

**ORDINANCE/RESOLUTION REQUEST**

Please email requests to the Mayor's Legislative Team  
at [MilHighOrdinance@DenverGov.org](mailto:MilHighOrdinance@DenverGov.org) by **3:00pm on Monday**.

*\*All fields must be completed.\**

*Incomplete request forms will be returned to sender which may cause a delay in processing.*

**Date of Request: July 12, 2012**

Please mark one:       **Bill Request**                      or                       **Resolution Request**

**1. Has your agency submitted this request in the last 12 months?**

Yes                       No

**If yes, please explain:**

**2. Title:** *(Include a concise, one sentence description – please include name of company or contractor and contract control number - that clearly indicates the type of request: grant acceptance, contract execution, amendment, municipal code change, supplemental request, etc.)*

To approve the Mayoral reappointment of Guillermo "Bill" Vidal and the appointment of Jeffrey Martinez to the Denver Housing Authority Board for terms effective July 21, 2012 and expiring July 20, 2017 OR until a successor is duly appointed.

**3. Requesting Agency:** Mayor's Office

**4. Contact Person:** *(With actual knowledge of proposed ordinance/resolution.)*

- **Name:** Anthony Aragon
- **Phone:** 720-865-9032
- **Email:** [anthony.aragon@denvergov.org](mailto:anthony.aragon@denvergov.org)

**5. Contact Person:** *(With actual knowledge of proposed ordinance/resolution who will present the item at Mayor-Council and who will be available for first and second reading, if necessary.)*

- **Name:** Anthony Aragon
- **Phone:** 720-865-9032
- **Email:** [anthony.aragon@denvergov.org](mailto:anthony.aragon@denvergov.org)

**6. General description of proposed ordinance including contract scope of work if applicable:**

[Insert general description here.]

**\*\*Please complete the following fields:** *(Incomplete fields may result in a delay in processing. If a field is not applicable, please enter N/A for that field – please do not leave blank.)*

- a. **Contract Control Number:**
- b. **Duration:** Terms effective July 21, 2012 and expire July 20, 2017
- c. **Location:**
- d. **Affected Council District:**
- e. **Benefits:**
- f. **Costs:**

**7. Is there any controversy surrounding this ordinance?** *(Groups or individuals who may have concerns about it?)* **Please explain.**

[Start typing here.]

*To be completed by Mayor's Legislative Team:*

SIRE Tracking Number: \_\_\_\_\_

Date Entered: \_\_\_\_\_

## Boards and Commissions - Applicant Information

Printed Date: 07-12-2012

**Prefix:** MR. **Last Name:** VIDAL **First Name:** GUIELLERO BILL **Middle Name:**

**Applicant/Appointee Record Id:** 691 **Date Last Modified:** February-15-2012 09:52:25 AM MST **App Deleted Flag:**

**Occupation:** PRESIDENT & CEO

**Employer:** HISPANIC CHAMBER OF COMMERCE

**Work Email:**

**Work Address:** 924 W. COLFAX AVENUE

**Work City:** DENVER **Work State:** CO **Work Zip:** 80204 **Work Zip Ext:**

**Work Phone:** 303-534-7783 **Work Phone Ext:** **Work Fax:** **Work Cell Phone:**

**Home Email:**

**Home Address:** 371 GLENCOE STREET

**Home City:** DENVER **Home State:** CO **Home Zip:** 80207 **Home Zip Ext:**

**Home Phone:** (303)333-9783 **Home Cell Phone:**

**Birth Date:** July-04-2776 12:00:0 **Gender:** MALE **Ethnicity:** HISPANIC **GLBT:** UNDECLARED

**City Council District:** 5 **City Council Other:**

**Registered Voter:** UNDECLARED **Registered County:** **Political Affiliation:** UNDECLARED

**Education Level:** **Year Completed:**

**Experience:** TRANSPORTATION **Interest:** TRANSPORTATION **Confidence:** NO

**Confidence Extension:**

**City Employed:** YES **Date Submitted:** May-06-2005 09:01:47 AM MDT

### Boards Applying For:

HOUSING AUTHORITY DENVER

MAINTENANCE DISTRICT 01 15TH STREET PEDESTRIAN MALL

### References

**Reference 1: First Name:** **Last Name:** **Phone:**

**Reference 2: First Name:** **Last Name:** **Phone:**

**Reference 3: First Name:** **Last Name:** **Phone:**

### Skills, Activities, Memberships, Resume/Cover Letter:

### Board Assignment Information:

**Relation Id:** 2564 **BoardName:** DOWNTOWN AREA PLAN STEERING COMMITTEE **Delete Flag:** N

**Status:** MEMBER **Reason:** APPOINTED **Start Date:** 11-01-2005 **End Date:** NONE **Tech Date:** NONE

**Resolution:** **Addendum:**

**Relation Id:** 353 **BoardName:** EQUALIZATION BOARD OF BOARD OF COUNTY COMMISSIONERS **Delete Flag:** N

**Status:** MEMBER **Reason:** APPOINTED **Start Date:** 07-21-2003 **End Date:** 01-10-2011 **Tech Date:** NONE

**Resolution:** **Addendum:** MANAGER OF PUBLIC WORKS

**Relation Id:** 2946 **BoardName:** GREENPRINT COUNCIL **Delete Flag:** N

## **Jeffrey M. Martinez**

1650 Olive St.  
Denver, CO 80220  
Phone: 720-839-1874  
PRMAN007@Comcast.net

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### **SUMMARY OF QUALIFICATIONS**

- Well-versed in the conception and implementation of strategic business plans
- Knowledgeable the application and oversight of federal funding
- Superior fundraiser and relationship builder
- Proven success in generating media coverage via a wide-range of local and national outlets
- Proven crisis communicator that has managed many controversial issues across several business sectors

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### **EXPERIENCE**

9/2009-Present      *Vice President, Programs and Public Affairs*  
**Brothers Redevelopment, Inc. / Denver, CO**

Promoted to Vice President in 2009 to oversee Brothers Redevelopment's Housing Counseling and Home Maintenance/Repair Programs, I work closely with program managers to establish and adhere to budget, manage operations and coordinate services for more than 2,000 households annually. Responsible for compliance with all program-related contracts; the monitoring of regulations at the local, state and federal levels that can impact program funding; and for the establishment and maintenance of relationships with potential local government partners, corporations and other metro area stakeholders in order to identify and attract new revenue streams.

Working with BRI President and Board of Directors, facilitate strategic planning process for the agency—and directly coordinate the short- and long-term planning efforts for Housing Counseling and Home Maintenance and Repair programming.

Direct all external relations for the agency, including the functions of media relations and government/community relations activities that better-position the organization to serve clients in communities across the Front Range and elsewhere. Oversee all aspects of brand development and marketing, to include the writing, editing and production of existing and new communications vehicles for the print and broadcast media, internal audiences and on the Web site.

1/2007- 9/2009      *Director, Communications and Community Relations*  
**Brothers Redevelopment, Inc. / Denver, CO**

Recruited by the respected, Denver-based housing organization to serve as its first-ever Director of Communications and Community Relations. In this role, I oversee all aspects of the organization's strategic communications, from media relations to external branding and the development of key agency collaterals, including several quarterly newsletters, a myriad of brochures that highlight agency programs and the agency's Annual Report to the Community.

In the media relations function, I have 'pitched' and managed dozens of local, national and international news stories highlighting the state's efforts to stem the

foreclosure crisis through the Colorado Foreclosure Hotline, which is managed by Brothers Redevelopment. Also responsible for securing regular role for agency officials on local KUSA-TV morning talk show, "Colorado and Company."

Also establish strategic partnerships with key stakeholders, government agencies, corporations and foundations. I also secure sponsorships and partnerships for the agency's signature programs, including its Annual Paint-A-Thon, Neighborhood Caretakers and Home Maintenance and Repair programs. Since being hired in February 2007, have increased key program revenues by 48 percent.

4/2005 – 1/2007

***Public Relations Supervisor - City Manager's Office***  
City of Aurora / Aurora, CO

Coordinated strategic communications for the state's third largest city. Conceived, organized and initiated many of the activities and efforts of the city's Public Information Group—a staff of Public Information Officers at work in the media relations, internal communications and community relations arenas.

Supervised the city's media relations activities, working with local, national and international news outlets. Managed the proactive 'pitching' of key stories promoting the city's people, policies and programs; and developed strategic responses to the negative news stories.

Worked closely with the city's elected and appointed officials, including Aurora's Mayor and City Council, City Manager and City Attorney. Served as managing editor of key collaterals, including *News Aurora*—a monthly newsletter that accompanies Aurora Water bills (circ. 80,000 households); *News for Neighbors*, a publication that reaches all 700 of the city's registered neighborhood groups; and *CityScene*, an employee newsletter.

6/2003- 4/2005

***Public Relations Specialist***  
City of Aurora / Aurora, CO

Coordinated communications for four city of Aurora divisions: Original Aurora Renewal, a neighborhood resource center serving some 50,000 residents; Community Development, an agency delivering comprehensive housing services and property rehabilitation programs to Aurorans; the Aurora Business Development Center, an agency that delivers consultation, classes and programs to the city's small business owners and entrepreneurs; and the Urban Renewal Division, an agency charged with the redevelopment of the city's aging and blighted areas.

Responsible for the development of strategies to communicate with residents, business owners, stakeholders, government officials and the news media; the development of collateral materials to promote understanding of assigned agencies—including several quarterly newsletters; the coordination of all media relations activities—including news releases and story pitches; the coordination of press conferences and photo opportunities; the dissemination of information via *the Original Aurora Electronic News Service*; the promotion of community events; and the representation of assigned agencies both within and beyond the northwest Aurora community.

4/2001 - 6/2003

***Public Information Officer***

City of Aurora - Original Aurora Renewal / Aurora, CO

Coordinated all communication-related programs and projects for Original Aurora Renewal, a neighborhood resource center funded by the city. Served as agency spokesperson and coordinated the division's media relations and neighborhood education initiatives; developed the agency's newsletters, brochures, published reports and other collateral materials; promoted neighborhood activities; served as the editor for the agency's Web site; and served as division liaison to both internal and external community groups.

1/2000 - 3/2001

***Public Relations Manager***

Solis Advertising and Public Relations / Denver, CO

Supervised local, regional and national media relations activities for the Denver-based agency and its diverse array of clients. Managed team of community and public relations account coordinators.

Responsible for the development and implementation of public relations plans and tactics for all agency clients in wide-array of industries: telecommunications, finance, health care, education, sports and entertainment, and travel and hospitality. Responsible for the development of all news releases, feature articles, agency and client collaterals, new business proposals and more.

5/1997 - 12/1999

***Public Affairs Representative***

Kaiser Permanente / Denver CO

Served as communications and public relations consultant, writer and editor for HMO's Colorado region—serving more than 3,000 employees and more than 360,000 members. Chiefly responsible for internal communications, wrote weekly newsletter, *KP NewsBreak*--distributed to company's 3,500+ employees in nearly two dozen locations across two states.

Assisted in the implementation of various public relations tactics, including the development of key messages for internal and external audiences; the development and distribution of news releases, talking points, press kits, marketing collaterals, position papers, speeches and more. Also coordinated media training for company's physicians and executives.

Served as the media relations coordinator for all community news outlets, including metro area weeklies, monthlies and radio shows. Also contributed articles to the HMO's quarterly member magazine and other collateral materials as needed. Coordinated various company events and served as HMO liaison to Denver's growing Hispanic community.

10/1994 - 5/1997

***Broadcast Program Coordinator (part-time)***

Metropolitan State College of Denver / Denver, CO

Hosted, produced and promoted weekly public affairs and news radio program, "Colorado Close-Up," along w/ the weekly sports show, "Roadrunner Wrap-Up." Developed program ideas and booked guests based on newsworthiness, interest to

a broad audience and potential return value to college. At its peak, more than a dozen radio stations throughout the Rocky Mountain region carried "*Colorado Close-Up*." "*Roadrunner Wrap-Up*" aired on *KKFN(AM-950)*, "*The Fan*."

1/1994 - 5/1997

***Information Specialist (part-time)***

The Denver Regional Council of Governments/Denver, CO

In part-time role, wrote for the regional agency's many publications and collateral materials, including news releases, feature articles, program and personnel profiles, brochures, print, radio and television ads and PSAs, and more. Wrote articles for DRCOG's monthly newsletter, "The Regional Report" (circulation: 5,500 local government officials and the public). Helped coordinate public meetings, forums and special events. Provided media relations support.

5/1992 - 6/1994

**Metropolitan State College of Denver / Denver, CO**

*Assistant Media Coordinator (part-time)*

Working part-time in Metro State's Office of Communications and Media Relations, I was responsible for promoting Metro State students, faculty and programs. Wrote articles, press releases, brochures, PSAs and speeches. Also developed and "pitched" stories to local, regional and national media. Coordinated campus events and college fundraisers.

**EDUCATION**

1995

Metropolitan State College of Denver

Bachelor of Arts Degree, Journalism

Minor: Public Relations

1991-1992

Intern, *The Denver Post (General Assignments Reporter)*

**AFFILIATIONS**

2007-2008

The Apprentice @ Metro State, Publicity Committee, **Metro State Alumni Assoc.**

2007-

Eagle Awards Committee Member, **Colorado Housing NOW!**

2007-2008

Member, **Stapleton Foundation, Healthy Communities Initiative Council**

2007-2008

Public Relations Consultant, **Northern Aurora Business Association (NABA)**

2006-

Public Relations Consultant, **Mountain Region Black Economic Summit**

2006-2008

Public Relations Consultant, **National Association of Hispanic Nurses, Colorado Chapter**

2006-2011

Community Relations Council, **The Denver Center for the Performing Arts**

2005-2008

Member, **National Association of Hispanic Journalists**, Denver Chapter

2004-2007

Board of Directors/Vice Chairman, **jazz89KUVO (89.3 FM)**

2003-2005

Press Council, **The Aurora Sentinel/Aurora Daily Sun**

2003-2010

Public Relations Advisor, **Clínica Tepeyac**

2002-2005

Board of Directors, **The Nuñez Education Foundation**

2002-

Contributing Columnist/Reporter, **La Voz de Colorado**

2002-2006

Editorial Board, *The Metropolis*, **Metropolitan State College of Denver**

2001- 2007

Public Relations Consultant, **Brothers Redevelopment, Inc.**

2001-2004

Public Relations Committee, **Latin American Educational Foundation**

1998-2004

Board of Directors, Public Relations Chairman, **Hispanic Annual Salute**

2002-2003

Community Chairman, Fashion to the Rescue, **Dress for Success Denver**

2001-2002

Contributing Columnist, **The Denver Post**

1999-2002

Board of Directors, **La Clinica Tepeyac**

2000-2001

Board of Directors, **Aurora Legacy Charter School**