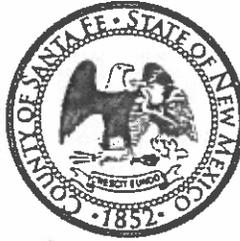




Henry P. Roybal  
Commissioner, District 1

Miguel M. Chavez  
Commissioner, District 2

Robert A. Anaya  
Commissioner, District 3



Kathy Holian  
Commissioner, District 4

Liz Stefanics  
Commissioner, District 5

Katherine Miller  
County Manager

## MEMORANDUM

**DATE:** December 30, 2015

**TO:** Board of County Commissioners

**FROM:** Vicki Lucero, Building and Development Services Manager *VL*

**VIA:** Katherine Miller, County Manager  
Penny Ellis-Green, Land Use Administrator *PEG*

**REF.:** Planning Commission Appointments/Re-Appointments

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### SUMMARY:

Chapter 3 of the SLDC gives the BCC the authority to appoint members of the Planning Commission. Section 3.3.3.1 states: "The Planning Commission shall consist of seven (7) members, appointed by the Board. Planning Commission Members shall be registered voters of the County. One member shall reside in each of the Commission Districts in order to provide diversity of representation; the remaining members shall be at large and may reside in any area of the County and be nominated by any Commissioner." Section 3.3.3.2 goes on to state; "The initial members of the Planning Commission shall be the current members of the County Development Review Committee (CDRC), who shall serve out their remaining terms. Thereafter, terms of members of the Planning Commission shall be for two (2) years or until after their successors are appointed. Three (3) members shall be appointed in even numbered years and four (4) members shall be appointed in odd numbered years. Members shall serve for no more than three (3) consecutive terms..." (Exhibit A).

The terms of three of the current CDRC members will expire in January of 2016. One of the members represents Commission District 2, and the other two are at-large positions.

In November of 2015, the County sent out a press release seeking interested members of the general public to serve on the Planning Commission. We received responses from 4 individuals which includes the 3 current members who have requested reappointment.

Only one of the applicants that submitted a letter of interest to serve on the Planning Commission resides in Commission District 2. That applicant is current CDRC member, Bette Booth. Ms. Booth is interested in serving another term.

We also received letters of interest from 3 applicants who have requested to serve on the Planning Commission as at large members and reside in different areas of the County.

These applicants are as follows:

Susan Martin (District 1) – current CDRC member  
Louie Gonzales (District 5) – current CDRC member  
Joe Ortiz (District 5)

The Applicant's letters of interest and resumes are included in Exhibit B. Staff also conducted a telephone interview with the new Applicant.

**STAFF RECOMMENDATION:**

Staff recommends appointment of Bette Booth for District 2 to serve a 2 year term from January 2016 through January 2018.

To provide consistency with the new SLDC, staff recommends reappointment of the 2 at large CDRC Members to serve on the Planning Commission as follows:

Susan Martin  
Louie Gonzales

The at large members shall serve a 2 year term from January 2016 through January 2018

**ATTACHMENTS:**

Exhibit A— Chapter 3, Section 3.3. (Planning Commission) of the SLDC  
Exhibit B – Applicants' Letters of Interest and Resumes

~~3.2.1.12. To hear and rule on appeals from discretionary decisions of the Planning Commission.~~

~~3.2.2. **Action and Appeals.** The Board shall hold public hearings and issue development orders, on applications for legislative or discretionary development approval, except where a final development order is authorized to be issued by the Planning Commission. Where the Planning Commission has authority to issue a development order determining a matter, the Board shall have appellate authority to review such development order if an appeal is properly perfected by the Administrator, the owner/applicant, or any other person or entity with standing to appeal the development order, no more than thirty (30) days from the date of the development order.~~

~~3.2.3. **Conflict of Interest: Quasi-Judicial Proceedings.** A member of the Board of County Commissioners shall not vote or participate in any discretionary development matter pending before the Board as specified in County Code of Conduct.~~

\* 3.3. PLANNING COMMISSION.

3.3.1. **Creation and Responsibilities.** There is hereby created a County Planning Commission ("Planning Commission") which shall have the responsibilities and duties specified in the SLDC and in NMSA 1978, § 3-19-1 *et. seq.* (1965)(as amended) and NMSA 1978, § 3-21-1 *et seq.* (1965) (as amended).

3.3.2. **Duties and Powers of the Planning Commission.** The duties and authority of the Planning Commission are as follows:

3.3.2.1. To perform the functions specified in NMSA 1978 §§ 3-19-1 and 3-21-7 (1965);

3.3.2.2. To review and recommend to the Board, for adoption, text and map amendments to the SLDC, SGMP amendments and the adoption and amendment of an Official Map, a Capital Improvement Plan ("CIP") and other programs for public improvements and services and financing;

3.3.2.3. To hold public hearings and prepare written recommendations to the Board on certain discretionary development approvals subject to appeal to the Board;

3.3.2.4. To hold public hearings and recommend action on an Area, District or Community Plan, preliminary and final development orders, and quasi-judicial discretionary development applications;

3.3.2.5. To hold public hearings and take final action and issue development orders regarding applications for variances and conditional use permits; and

3.3.2.6. To enter upon any land that is the subject of an application that is the subject of this ordinance, make examinations and surveys, and place and maintain necessary monuments and markers upon the land pursuant to NMSA 1978 § 3-19-4, upon reasonable notice of not less than seventy two (72) hours to the owner/applicant or designated agent of the land to be entered, and after adoption of an order authorizing the time, place and location of the entry onto land or site examination.

3.3.2.7. To make decisions on appeals from final decisions of the Administrator



### 3.3.3. Membership and Terms.

**3.3.3.1. Number; Appointments; Residency.** The Planning Commission shall consist of seven (7) members, appointed by the Board. Planning Commission members shall be registered voters of the County. One member shall reside in each of the Commission Districts in order to provide diversity of representation; the remaining members shall be at large and may reside in any area of the County and be nominated by any Commissioner.

**3.3.3.2. Terms and Removal.** The initial members of the Planning Commission shall be the current members of the County Development Review Committee, who shall serve out their remaining terms. Thereafter, terms of members of the Planning Commission shall be for two (2) years or until their successors are appointed. Three (3) members shall be appointed in even numbered years and four (4) members shall be appointed in odd numbered years. Members shall serve for no more than three (3) consecutive terms. Members may be removed by the Board after a public hearing solely for reasonable cause set forth in writing and made part of the public record.

**3.3.3.3. Vacancies.** The Board shall appoint a person to fill a vacancy as soon as practicable after the vacancy is created.

### 3.3.4. Conduct of Planning Commission Business.

**3.3.4.1. Officers; Quorum; Rules of Order.** The Planning Commission shall follow the Rules of Order established by the Board for the conduct of meetings in the County.

**3.3.4.2. Meetings.** The Planning Commission shall meet at least once a month. All meetings of the Planning Commission shall be open to the public. Notice of such meetings shall be given in accordance with the applicable Board approved resolution establishing statutory notice for public meetings.

**3.3.4.3. Minutes and Other Records.** The County Clerk shall keep minutes of the proceedings of the Planning Commission, which shall reflect the vote on each matter put to a vote or, if a member is absent or fails to vote, reflect such fact; and such other records as are necessary to memorialize its transactions, findings, recommendations, resolutions, determinations and development orders, all of which shall be filed in the Office of the County Clerk.

**3.3.4.4. Conflict of Interest.** A member of the Planning Commission shall not vote or participate in any discretionary development matter pending before the Planning Commission as specified in the County Code of Conduct.

**3.3.4.5. Recommendations and Development Orders.** The Planning Commission shall not make a recommendation or take final action on any matter without first considering evidence received from the Administrator, planning staff, a Hearing Officer, or owner/applicant, reports of the pre-application neighborhood meeting, other persons with standing, Tribal governments, and other County, regional, state or federal departments or agencies, as determined by law.

## ~~3.4. ADMINISTRATOR.~~

~~3.4.1. Appointment.~~ A person shall be appointed by the County Manager to serve as the Administrator. Where the SLDC assigns a responsibility to the Administrator, the Administrator may delegate that responsibility to any employee of the County.

November 9, 2015

Dear BCC,

It has been a great pleasure and honor to be a member of the CDRC for the last two years. My term ends at the end of this year.

I would like to submit my re-application for your consideration. However, I want to let you know that I will be out of the country for five months from January through the end of May. That is a significant amount of time, and could affect whether the CDRC can make a quorum. I will certainly understand if you would rather select someone who is more available in early 2016.

In any case, thank you for the opportunity to serve the County and our community.

Warm regards,

*Bette Booth*

Bette Booth





## Bette Booth

1317 Ferguson Lane  
Santa Fe, New Mexico 87505

505-424-8866  
ebooth13@comcast.net

### KEY QUALIFICATIONS

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Bette Booth, MS, has thirty years experience in the design, management and evaluation of marketing, communications, organization development and public participation processes in multi-cultural settings. Ms. Booth's areas of expertise include:

- Ⓒ **Culturally-sensitive, results-oriented management** working with peoples from diverse racial, ethnic and socioeconomic backgrounds in New Mexico and more than 30 countries throughout the world.
- Ⓒ **Facilitation of processes that build sustainable cross-sectoral and multi-cultural teams, partnerships, and networks:** Ms. Booth is experienced in applying a range of facilitation tools that help groups share information, find common ground solutions, and take collaborative action. Techniques include Future Search, Generative Dialogue, Open Space Technology, Community Round Tables, Charettes, Action Learning, Search for Common Ground – a Conversation about Conflict, and Scenario Planning, as well as more traditional facilitation and public participation techniques. Ms. Booth works with her clients and partners to customize processes and tools for their specific needs and context.
- Ⓒ **Marketing, communications, promotion, publicity, and public and media relations:** Experience with a range of products, projects, and corporations, including: market research design and implementation and design of marketing and creative strategies that success that successfully brand and launch or reposition products.
- Ⓒ **Capacity Building, Training and Coaching:** Design, implementation, and evaluation of a range of organizational development and social change methodologies, including

▪ Marketing	▪ Net Weaving: Building a Movement
▪ Working Effectively with the Mass Media	▪ Systems Approaches to Social Change
▪ Cross Cultural Leadership	▪ Conflict Management and Negotiation
▪ Advocacy	▪ Behavior Change Communication
▪ Civil Society Participation and Mobilization	▪ Essential Interpersonal Communication Skills
▪ Facilitation	▪ Media Materials design and production
▪ Social Science Research and Evaluation: qualitative, quantitative, and participatory action research techniques	▪ Building Strong Teams, Partnerships and Coalitions Effective Presentations

- Ⓒ **Systems Approaches to Social Change:** Applying principles and tools that help people take a whole system approach to change by understanding the system and the inter-relationships among its parts; recognizing and questioning their own and other people's frames, paradigms and mental models; analyzing the unintended consequences of proposed alternative strategies and solutions; and strengthening relationships, networks and horizontal linkages and communication to build social capital.
- Ⓒ **Fluent in Spanish – speaking, reading, and writing.**

## RELEVANT EXPERIENCE

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**Emergent Solutions: Connecting People, Creating Change (2011– present):** Provide services, training and coaching in facilitation, marketing, communications, organization development, evaluation and systems approaches to social change:

- ✦ **Facilitation/Coaching: Robert Wood Johnson Foundation Global Team: (August 2015 - present):** This foundation has worked for more than 40 years to identify and address the most pressing health issues facing America. They recently formed a Global Team to identify and share lessons from other countries that could contribute to that goal. Ms. Booth is facilitating and coaching this new team in their first strategic planning process.
- ✦ **Marketing - Guatemala Low Emissions Development Project Communications and Education Component (2014 to present):** Train and coach the project team in developing and implementing a participatory marketing and communications strategy about low emissions development in the Guatemalan context.
- ✦ **Marketing/Strategic Communications – “The Maya Biosphere Reserve: Irreplaceable Natural and Cultural Heritage and Cornerstone for Regional Stability” (2013-2014):** Developed a set of marketing materials (print, video and PowerPoint) that promote continued support and funding for the Biosphere to U.S. governmental authorities and decision-makers.
- ✦ **Facilitation - Sierra Club and The Wilderness Society, New Mexico Statewide Conservation Meeting (2013).**
- ✦ **Marketing - Santa Fe Watershed Association (SFWA) Green Lodging Initiative (2012-2013):** This public/private sector collaboration provided training, coaching and technical assistance to Santa Fe lodging providers leading to third-party green certification.
- ✦ **Marketing/Facilitation - Guatemalan Community Tourism Alliance Project (CTA), Counterpart International (2012):** CTA was a seven year, seven million dollar project with the goal of increasing market-based conservation through strengthened tourism and artisan value chains, focusing particularly on micro, small, and medium-sized enterprises (MSMEs) and community-based organizations (COBs). Developed the final project report and marketing materials with facilitated participation from CTA staff, partners and local stakeholders.
- ✦ **Trainer - Santa Fe Climate Masters, Santa Fe Watershed Association (2012).** Classes included “A Systems Approach to Social Change” and “Communication 101”.
- ✦ **Guest Lecturer/Trainer - Behavior Change Communication: University of Colorado Mortenson School in Engineering for International Development, (2012 and 2013)**
- ✦ **Facilitation - Railyard Stewards Strategic Planning Process (2011):** Worked with the Board President and Executive Director to develop and implement their strategic planning process.
- ✦ **Facilitation - Cabeza Prieta National Wildlife Reserve Border Impacts Dialogue (2011).**
- ✦ **Evaluation Design – i2i Institute, McKnight Foundation Collaborative Crop Research Project (2011).**

**Santa Fe Country Development Review Board (2013 – present)**

**Chair/Facilitator Santa Fe Parks and Recreation Advisory Commission (2007 to present):** Facilitate public participation processes building partnerships among City staff and Councilors and a diversity of community

organizations and constituencies to develop the Master Plan, advocate and fund raise funds for and guide implementation of the 2008 and 2012 Parks and Trails Bonds.

**Project Manager, Resident Advisor and Consultant - Academy for Educational Development (1980–1990, 1994–1996 and 2000– 2010):** Designed, managed and evaluated programs and built local capacity in marketing, communication, facilitation, organization development and systems approaches to social change in the United States and more than 30 countries. Recent projects included: Global FISH Alliance Spiny Lobster Initiative (Honduras and Nicaragua); C-Change Sustaining Community-based Natural Resource Management through Social Networking (South Africa and Namibia); Improved Management and Conservation of Critical Watersheds (El Salvador); Initiative for the Conservation in the Andean Amazon (Peru, Bolivia, Ecuador and Colombia); FIELD Development Communications (Kenya and global dissemination); and GreenCOM Environmental Education and Communication Project (Philippines, Ecuador, Bolivia, Costa Rica, Kenya, Guatemala and global dissemination).

**Consultant (1990-1994):** Provided marketing, facilitation and organizational development technical assistance and capacity building for Kellogg Foundation, World Health Organization, Rockefeller Foundation, United States Information Service, Pan American Health Organization, Johns Hopkins University, the U.S. Peace Corps, Academy for Educational Development and the Nutrition Institute for Central America and Panama (INCAP).

## EDUCATION

- 1977: M.S. Ed., Instructional Systems Technology. Indiana University — Bloomington, Indiana.  
1972: B.S., Journalism and Mass Communications. Kansas State University — Manhattan, Kansas.  
1972: Intensive Language Training (Spanish). Peace Corps — Ponce, Puerto Rico.  
2002: The Mediation Process and Conflict Management. CDR Associates — Boulder Colorado.  
2003: Future Search. Future Search Network — Marin, California.  
2011: Climate Masters. U.S. Environmental Protection Agency — Santa Fe, New Mexico.  
2011: Practical Tools and Methods for Change Agents. International Society for Sustainability Professionals — Portland, Oregon.

## RELEVANT PUBLICATIONS, TRAINING AND PRESENTATIONS

Booth, B. (2013 and 2012). *Fostering Sustainable Behaviors with Behavior Change Communication (BCC) & Social Marketing*. Boulder, Colorado: University of Colorado Mortenson School in Engineering for International Development.

Booth, B. (2012). *Taking a Systems Approach to Social Change and Communications 101*. Santa Fe, New Mexico: New Mexico Climate Masters.

Booth, B. (2010). *A Systems Approach to Social Change One-Day Training*. Narragansett, Rhode Island: University of Rhode Island Coastal Resources Center Leadership in Fisheries Management.

Booth, B., and Acharya, K. (2009). *Communication to Catalyze System-wide Change One-Day Training*. Washington, D.C.: C-Change Systems Thinking Consultative Meeting, USAID.

Booth, B. (2006). *SCALE-in-a-Box One Week Training and Other Resources*, Washington, D.C.: USAID. <http://rmportal.net/library/content/usaid-scale-collection/scale-materials/scale-training-documents/scale-one-week-training>

Booth, B. (2004). *Going to SCALE: System-wide Collaborative Action for Livelihoods and the Environment*. Washington, D.C.: AED Center for Environmental Strategies. [http://www.globalhealthcommunication.org/tool\\_docs/52/scalefinal.pdf](http://www.globalhealthcommunication.org/tool_docs/52/scalefinal.pdf)



November 18, 2015

Penny Ellis-Green, Director  
Growth Management Planning  
County of Santa Fe  
Santa Fe, New Mexico 87501

RE: Santa Fe County Development Review Committee (CDRC)

November 17, 2015

Ms. Penny Ellis-Green  
Growth Management Director  
Santa Fe County  
102 Grant Avenue  
Santa Fe, New Mexico 87504

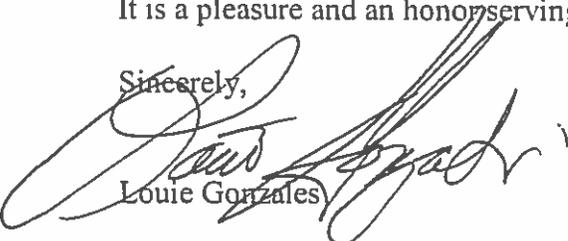
RE: Santa Fe County Development Review Committee (CDRC)

Dear Ms. Ellis-Green;

My term to serve on the CDRC is ending on December 31, 2015. I am requesting that my appointed position as a committee member be extended for an additional 2 years.

It is a pleasure and an honor serving on this development committee.

Sincerely,



Louie Gonzales

Louie Gonzales  
920-3849  
Email: [brokeragerealty@msn.com](mailto:brokeragerealty@msn.com)

RESUME  
LOUIS GONZALES  
3001 BETATAKIN CIRCLE  
SANTA FE, NEW MEXICO 87507  
1-505-920-3849  
[brokeragerealty@msn.com](mailto:brokeragerealty@msn.com)

Los Alamos High School

Parks School of Business

New Mexico National Guard 1970-1976

State of New Mexico Automated Data Processing System Analyst IV 1971-1978

Real Estate Broker Mares Realty 1978-1980

Real Estate Broker/Partner The Brokerage Real Estate & Investments 1980-1983

Real Estate Broker Owner The Brokerage Realty

Real Estate Land Developer 1980-2015

County Santa Fe Development Review Committee 2004-2012, 2014-2015

Land subdivisions, senior citizen multi-family apartment rental facilities, surface water right transfers and change point of diversion, real estate brokerage and real estate rental management.

Structured partnerships and limited liability companies for land acquisition, planning zoning, and secured financing.

  
LOUIS GONZALES

12-12-15  
DATE

**Susan Fry Martin**  
**31 Thistle Lane**  
**Santa Fe, New Mexico 87506**  
**(505) 988-5206**  
**Smartin31@comcast.net**

November 19, 2015

Ms. Vicki Lucero  
Building and Development Services Manager  
Santa Fe County Growth Management Department  
P. O. Box 276  
Santa Fe, NM 87504-0276

Dear Vicky,  
Please consider my application for reappointment to the County Development Review Committee. My resume is enclosed.

As a 32-year resident of Santa Fe County, I have followed the actions of the CDRC and know that it is a vital entity in determining the future of growth in our region. More recently I have served as a member of the CDRC and have done my best to serve fairly, honestly, and with a goal to represent all county residents. My experience includes working collegially on bodies such as the Youth Shelters and Family Services Board and as past chair of the Santa Fe Metropolitan Water Board, as well as the CDRC.

Thank you for your consideration of my application. Please do not hesitate to call or email if you have questions

Sincerely,



Susan Fry Martin

**Susan Fry Martin**  
**31 Thistle Lane**  
**Santa Fe, New Mexico 87506**  
**(505) 988-5206 home**  
**(505)667-0356 work**  
**Smartin31@comcast.net**

Professional Profile- Attorney licensed with the New Mexico and California bars, experienced with environmental, worker safety, water and public interest legislation and policy at state, Federal and Congressional level.

**EDUCATION**

University of California, Berkeley      Haas School of Business  
MBA

University of California, Berkeley      Boalt Hall School of Law  
JD Jurisprudence  
Associate Editor, Ecology Law Quarterly

University of California, San Diego      John Muir College  
BA Economics, Magna cum Laude

**WORK EXPERIENCE**

LOS ALAMOS NATIONAL LABORATORY (1993-2013)      Staff Member  
Los Alamos, New Mexico  
Industrial Hygiene and Safety Division

- Regulatory and policy development for compliance with US Occupational Safety and Health Administration and US Department of Energy requirements
- Management, Injury Illness Recordkeeping System
- Analysis of Department of Defense, DOE, Department of Labor and USEPA authorizing and appropriating legislation

ENVIRONMENT DEPARTMENT      (1985-1993)      Planner Director  
Santa Fe, New Mexico

- Coordination of Department legislative and policy initiatives
- Liaison for Department Congressional submissions on amendments to the Clean Air Act, RCEA, Superfund, and the Clean Water Act.
- Representation of Department in interagency task forces on water and mining issues

WESTERN NETWORK      (1983-1985)      Research Director  
Santa Fe, New Mexico

- Managed research program on resolution of natural resource issues in the American west through litigation, negotiation and mediation for nonprofit organization.
- Wrote "Western Water Flows to the Cities", chronicling the methods by which western cities secured additional water resources for their expanding populations

NATURAL RESOURCES DEFENSE COUNCIL (1982-1983) Senior Project Attorney  
Washington, D.C.

- Headed "Citizens for an Effective EPA", a campaign to stop the planned Reagan Administration budget cuts and leniency for polluters at the Environmental Protection Agency
- Represented NRDC in Congressional lobbying efforts to identify the consequences of administration policies for the EPA on states, scientific research, and toxics programs.

US HOUSE OF REPRESENTATIVES,  
ENERGY AND COMMERCE COMMITTEE (1975-1982) Counsel  
Washington, D.C.

- Responsible for legislation at the Consumer Protection and Finance Subcommittee
- Managed legislative oversight activities at the Oversight and Investigations Subcommittee, including the first Congressional hearings on acid rain

### **PUBLICATIONS**

"Western Water Flows to the cities", part III of the series, "Water in the West"  
"Product Liability and Risk Retention Act of 1981, Report No. 97-190, US House of Representatives

### **MEMBERSHIPS**

State Bar of New Mexico  
State Bar of California  
University Professional and Technical Employees, Communications Workers of America  
Environmental Law Institute

### **VOLUNTEER PUBLIC INTEREST EXPERIENCE**

Member, NM Water Resources Research Institute Advisory Committee (1991-present)  
Member/Chair, Santa Fe Metropolitan Water Board publicly elected (1990-1994)  
Member, Santa Fe County Open Space and Trails Advisory Committee (2001-2005)  
Chair, Sierra Club, Rio Grande Chapter, (2005-present)  
Mentor, Cesar Chavez Elementary School, HOSTS Program (1999- present)  
Volunteer, Literacy Volunteers of Santa Fe (1998-2010)

# San Cristóbal

DEVELOPMENT



Cell Phone: 505-920-3108 Fax Number: 505-983-8473

[www.joeortiz.com](http://www.joeortiz.com)

RE: CDRC appointment

Dear Vickie Lucero,

I would like offer my services for consideration for appointment to the CDRC. I feel strongly about giving back to the community and would greatly the opportunity to serve on the committee, should I be selected.

I have enclosed my resume to establish my experience in real estate and land development matters. Once again, thank you for your consideration to work with the county.

Sincerely,

Joe Ortiz

Digitally signed by Joe Ortiz  
DN: cn=Joe Ortiz, o=San Cristobal  
Development, LLC, ou=Managing  
Member,  
email=Joe@JoeOrtiz.com, c=US  
Date: 2015.11.19 14:38:10 -07 00

Joe Ortiz  
Managing Member  
San Cristobal Development

# JOE ORTIZ

99 SAN MARCOS LOOP  
SANTA FE, NM 87508  
PHONE 505-920-3108 • FAX 505-983-8473 • E-MAIL JOE@JOEORTIZ.COM

## SUMMARY OF QUALIFICATIONS

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2005 - 2009 Systembilt Unit Structures, Founding Member  
2004 -2010 Sustainable Resources Inc., President  
2004 - Present San Cristobal Development Company, Managing Member  
1996-2003 Las Fuerzas, LLC, a development company, Managing Member  
• *Villa de la Paz Condominiums*  
1982 - 2010 City Lights Realty Commercial Broker  
28 years experience in Santa Fe and Northern NM market  
Specializing in Multifamily & Land Development

## EDUCATION

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1982 - 1983 New Mexico Real Estate Institute Qualify Broker  
Youngest Broker In the State of New Mexico 1982  
Santa Fe Community Collage Continuing Education  
Advanced Computer Skills

## PROFESSIONAL EXPERIENCE

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Project Manager

Owner responsible for all site development

Rosario Hill Condominiums	32 Units	2001 – 2007
El Nido Patio Homes	99 Units	2002 – 2009
Tierra Contenta Tract 50	27 Units	2002 – 2008
Raven Ridge Apartments	48 Units	2004 – P
Apache Springs Subdivision	16 Units	2006 – P
Harrison Road Subdivision	15 Units	2002 – 04
Villa de La Paz Condominiums	89 Units	1998 – 03





