

# MEMO

## Office of the City Clerk

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DATE: February 21, 2017  
TO: Honorable Mayor and City Councilmembers  
FROM: Donna R. Norris, CMC, City Clerk  
SUBJECT: Council Item #5- Post-Deadline Cultural Arts Commission Résumé and Supplemental Questions Received

Attached are materials that were received by the City Clerk's office on February 17, 2017, after the posted application deadline of February 2, 2017, for the Cultural Arts Commission.

The current version of the application specifies that a résumé is required and includes supplemental questions that were not in the previous version of the application. An opportunity was provided for applicants who had submitted the previous application version to provide answers to the supplemental questions and their résumés. Ms. Moctezuma was one of those applicants and has now submitted all required components.

Per CVMC 2.53.030(C), "Qualified application' means an application received within the application period with all of the required components. The application form shall be available through the City Clerk's office and will specify the required components for an application to be deemed a qualified application."

*Attachments*

# Lisa Moctezuma, CFRM

Multi-lingual operations expert with specialized skills in accounting, project management, customer service, communications and administration.

## Professional Experience

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**LATIN AMERICAN BOOK SOURCE, INC. – Owner, Chief Financial Officer** 2015-Present, Chula Vista, CA (third largest distributor of Mexican and Latin American publications in the US)

- ◆ Manages finance department including accounting, budgeting, forecasting, collections, bank reconciliation, sales tax preparation, general ledger and financial statements
- ◆ Designs and implements CRM strategies including database and systems development, prospect and client cultivation, opportunity tracking and client feedback and monitoring.
- ◆ Manages human resource department including payroll, hiring, training, management and supervision staff members
- ◆ Manages all administrative functions including insurance, vendor relations and importing
- ◆ Organizes, designs and executes client engagement campaigns for trade show circuit
- ◆ Designs marketing and communications materials

**INTERNATIONAL COMMUNITY FOUNDATION – Operations and Communications Manager** 2010-2014, National City, CA (nonprofit foundation granting \$6-7 million dollars per year to Mexico, Latin America and the San Diego-Tijuana border region)

- ◆ Increased year-end giving by over 70% through targeted direct mail campaigns
- ◆ Executed all secretarial and administrative duties including correspondence, reports, HR, project management, executive and staff calendaring and travel arrangements, client and vendor service
- ◆ Negotiated vendor contracts to lower operational expenses by over ten thousand dollars annually
- ◆ Reduced completion time for audit and tax return for three consecutive years, resulting in tax return filing by the IRS deadline for the first time in the foundation's history
- ◆ Trained and supervised staff (up to 15), interns and volunteers
- ◆ Expanded donor base through development efforts including donor engagement events, board development events, cross-border tours and donor site visits
- ◆ Wrote and executed marketing plan, resulting in increased revenue, media presence and local brand recognition
- ◆ Redeveloped design and copy for annual report resulting in increased donor impact and donations
- ◆ Secured donation of vehicle for subsidiary (valued over \$25,000)
- ◆ Doubled fan base and broadened following across multiple social media platforms

**BULLEN, RUCH & NELLER, LLC. – Business Development Manager** 2008-2010, Chula Vista, CA (largest and oldest public accounting firm in South County)

- ◆ Increased operational efficiency through the development of new office procedures and green business practices
- ◆ Transitioned new clients and resolved client, stakeholder and vendor issues
- ◆ Developed contact management system which expanded client base and improved client retention rate
- ◆ Created and edited marketing materials
- ◆ Created and presented team-building seminars for staff and management

# Lisa Moctezuma, CFRM

**LATIN AMERICAN BOOK SOURCE, INC./MOCTEZUMA BOOKS & GALLERY – Owner, Chief Financial Officer, Gallery Director** 1989-2008, Chula Vista, CA (third largest distributor of Mexican and Latin American publications in the US)

- ◆ Managed operations, accounting, budgeting, collections, bank reconciliation, general ledger and financial statements
- ◆ Managed all human resources including payroll, hiring, training and supervision of staff members
- ◆ Wrote and designed press releases and advertising copy, shot press photographs
- ◆ Organized, coordinated, curated and promoted special events, gallery exhibitions and receptions (bilingual events that included artists' talks paired with authors' literature readings)
- ◆ Designed catalog and advertising, scheduled and coordinated catalog production and dissemination, created and produced marketing materials, conducted direct marketing campaigns and designed website
- ◆ Secured earned media and conducted television, newspaper and radio interviews

## Community Service & Affiliations

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**CHULA VISTA CHARITABLE FOUNDATION** – Chula Vista, CA  
*Chair-Elect, Grants Committee Chair, Founding Member, Board Member, Finance Committee Member, 2013-Present*

**CITY OF CHULA VISTA PLANNING COMMISSION** – Chula Vista, CA  
*Chair, Commissioner, 2006-2014*

**SAN DIEGO PORT-CHULA VISTA BAYFRONT CULTURAL & DESIGN COMMITTEE** – Chula Vista, CA  
*Committee Member, 2013-Present*

**THIRD AVENUE VILLAGE ASSOCIATION** – Chula Vista, CA  
*President and all Executive Officer positions, Board Member, Design Committee Chair, Promotional Committee Chair, Branding Committee Chair, Economic Restructuring Committee Member, Organizational Committee Member, 1999-2013*

**CITY OF CHULA VISTA CHAMBER OF COMMERCE** – Chula Vista, CA  
*Board Member, 2001-2009*

## Education

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Brandeis University, Bachelor of Arts (graduated summa cum laude, independent major of Italian and Spanish Language and Literature)

Indiana University Lilly Family School of Philanthropy, Certificate in Fund Raising Management

Via Lingua (Florence, Italy), Certificate in Teaching English as a Foreign Language (CTEFL)

## Skills

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|---------------------------|--------------------|-----------------------------|
| ◆ Project management      | ◆ CRM              | ◆ Spanish & Italian fluency |
| ◆ Microsoft Office Suite  | ◆ Budgeting        | ◆ Marketing                 |
| ◆ Editing and copywriting | ◆ Board governance | ◆ Organizational skills     |
| ◆ Accounting              | ◆ Fundraising      | ◆ Human resources           |

**Professional & Personal References Available Upon Request**



# City of Chula Vista Cultural Arts Commission Supplemental Questions

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*We have recently redesigned our applications for our boards and commissions. Please answer the following questions to ensure that all applicants have provided the same information:*

1. If you are an **artist, educator, and or possess professional qualifications and experience** in disciplines of arts and cultures (see definitions of these terms below), please indicate which discipline(s) apply:

Definitions:

- **Artist:** A practitioner of an arts discipline (e.g. performing arts, fine arts, culinary arts, media arts or related arts disciplines)
- **Educator:** One who is credentialed in the field of the arts or one who teaches or has experience teaching one or more disciplines of the arts.
- **Professional qualifications:** Qualifications based upon one's body of work, one's educational background and experience in a discipline of the arts.

- Performing Arts
- Fine Arts
- Culinary Arts
- Media Arts
- Related Arts or Disciplines (please specify): literature, languages

2. If you selected one or more of the areas of discipline above, please describe your qualifications and experience. (250 words or less)

I have 30+ years' experience in the arts and culture fields. I directed an art gallery for 20 years, which included curating and promoting exhibitions, as well as coordinating bilingual literature readings and art openings. I co-own Latin American Book Source, Inc., a Spanish-language book distribution business founded in 1989, which provides experience in an array of multi-cultural activities as well as in all aspects of literature. I have been a teacher, substitute teacher and tutor for foreign languages, ESL and math. I have directed several small-scale art programs as well as team-building workshops. Additionally, I have 25+ years' experience in public service, chairing and participating on multiple boards and committees (cultural, arts, planning and other). My last important qualification is that I love Chula Vista and I am proud to serve her in every capacity I can.

3. If you are NOT an artist, educator, and/or possess professional qualifications and experience (as described in Question 1, above), please describe your competence, knowledge, and experience in cultural arts. (250 words or less)

4. The City understands meeting schedules and individual's availability may change. We ask that you consider the meeting schedule when submitting an application.

Second Monday of each month  
6:00 p.m.  
Council Conference Room 101  
276 Fourth Avenue, Chula Vista

- I have reviewed the Cultural Arts Commission regular meeting date, time and frequency.
- I am familiar with the responsibilities of the Cultural Arts Commission. I attest that the information I have provided is accurate and true.

Name: Lisa Moctezuma Date: February 16, 2017

Please return via email to [llarrarte@chulavistaca.gov](mailto:llarrarte@chulavistaca.gov). Electronic or scanned signatures are acceptable.