

BOARDS AND COMMISSIONS APPLICATION



DENVER THE MILE HIGH CITY

Please complete the following information in full and return with your current resume or biography to the address below.

Type or print in blue or black ink.

Board or Commission you are applying for: Mayor's Affordable Housing Advisory Comm.

Last Name: Veronica First Name: Barela

Occupation/Employer: President/CEO, NEWS ED Community Development Corp.

Work Address: 901 West 10th Ave 2A City: Denver Zip: 80204

Work E-mail Address: vbarela@newsed.org

Work Phone: 303-534-8342x102 Work/Home Fax: 303-534-7418

Home Address: [Redacted] City: [Redacted] Zip: [Redacted]

Home Phone: na Cell Phone/ Pager: 720-320-3174

Home E-mail Address: veb6@msn.com

Are you a registered voter? Yes x No If so, what county? Denver

Colorado ID or Driver's License Number: 94-297-1723

Denver City Council District No.: 3 Ethnicity Latino

Highest Level of Education or Degree Earned: Masters Year Completed: 2006

Memberships/ Organizations/ Volunteer Activities (include past or present):

Chair of Committee for City and Airport Fairness, Board member Colorado Latino Forum, Board Member National Association of Latino Community Asset Builders (NALCAB), Board Member Hispanic Chamber of Commerce, Board Member/Trustee Denver Zoo, Community - Member Police Committee, Member of Mile Hi Connects

References (List three persons, not related to you, whom you have known at least one year):

Table with 3 columns: Name, Address, Phone Number. Rows include Robert Alvarado, Mannie Rodriguez, and Dr. Stephen Jordan.

Special Information:

Is there anything that would adversely affect public confidence in your appointment or service? No

If yes, please explain on a separate sheet of paper.

Handwritten signature: Veronica Barela

Signature

Handwritten date: Oct 3-14

Date

Return Completed Form to:

Anthony R. Aragon, Director of Boards and Commissions

1437 Bannock Street, Room 350

Denver, CO 80202 Phone 720-865-9032 Fax: 720-865-8787

anthony.aragon@denvergov.org



NEWS ED
Community Development Corporation



October 5, 2016

Mayor Michael B. Hancock
City and County Bldg.
Room 350
Denver, Colorado 80202

Dear Mayor Hancock

I have been involved in Denver's Housing issues for many years and understand the need to address Denver's affordable housing problems especially in our Inner City Neighborhoods. You appointed me to the Housing Committee that helped update the Housing Plan. I have attended many Stakeholders and IHO meetings. NEWS ED is also one of the 12 members of the Neighborhood Development Collaborative (NDC) which is a consortium of 10 non-profit housing developers, DHA and DURA.

I think it is very important that non-profit housing developers be represented on the Affordable Housing Advisory Committee and so I am requesting that you appoint me to the Advisory Committee.

Thank you for your consideration

A handwritten signature in cursive script, appearing to read "Veronica Barela".

Sincerely,
Veronica Barela

VERONICA ELIZABETH BARELA

W (303) 534-8342 Ext.102; C (720) 320-3174
E-mail: H veb6@msn.com; W ybarela@newsed.org

PROFESSIONAL CAPABILITIES

Extensive experience in real estate and business development, housing development, property management, marketing, communications and negotiations, events, human services and job development. In-depth knowledge of community economic development corporations and public/private/community cooperation and partnerships.

Strong writing and verbal skills. Expertise in the area of community organizing and working with a variety of ethnic groups on civil rights issues. Extensive knowledge of Denver's inner-city neighborhoods, city and state government. Good working relationship with the print and electronic media. Extensive experience working with boards of directors and policy development.

EMPLOYMENT HISTORY

1. President/CEO June 1978 - Present
NEWSSED Community Development Corporation
1029 Santa Fe Drive, Denver, Colorado 80204

A. Mission of NEWSSED: Established in 1973, NEWSSED's mission is to promote and develop economic, arts and cultural, and community programs that increase income and educational levels, and political engagement of Denver-area residents by:

- Retail and commercials development
- Job creation
- Operating the Business Support office for the Neighborhood Business Revitalization Program on Santa Fe Drive (this program has been replicated by the City of Detroit).
- Building new affordable housing
- Creating home ownership/down payment assistance programs
- Hosting a variety of cultural events that showcase Denver's Latino community
- Individual, family and group therapy
- PATCH (Community agencies working together to serve families)

B. Duties: Responsible for all phases of real estate and business development, budget preparation, proposal coordination, public relations and supervision of fifteen staff for this non-profit/for-profit developer whose purpose is community economic development. NEWSSED Community Development Corporation is the non-profit parent corporation and NEWSSED, INC. is its for-profit wholly-owned subsidiary.

C. Accomplishments: NEWSED has developed over 700,000 square feet of improvements and new construction, including two shopping centers. NEWSED has developed 274 affordable rental and sale units, 120 affordable Neighborhood Stabilization Program and HUD re-hab for sale houses throughout the Denver Area. NEWSED has put over 1100 people into home ownership over the last 18 years through its counseling and down payment assistance programs. NEWSED is also responsible for the revitalization of Santa Fe Drive, opening the doors for business opportunities and the creations of thousands of jobs. Santa Fe Drive is now one of Denver's top Arts and Culture Districts. NEWSED has created the largest Cinco de Mayo in the country and now it stands with the other premier events at Civic Center Park for the City and County of Denver. In 1996, NEWSED received a 3 million, 6-year community organizing grant from Annie E. Casey Foundation.

2. Administrator 1975 - 1977
Justice Information Center
825 W, 11th Avenue, Denver Colorado 80204
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The Justice Information Center's purpose was to work with clients and help them through the judicial system and to also instruct and inform them of the procedures and practices that could help or hinder them within the criminal justice system.

LOCAL AND NATIONAL COMMUNITY INVOLVEMENT

- Candidate for Denver City Council, 2003
- Colorado Housing and Finance Authority, Governor's Appointment 1993 - 2001; Chair of the Board, 2000
- Center for Community Change, Washington D.C. 1999 - 2004
- Mayor Federico Pena's Hispanic Advisory Council 1982 - 1991
- Mayor Wellington Webb's Hispanic Advisory Council 1991 - 2003
- Mayor John Hickenlooper's Hispanic Advisory Council 2004 - 2007
Co-Chair of the Advisory Council
- Santa Fe Drive Redevelopment Board of Directors 1979 - Present
- Consumer Advisor Council for the Federal Reserve Board 1990 - 1993
- National Community Reinvestment Coalition Board 1993 - 1998
- American Civil Liberties Union 1992 - 1996
- Hispanics of Colorado 1986 - 1995; President 1989 - 1992
- People of Color Coalition, Co-Chair 1992 - 1994
- Chancellor's Advisory Board, University of Colorado at Denver 1985 - 1989
- Denver Housing Authority Board of Directors 2002 - 2008
- Board Member of the Life Skills Charter School 2004 - 2006
- Mayoral appointment to Construction Empowerment Initiative, Present
- Chair of the Committee for City and Airport Fairness, 2008 - Present
- Co-Chair West Denver Equitable Education Collaborative 2010 - Present
- Board Member of the Denver Hispanic Chamber of Commerce 2013 - Present
- Member of the Board of Trustees, Denver Zoological Foundation 2013 - Present

HONORS

- Declaration of "Veronica Barcela Day" by Mayor Wellington Webb June 1992, recognizing a life time commitment to civil rights, economic development and community organizing in the City and County of Denver.
- Certificate of Completion – Colorado Outward Bound School, 1985
- Certificate of Recognition – Santa Fe Drive Redevelopment Corporation, 1988
- Certificate of National Merit from HUD's National Recognition Program for Community Development Partnerships in the Neighborhood Revitalization program, 1984
- Minority Business Award presented by the Minority Business Directory, 1994
- Outstanding Women's Award from Metropolitan State College, 1989
- Dynamic Hispanic Role Model presented by The Hispanic Educational Institute, 1990
- Twenty Three Years of Service to the Community Presented by The Staff and Board of NEWSED Community Development Corporation at NEWSED's Cinco de Mayo Civil Rights Awards, 1999
- Outstanding service award presented by Hispanics of Colorado, 1992
- Outstanding service award presented by Santa Fe Drive Redevelopment Corporation, 1987

- Outstanding West High Alumni Award, 2003
- Girl Scouts Women of Distinction Award, 2006
- Escuela Tlatelolco Human and Civil Rights Award, 2007
- The Ally Award from One Colorado, 2011
- Mayor's Award for Excellence in the Arts "Legacy Award", 2011
- Lifework Achievement Award from Chicano Humanities & Arts Council (CHAC) 2012
- Latina's First Foundation Trailblazer Award, 2013

EDUCATION

University of Colorado at Denver Major: Masters Degree in Public Administration	Graduated 2007
Metropolitan State College ➤ BA in Public Administration ➤ BA in Psychology	Graduated 1977

EXTENDED EDUCATION

Denver Community Leadership Forum, sponsored by The Center for Public/Private Sector	Graduated 1985
National Internship in Community Economic Development Training Institute Philadelphia, Pennsylvania	Graduated 1983
Leadership Development and Advocacy Program Sponsored by the Mexican American Legal Defense And Education Fund (MALDEF)	Graduated 1983