

**CITY OF SAN ANTONIO  
OFFICE OF THE CITY CLERK  
CITY COUNCIL AGENDA MEMORANDUM**

TO: Mayor and City Council  
FROM: Leticia M. Vacek, City Clerk *LV*  
SUBJECT: District Boards and Commissions Appointments  
DATE: March 10, 2005 **(REVISED)**

**SUMMARY AND RECOMMENDATIONS**

The following District Board appointments are submitted for the City Council meeting of March 10, 2005 for consideration:

- A) **ARTS AND CULTURAL ADVISORY COMMITTEE**  
RE-APPOINT: Andrew Anguiano (District 3)  
(Category: Business)

Term of office will expire on December 31, 2006.

**COORDINATION**

This Ordinance has been coordinated with the Cultural Affairs Office.

- B) **BROOKS DEVELOPMENT AUTHORITY**  
APPOINT: Priscilla Gonzaba (District 3)  
(Category: Community)

Term of office will expire on November 4, 2006.

**COORDINATION**

This Ordinance has been coordinated with the Brooks Development Authority.

- C) **KEEP SAN ANTONIO BEAUTIFUL, INC.**  
RE-APPOINT: Alfred P. Rocha (District 5)

Term of office to expire on December 22, 2006.

**COORDINATION**

This Ordinance has been coordinated with the Environmental Services Department.

- D) **TAX PHASE-IN ADVISORY COMMITTEE**  
APPOINT: Frank Arredondo (District 3)

Mr. Arredondo fills a vacancy. Term of office to expire on December 31, 2006.

**COORDINATION**

This ordinance has been coordinated with the Economic Development Department.

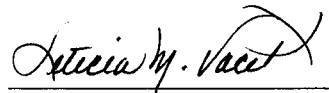
- E) **GREATER KELLY DEVELOPMENT AUTHORITY**  
RE-APPOINT: Maria Elena T. Alonso (Mayor)

Term of office to expire on November 30, 2006.

**COORDINATION**

This ordinance has been coordinated with the Greater Kelly Development Authority.

The applications on the respective candidates are attached for your reference.

  
\_\_\_\_\_  
Leticia M. Vacek  
City Clerk

**CITY OF SAN ANTONIO  
OFFICE OF THE MAYOR**  
Interdepartmental Correspondence

**TO:** City Council

**FROM:** Mayor Ed Garza

**COPIES TO:** Rolando Bono, Interim City Manager; Leticia Vacek, City Clerk;  
Yolanda Byington, Boards and Commissions Coordinator;  
Management Team; Teresa Vasquez Romero, Assistant to the  
Mayor; Gayle McDaniel, Assistant to City Council

**SUBJECT:** Re-Appointment for Greater Kelley Development Authority

**DATE:** March 1, 2005

I respectfully re-appoint Ms. Maria Elena T. Alonso to serve on the Greater Kelley Development Authority. Her application for re-appointment is on file in the City Clerk's office.



**EDWARD D. GARZA**  
Mayor

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## City of San Antonio Application for Appointment



Board/Commission/Committee Greater Kelly Development Authority  
Name: TORRALVA-ALONSO, MARIA ELENA  
(Title) (Last) (First) (Middle)

Mailing Address: 112 E. Mistletoe 78212  
(Street) (Zip Code)

Preferred Phone and Fax: (210) 731-9975 (210) 736-3295  
(Phone) (Fax)

Employer BUSINESS OWNER Occupation: \_\_\_\_\_

Are you or can you be qualified to vote in a City of San Antonio Election? ☒ Yes ☐ No

Are you a City of San Antonio resident? ☒ Yes ☐ No How Long? 62 yrs.

In which City Council District do you reside? 1 Length of residence: 12 yrs.

Have you ever represented any other private person, group or entity for compensation before the City Council or any department, commission, board or committee of the City within the last three years?

☐ Yes ☒ No

Do you, your spouse or your employer have any financial interest, direct or indirect in any contract with the City (this includes serving as an Administrative Aide to a Council member)?

☐ Yes ☒ No

Do either you, your spouse or your employer have any financial interest, directly or indirectly, in the sale to the City of any land, materials, supplies or service?

☐ Yes ☒ No

Ordinance 100199 states - appointment to City Boards and Commissions include allowance for proper representation to reflect not only the ethnic makeup of the community, but also its gender makeup. As such, please complete the following optional information.

**ETHNIC CODE:**

W = Non-Minority

H = Hispanic\*

\* = Note that Hispanic includes all persons of Mexican, Puerto Rican, Cuban, Central or South American or other Spanish culture or origin regardless of race.

B = African American

P = Asian or Pacific Islander

O = Other

I = American Indian/Alaska Native Aleutian

**GENDER CODE:**

M = Male

F = Female

(Revised Feb., 2005)

Name: MARIA ELENA TORRA/VA- ALONSO

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Do you have any litigation pending or completed within the last 12 months, either personally or professionally, that would affect your ability to fulfill the functions of the board or commission, if selected? If yes, please describe:

NONE

Have you ever been convicted of violating any federal, state or municipal law, regulation or ordinance? If so, give details. Do not include traffic violations.

No

**BACKGROUND**

Education: B.A. - Education, St. Mary's University

Professional: (See Attached Resume)

Volunteer Experience/Community Service: (SEE ATTACHED RESUME)

Areas of interest: Theater Arts, Economic Development, Primary & Secondary Education

Have you ever been hired for a position with the City? ☐ Yes ☒ No

If yes, list the department(s) and dates below.

Department: n/a

From: \_\_\_\_\_ To: \_\_\_\_\_

Reason for leaving City employment: n/a

Please specify membership on any other governmental Board/Commission/Committee.

NONE AT THIS TIME

Name: MARIA ELENA TORRALVA-ALONSO

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List all Boards, Commissions, Corporations, Non-Profit Entities, Agencies, or other Entities of which you are a member and/or officer and/or employed by, and give the title and dates of any position which you have held in such organization.

Organization: MARIA ELENA TORRALVA ASSOCIATES, "CREATIVE EVENTS PLUS"

Title: PRESIDENT Dates: PRESENT

Organization: GUADALUPE CULTURAL ARTS CENTER

Title: CONSULTANT Dates: FEB. 2004 - PRESENT

Please provide a brief narrative outlining your reasons for seeking appointment to a board or commission. (Resume or additional information may be attached.)

Interested in Economic Development, Jobs, Small/Minority  
BUSINESS Development, Quality of Life Issues.  
(Resume Attached)

I have read and understand the guidelines set out in Attachment I of this application. The foregoing and any attached statements are true, accurate and complete; and I agree that any misrepresentation or omission of facts may result in my disqualification for appointment.

Maria Elena Gonzalez Alonso  
Signature

FEB. 28, 2005  
Date

PLEASE RETURN COMPLETED FORM TO CITY CLERK'S OFFICE FOR PROCESSING:

City Clerk's Office  
City Hall, 2<sup>nd</sup> Floor  
P.O. Box 839966  
San Antonio, Texas 78283-3966  
Fax No. City Clerk's Office - (210) 207-6938

(Original copy will be on file in the City Clerk's Office for 12 months.)

Note: All information provided herein or pursuant hereto is considered public record upon receipt.

(Revised Feb., 2005)

**Maria Elena Torralva-Alonso**  
112 East Mistletoe  
San Antonio, TX 78212  
(210) 731-9975  
email: malonso2@satx.rr.com

#### **EDUCATION**

Graduate, Brackenridge High School, May 1960  
Graduate, San Antonio College, AA, May 1962  
Graduate, St. Mary's University, BA, Education, May 1970  
Graduate, Zenger Miller Training Institute, Trainer Certification, 1993  
Newspaper Assoc. of America-Trainer Certification in Diversity Management, 1992  
National Training Laboratories-Trainer Certification  
American Press Institute - Marketing/Public Relations Managers Executive Track

#### **PROFESSIONAL EXPERIENCE**

**August 1998-Present**, Executive Director, Guadalupe Cultural Arts Center, a multi-disciplinary cultural arts organization recognized as the largest Latino Arts and Cultural organization in the country. Disciplines include Theater Arts, Visual Arts, Music, Dance, Media Arts and Literature. The Center's mission is to promote, preserve, present and develop the arts and culture of the Latino people. Manages a staff of 22 arts administrators and artists.

**1993-1997, Director of Professional Development and Diversity Management, Hearst Newspaper Group** Developed the corporate mission and strategic goals for professional development and diversity management for Hearst Newspaper across the country. Developed programs and services that would permit Hearst newspapers to address and manage diversity in the workplace. With the creation of a Professional Development Department, we worked towards broadening our staffs to themselves reflect the rich diversity of readers served in the community. Provided Hearst Newspapers with diversity, strategic planning, management by teams, and leadership development consultation and training support. Served as Hearst Newspapers spokesperson across the country and as the liaison with Minority Journalists organizations and other minority groups. Managed a staff of six (6) people and a National Diversity Committee of 60-70 employees.

**1988-1993, Vice President for Community Affairs/Hearst Newspaper, San Antonio Light** Developed and established the newspapers Community Affairs and External Relations Department. Instrumental in the newspaper's community involvement with education, civic, social, government and business organizations and agencies. Developed the company's external Volunteer Corps with its mission to serve non-profit organizations and/or schools in volunteer activities. Developed the company's Charitable Gift program. Served as community liaison and spokesperson for the newspaper in its community involvement initiatives. Oversaw the newspaper's educational initiatives with literacy and "Newspapers in Education". Served on the Editorial Board of the Newspaper and as a member of the Newspaper's Executive Team. Managed a department of four (4) people and a volunteer corps of over 400 employees.

**1984-1988, Executive Director, Target 90/Goals for San Antonio**

Directed and marshaled a "bottoms-up", grassroots volunteer citizen effort working towards the implementation of the goals for San Antonio's future, a project started by Mayor Henry Cisneros and chaired by Bexar County Judge Nelson Wolff. Over 5,000 citizens comprised councils and task forces in economic development, education, arts and culture, physical resources, neighborhoods, and health and human services. Responsible for developing and implementing the "marketing plan" for the Target 90 model to other cities across the state and country. Served as the official spokesperson for San Antonio in its marketing efforts. Forty-three (43) cities modeled San Antonio's goals program. Directed a staff of fourteen (14) and some 5,000 volunteers. Managed a Board of Directors of 125 members and an Executive Committee of 15 members.

**1975-1984, Public Affairs/Community Relations Director/News Anchor, KMOL-TV 4**

Served as the station representative and spokesperson in the community before community groups - civic, business, government, social and education. Initiated educational programs directed at helping non-profit organizations and other groups how to effectively use television to promote themselves. Talk show hostess/producer responsible for producing, writing and researching topics appropriate for news and public affairs programming.

Hostess/Producer - "Community Focus", monthly half-hour feature program dealing with lifestyle, problems and concerns of the community.

Hostess/Producer - "Community Magazine", quarterly half-hour program giving in-depth reports on issues of concern to the community.

Hostess/Producer of "Expresion", a monthly half-hour program highlighting the art, culture and lifestyle of the Hispanic in the Southwest.

News Anchor - Mid-day Newscast

**1969-1975, Educator, San Antonio Independent School District**

Taught high school and middle school theater arts, speech, drama and Spanish. Wrote the curriculum for the bilingual program. Was one of three educators selected to write behavioral objectives for "Spanish for the Spanish Speaking Child", a curriculum which was adopted by the district to be used in all secondary schools. Served as consultant to the Texas Education Agency for its migrant programs. Served as commentator/hostess for the bilingual program "Preparacion Escolar" sponsored by the school district and KWEX-TV, Channel 41. Developed and coordinated the Student Educational/Cultural Exchange program between San Antonio and Mexico. Served on local and state textbook committees for foreign languages.

Coach/Coordinator for UIL Speech and Drama tournaments.

**Other Skills:**

Excellent Management Skills

Nationally Recognized Motivational Speaker/Orator

Fluent in Spanish - oral and written language

Excellent People Skills

Nationally Certified Trainer/Facilitator in all areas of Professional Development and Management



**PUBLIC SERVICE**

**Have served on Board and Commissions at local, state, national and international levels, such as:**

Mexico President Vicente Fox's Commission on "Mexicans Living in the Exterior"

National Council of La Raza, Board of Directors

National Association of Minority Media Executives, Vice Chair

National Chairwoman, Department of Defense, Defense Advisory Committee on Women in the Services

Tomas Rivera Center, Executive Committee, Board of Directors

National Institutes of Health, Advisory Committee

National IMAGE, Advisory Committee

Governor's Commission on Women

Governor's Task Force on Inhalant Abuse

Governor's Task Force on Substance Abuse

Texas Federation of Business and Professional Women

Texas Women's Forum

Greater Kelly Development Authority

Mayor's Commission on Crime

City of San Antonio Arts and Cultural Board, Mayor's Appointee

San Antonio Hispanic Chamber of Commerce, Chairwoman of the Board, 1984 & 1996

National Conference of Christians and Jews

AVANCE, INC. Board of Directors & Chairwoman of the Board

San Antonio Sports Foundation

Our Lady of the Lake University, PhD Leadership Advisory Committee

San Antonio Women's Celebration and Hall of Fame

United Way of San Antonio, Board of Directors

Mexican American Business & Professional Women's Club, Member

San Antonio Museum Association, Board of Directors

S.A. Association for the Education of Young Children, Board of Directors

Junior Achievement of South Texas, Board of Directors

St. Peters-St. Josephs Children's Home, Board of Directors

Santa Rosa Children's Hospital Foundation, Board of Directors

St. Mary's University Alumni Association, Board of Directors

Alamo Private Industry Council

Greater S.A. Chamber of Commerce, Education/Governmental Affairs Committee

Greater S.A. Chamber of Commerce, Boards and Commissions Task Force Chairman

San Antonio Youth Literacy, Advisory Board

Univ. of Texas Health Science Center Dental School, Advisory Board

Communities in Schools, Board of Directors

Funding Information Center, Board of Directors Advisory Committee

Art San Antonio, Board of Directors

Partnership for Hope, Board of Directors and Vice Chair

Guadalupe Cultural Arts Center, Board of Directors and Chairwoman

**SPECIAL RECOGNITIONS:**

Featured in 1983 Edition, **Hispanics in America's Defense**, U.S. Department of Defense  
Inducted into the San Antonio Women's Hall of Fame  
Featured on cover and feature story, **Hispanic American Family Magazine**, August, 1989  
Names to America's Top 100 Hispanic Women in Communications  
Texas Woman of the Year, 1979, Texas Federation of Business and Professional Women's Clubs  
Mexican American Opportunity Foundation "1995 National Hispanic Woman of the Year"  
Ford Salute to Education "Outstanding Achievement in Community Service, 1990 Award  
Women in Communications "Headliner" for Professional Achievement, 1991  
J.C. Penney "Spirit of the American Woman" Award, 1991

**AWARDS**

**Have received over 100 awards for "service to the community" in the areas of civic, education, business and communications. Some of these include:**

MALDEF "Civic Responsibility" Award  
Women's Employment Network "Odyssey Award for Lifetime Achievement"  
Ford Motor Company "Hispanic Salute" for Service to the Community  
March of Dimes National Service Award  
American Diabetes Association, Service to the Community Award  
National University of Mexico, "Outstanding Mexican Woman of the Year"  
State LULAC Distinguished Award, Community/Media Relations  
Commissioners Court of Bexar County "Hidalgo" Award  
Planned Parenthood National "Margaret Sanger Centennial Award"  
Black History Week, Distinguished Service Award  
Big Brothers/Big Sisters, Service to the Community Award  
League for Exceptional Children "Outstanding Service to the Community"  
S.A. Area Association for Bilingual Education "Trend setters" Award  
Nemo Herrera Scholarship Fund "Woman of the Year"  
Mexican and American Foundation, named one of 10 Outstanding Role Models in Texas  
Phi Delta Kappa, Outstanding Service in the Educational Field  
National IMAGE Award  
American Red Cross, Public Service Award  
Texas Nurses Association, State Media Award  
League of Business Women, Distinguished Achievement in Career Advancement

**PERSONAL:**

A native of San Antonio, Texas  
Married to Judge Al Alonso, Judge Presiding, Bexar County Court at Law #1  
Four Children – Kathryn Torralva-Villa, Marine Biologist & Science Specialist  
Dr. Phillip R. Torralva, Physician  
Trey Alonso, Sales Executive, Univision, San Francisco, CA  
Christina Alonso, Human Resources Specialist  
Grandchildren: Cianna Torralva-Villa, Age 7  
Karlo Andres Torralva-Villa, Age 18 months