



TO: Honorable Mayor and Council Members
FROM: Council Member Martinez, District 11
DATE: August 8, 2023
SUBJECT: Board, Commission and Committee Appointments

Request your consideration to *appoint* the following individuals to their respective boards with terms effective October 1, 2023 and ending October 1, 2025.

1. Leslie Shields (1st Term) - Library Advisory Board
2. Mia Moss (1st Term) – Urban Design Commission
3. Brian Renteria (1st Term) – Community Development Council
4. Efrin Carrion (1st Term) – Plan Commission & Capital Improvements Plan Advisory Committee for Transportation Impact Fees

The respective applications are attached and resumes, if provided. The original copies will be maintained in the City Secretary's Office.

Application

Profile

Which Boards would you like to apply for?

Library Advisory Board: Submitted

Leslie Shields
First Name Last Name

leslie@theshieldsagency.com
Email Address

2020 Provine St
Street Address

Fort Worth TX 76103
City State Postal Code

Home: (817) 487-7143 Mobile: (469) 474-3106
Primary Phone Alternate Phone

Self Owner
Employer Job Title

Spouse Employer and Job Title

Self/ owner

What district do you live in? *

District 8

Length of time as a Fort Worth resident

7

Did you register with Appointment Project?

Yes No

Interests & Experiences

Describe any qualifications, expertise or special interests that relate to your possible appointment?

Current President West Meadowbrook Neighborhood Association 4 yrs on board Chair National Night Out in conjunction with Reby Carey library. Mom of toddler who utilizes library 2-4 days a week.

Commitment

Recognizing that serving on a board, commission or committee is often time consuming, most meet on a monthly basis, are you committed to attending all regularly scheduled meetings? *

Yes

If required by law, do you agree to complete all financial statements required for the appointed board, commission or committee? *

Yes

Have you ever been a member of a City of Fort Worth board, commission or committee before? If so, please indicate the board, commission or committee and approximate dates of service:

West Meadowbrook Neighborhood Association

Have you taken the State of Texas Open Meeting Act training?

Yes No

Conflicts of Interest

Do you, your spouse or a member of your immediate family, own or work for a company that has a current contract with the City of Fort Worth?

Yes No

Do you, your spouse or any immediate family member, individually or on behalf of company/business entity have any pending bids, proposals or negotiations with the City?

Yes No

Do you, your spouse or a member of your immediate family routinely come before the Board or Commission you are applying for?

Yes No

Are you or your spouse, either individually or on behalf of a business entity, involved in any pending bids, proposals or negotiations in connection with a city contract?

Yes No

Do you represent the private interests of others in criminal or civil litigation or a claim to which the City or an employee of the City is a party?

Yes No

Do you or a member of your immediate family have ownership interest in any property that is the subject of a condemnation proceeding, planning and zoning proceeding or any other administrative or court proceeding in which the City of Fort Worth or its agencies are interested parties?

Yes No

Do you or your spouse, either individually or through your employers, have any pending claims against the City?

Yes No

Have you had any convictions of criminal offenses other than parking or traffic tickets?

Yes No

Civic Engagement & Education

What civic or community endeavors have you been involved in? (Please list names of organization(s), positions held, dates of service and whether your service was provided on a compensated or voluntary basis.)

See resume

What is your educational background?

Bachelor's with some masters work

Demographics

Ethnicity

Caucasian/Non-Hispanic

Gender

Female

09/19/1983

Date of Birth

Are you a registered voter?

Yes No

LESLIE SHIELDS

Fort Worth, Tx | 469-474-3106 | leslie@leslieshields.com | <http://www.linkedin.com/in/lesliealiceshields>

SUMMARY

Results-driven insurance professional with a proven track record as Principal Agent and Business Owner of The Shields Agency. An expert in insurance, with a strong background in sales and marketing. Known for entrepreneurial spirit and strategic approach to driving results and achieving business objectives. Confident in ability to contribute to the success of any insurance organization. Skilled in managing carrier appointments, developing effective strategies for revenue generation, and expanding client base. Passionate about the insurance industry and dedicated to achieving outstanding results in a competitive market.

CORE COMPETENCIES

- Proven expertise in overseeing all aspects of insurance operations, including underwriting, policy issuance, claims management, and risk assessment.
- Demonstrated ability to identify new business opportunities, cultivate relationships with clients, and drive revenue growth.
- Strong understanding of carrier requirements and processes to streamline appointments and ensure compliance.
- Skilled in evaluating business opportunities, conducting risk assessments, and making data-driven decisions to drive business growth.
- Track record in effectively managing financial resources, optimizing costs, and achieving financial targets.

SKILLS & KNOWLEDGE

- | | | | |
|------------------------|------------------------|------------------------|-------------------------------|
| ▪ Insurance Operations | ▪ Market Analysis | ▪ Market Research | ▪ Insurance Product Knowledge |
| ▪ Underwriting | ▪ Communication Skills | ▪ Competitive Analysis | ▪ Team Management |
| ▪ Claims Management | ▪ Problem-Solving | ▪ Product Development | ▪ Risk Mitigation |
| ▪ Risk Assessment | ▪ Decision Making | ▪ Marketing Campaigns | ▪ Regulatory Knowledge |
| ▪ Policy Issuance | ▪ Time Management | ▪ Business Planning | ▪ Account Management |
| ▪ Business Development | ▪ Project Management | ▪ Team Collaboration | ▪ Customer Service |

WORK EXPERIENCE

Business owner, The Shields Agency

Nov 2019 - Present

- Develop and implement effective business strategies resulting in increased revenue and profitability.
- Lead a high-performing team, providing mentorship and guidance, resulting in increased employee satisfaction and retention.
- Manage and generate sales in a small group, individual, and Medicare insurance categories.
- Lead a team of 8 licensed agents and 3 customer service representative.
- Successfully grown the agency to over \$500,000 in yearly revenue

Independent Insurance Agent with Health Markets and IHC

Sep 2015 - Nov 2019

- Recognized nationally among veteran producers in the top 10 ranked B2B group benefit salesperson in the country for 3 years in a row, with a focus on major medical and ancillary lines.
- Closed over 30 B2B group benefit sales independently in just 8 months, demonstrating exceptional sales skills and ability to build relationships with clients.
- Led the development of a companywide employer sales program, showcasing strategic thinking and collaboration with executive staff.
- Successfully built an insurance practice from scratch to over 700 consumer policies in just 16 months, showcasing entrepreneurial skills, perseverance, and business acumen.

Director of Marketing Sage Care Therapy Services

Mar 2012 - Sep 2015

- Successfully increased patient census, service area, and service providers, contributing to significant growth in business.
- Led complete image and reputation transformation, positioning Sage Care as a top provider and industry leader in the local market.
- Managed all aspects of digital marketing, including social media, website rebranding, and content creation, resulting in an enhanced online presence and increased brand visibility.
- Oversaw the marketing and community liaison team, providing leadership and guidance to achieve departmental goals.
- Created and implemented successful marketing and branding campaigns, including networking, events, and promotional materials, to drive brand awareness and attract new customers.

Community Liaison Circle of Care Pediatric Home Health Care

Mar 2011 - Mar 2012

- Successfully increased sales by 2x and increased the number of service providers by 50% through strategic marketing initiatives, branding efforts, and continuity building.
- Achieved significant sales growth and expanded the service provider network through effective marketing initiatives and strategic branding, resulting in a notable increase in revenue.

- Played a key role in fostering strong community relationships through effective networking with physicians, clinics, hospitals, and social services, resulting in increased business opportunities and partnerships.
- Implemented marketing analytics and reporting to track and measure the success of marketing initiatives, providing insights and recommendations for continuous improvement.

Owner, Leslie Shields Marketing and Consulting

Feb 2010 - Jan 2017

- Developed and executed successful marketing initiatives, leveraging market research, competitive analysis, and customer insights to drive targeted campaigns and promotions.
- Co-created and managed Wineshare Networking, a successful networking and events organization aimed at supporting local businesses and building professional relationships.
- Proven ability to work independently, manage multiple responsibilities, and deliver results in a fast-paced business environment.
- Collaborated with cross-functional teams to ensure the successful execution of marketing initiatives and maximize business results.
- Demonstrated professionalism, integrity, and dedication in all client interactions, positively representing the company.

Aug 2009 - Feb 2010

Sales, Marketing Commercial Production, On-air Personality KVHV TV

- Recognized as Top Sales Representative for B2B, consistently surpassing sales targets, and expanding advertiser base by over 2x through effective relationship-building and lead generation strategies.
- Successfully developed and implemented ad packages that resulted in increased revenue and customer retention, while also identifying and capitalizing on new lead-generation opportunities.
- Scripted compelling commercials and storyboards, overseeing commercial production from concept to completion, and ensuring alignment with marketing objectives and brand messaging.
- Received positive feedback from clients and colleagues for outstanding performance in sales and marketing, demonstrating a track record of delivering exceptional results and exceeding expectations.

EDUCATION

Texas A&M University, College Station, Texas

- Bachelor of Communications, Minor in Comparative Cultural Studies of the United States

Sam Houston State University, Huntsville, Texas

- Post Graduate courses in Education

Region VI Teacher Preparation and Certification Program, Huntsville, Texas

- Generalist EC-4

Study abroad experience, Limerick Ireland, University of Limerick

- Lived and attended classes with international students. Independent Program.

LICENSES

- EC-4th Education Certificate 2007-2011
- Life, Accident, Health and HMO Insurance License
- Property and Casualty Insurance License

BOARDS/VOLUNTEERING

- West Meadowbrook Neighborhood Association, Board Member
2018-2023, Current President
- EO,DFW Area Women's Delegate 2021-2023
- EO, Fort Worth Chapter incoming Social Chair, 2023-2024

REFERENCES

Available on Request

Application

Profile

Which Boards would you like to apply for?

Urban Design Commission: Submitted

Mia

First Name

Moss

Last Name

blackcoffeefw@gmail.com

Email Address

2333 Jenson Cir

Street Address

Fort Worth

City

TX

State

76112

Postal Code

Black Coffee

Employer

Owner

Job Title

Spouse Employer and Job Title

Franklin & Anthony, Owner

What district do you live in? *

District 11

Length of time as a Fort Worth resident

39 years

Did you register with Appointment Project?

Yes No

Interests & Experiences

Describe any qualifications, expertise or special interests that relate to your possible appointment?

I am currently involved in the Main Street America Initiative that is going on in the Polytechnic neighborhood. Design is extremely important in order for the community to get the best out of this project. I am invested in the long effect of how Urban Design will shape our district.

Question applies to Urban Design Commission

Below are the requirements/areas of interest for membership to the Urban Design Commission. Please select the fields where you have experience or general knowledge of the community, civic interest in or knowledge of urban design: Check all that apply. *

Knowledge or interest of urban design principles

Question applies to Urban Design Commission

Are you familiar with form based code districts?

Yes No

Commitment

Recognizing that serving on a board, commission or committee is often time consuming, most meet on a monthly basis, are you committed to attending all regularly scheduled meetings? *

Yes

If required by law, do you agree to complete all financial statements required for the appointed board, commission or committee? *

Yes

Have you ever been a member of a City of Fort Worth board, commission or committee before? If so, please indicate the board, commission or committee and approximate dates of service:

No

Have you taken the State of Texas Open Meeting Act training?

Yes No

Conflicts of Interest

Do you, your spouse or a member of your immediate family, own or work for a company that has a current contract with the City of Fort Worth?

Yes No

Do you, your spouse or any immediate family member, individually or on behalf of company/business entity have any pending bids, proposals or negotiations with the City?

Yes No

Do you, your spouse or a member of your immediate family routinely come before the Board or Commission you are applying for?

Yes No

Are you or your spouse, either individually or on behalf of a business entity, involved in any pending bids, proposals or negotiations in connection with a city contract?

Yes No

Do you represent the private interests of others in criminal or civil litigation or a claim to which the City or an employee of the City is a party?

Yes No

Do you or a member of your immediate family have ownership interest in any property that is the subject of a condemnation proceeding, planning and zoning proceeding or any other administrative or court proceeding in which the City of Fort Worth or its agencies are interested parties?

Yes No

Do you or your spouse, either individually or through your employers, have any pending claims against the City?

Yes No

Have you had any convictions of criminal offenses other than parking or traffic tickets?

Yes No

Civic Engagement & Education

What civic or community endeavors have you been involved in? (Please list names of organization(s), positions held, dates of service and whether your service was provided on a compensated or voluntary basis.)

I volunteer with Community Frontline on many different projects. I am a mentor with Create + Collaborate, which began in 2021. I am part of the East Area Board for the Fort Worth Chamber. None of my community and civic endeavors are compensated. I like to be available to assist in the growth and development of the district because it is where I reside, and I care about my neighbors.

What is your educational background?

I have some college, attending University of Texas at Arlington and Tarrant County College.

Demographics

Ethnicity

African American

Gender

Female

10/13/1983

Date of Birth

Are you a registered voter?

Yes No

Application

Profile

Which Boards would you like to apply for?

Community Development Council: Submitted

Brian _____ Renteria _____
First Name Last Name

reneria.bjr@gmail.com _____
Email Address

2312 Goldenrod _____
Street Address

Fort Worth _____ TX _____ 76111 _____
City State Postal Code

Home: (817) 366-6083 _____
Primary Phone Alternate Phone

Texas Wesleyan University _____ Certification Officer _____
Employer Job Title

Spouse Employer and Job Title

FWISD

What district do you live in? *

District 11

Length of time as a Fort Worth resident

38

Question applies to multiple boards

This board requires that you are a resident of Fort Worth. Are you a Fort Worth resident? *

Yes

Did you register with Appointment Project?

Yes No

Interests & Experiences

Describe any qualifications, expertise or special interests that relate to your possible appointment?

I am a native of Fort Worth and graduate of Fort Worth ISD, Texas Wesleyan University and the University of Texas at Arlington, Fort Worth Campus. My great grandfather migrated to Fort Worth in 1911 and is one of the founding families of South Fort Worth. My commitment to developing as a public servant is founded in my completion of the SteerFW Keyholders Program and Leadership Fort Worth. In recent years, I have devoted my time beyond my career to my 7 year old twins and wife. Looking to the future, I am excited to have returned to participating in community stewardship as a Board Develop Systems, Inc., Imagination Fort Worth, and Girl Scout of Texas Oklahoma Plains, Board of Director.

[Brian_J_Renteria.pdf](#)

Upload a Resume

Commitment

Recognizing that serving on a board, commission or committee is often time consuming, most meet on a monthly basis, are you committed to attending all regularly scheduled meetings? *

Yes

If required by law, do you agree to complete all financial statements required for the appointed board, commission or committee? *

Yes

Have you ever been a member of a City of Fort Worth board, commission or committee before? If so, please indicate the board, commission or committee and approximate dates of service:

Human Relations Board 2008-2010

Have you taken the State of Texas Open Meeting Act training?

Yes No

Conflicts of Interest

Do you, your spouse or a member of your immediate family, own or work for a company that has a current contract with the City of Fort Worth?

Yes No

Do you, your spouse or any immediate family member, individually or on behalf of company/business entity have any pending bids, proposals or negotiations with the City?

Yes No

Do you, your spouse or a member of your immediate family routinely come before the Board or Commission you are applying for?

Yes No

Are you or your spouse, either individually or on behalf of a business entity, involved in any pending bids, proposals or negotiations in connection with a city contract?

Yes No

Do you represent the private interests of others in criminal or civil litigation or a claim to which the City or an employee of the City is a party?

Yes No

Do you or a member of your immediate family have ownership interest in any property that is the subject of a condemnation proceeding, planning and zoning proceeding or any other administrative or court proceeding in which the City of Fort Worth or its agencies are interested parties?

Yes No

Do you or your spouse, either individually or through your employers, have any pending claims against the City?

Yes No

Have you had any convictions of criminal offenses other than parking or traffic tickets?

Yes No

If you answer yes to any of the questions above, please explain or ask to speak to a representative:

DWI - 2003 Irresponsible Decision to Drive While Intoxicated

Civic Engagement & Education

What civic or community endeavors have you been involved in? (Please list names of organization(s), positions held, dates of service and whether your service was provided on a compensated or voluntary basis.)

Texas Coordinators for Teacher Certification Testing Treasure 2022-2023 BoardBuild Board of Director 2021 -2023 P DEI Development Committee P Business Development Girl Scout of Texas Oklahoma Plains Board of Director 2022 - 2024 Leadership Fort Worth 2017 STEER FW Keyholders 2016 City of Fort Worth Human Relations Commission 2008 – 2010

What is your educational background?

BS Public Relations Texas Wesleyan August 2003 Master of Public Administration University of Texas
Arlington May 2010 Doctoral Candidate Texas Wesleyan Projected Graduation December 2024

Demographics

Ethnicity

Hispanic

Gender

Male

05/08/1978

Date of Birth

Are you a registered voter?

Yes No

Brian J. Renteria

2312 Goldenrod Ave. Fort Worth, TX 76111

(817)366-6083 renteria.bjr@gmail.com

About

As the leader of my family, I believe in modeling the value of learning, and contributing to the growth of our community, for the sake of our collective prosperity. My desire is to contribute to efforts that serve all in our society, as all deserve opportunity for advancement.

Employment

Texas Wesleyan University

Educator Preparation Program

Advisory Board Chair

⇒ Oversight of Program Committees

Texas Administrative Code Compliance & Protocol Systems Development

⇒ Undergraduate Program

⇒ Doctoral Program

⇒ Graduate Program

⇒ Leadership Academy Network

Monitor & Adjust Educator Certification Protocols

Program Handbook Development
EPP Onboarding
Develop and Manage Microsoft Repository System for Student Records
Compliance Monitoring System for Field Experience Database
Compliance Monitoring Clinical Teaching Requirements
Advise Educator Certification Candidates

Communication Strategies

Faculty SharePoint Site Development & Management
Educator Candidate SharePoint Site Development & Management
EPP Newsletter
Faculty Professional Development
⇒ SharePoint
⇒ Excel
⇒ Forms

University Department Collaborations

Program Candidate Recruitment
Program Candidate Retention
⇒ EAB Training
⇒ Colleague System Upgrades
⇒ Academic Advising Collaborations

Latinx Student Association – Campus Advisor
Diversity & Inclusion Council
Summit Planning Team 2022-2023
TXWES Annual Giving Campaign Committee 2022 -2023

Fort Worth ISD

K-12 Campus Leadership

Effective School Frameworks
Instructional Leadership Development
Professional Learning Communities
Family & Community Engagement
Language Proficiency Assessment Committee Chair

Multi-Tiered System of Supports for Students
Campus Safety and Emergency Response Team
Instructional Technology Management
District Advisory Committee
District Employee Relations Committee

Assessment Coordinator & Data Analysis

Campus Compliance for TEA Assessment Standards
Campus Assessment Protocols
Student Assessment Accommodations

Data Integrity for Professional Learning Communities
Data Trends for Professional Learning Communities
Campus Advisory Committee
Campus Employee Relations Committee

Math Educator/Instructional Leader

Math Department Chair

Grade Level Team Leader

Education

BS Public Relations
Texas Wesleyan
August 2003

Doctoral Candidate
Texas Wesleyan
Projected Graduation December 2024

Master of Public Administration
University of Texas Arlington
May 2010

- ⇒ DEI Framework
- ⇒ Policy & Organizational Change
- ⇒ Advance Education Law

Civic & Professional Engagement

[Texas Coordinators for Teacher Certification Testing](#)

Treasure 2022-2023

[BoardBuild](#)

Board of Director 2021 -2023
⇒ DEI Development Committee
⇒ Business Development

[Girl Scout of Texas Oklahoma Plains](#)

Board of Director 2022 - 2024

[Leadership Fort Worth](#) 2017

City of Fort Worth
Human Relations Commission 2008 – 2010

[STEER FW Keyholders](#) 2016

Technology Applications

Microsoft Suite including

- ⇒ OneDrive
- ⇒ SharePoint
- ⇒ Project
- ⇒ TEAMS
- ⇒ Forms

Adobe Creative Cloud

- Photoshop
- InDesign
- Premiere
- Acrobat

Personal & Professional Development

[Courageous Conversations](#)

- ⇒ Framework for Systemic Racial Equity Transformation
- ⇒ Equity (E)-Team Chair

Mentor Coaching

- ⇒ Capacity Building
- ⇒ Cognitive Diversity
- ⇒ Nuance Perspective
- ⇒ Social Intelligence
- ⇒ Emotional Intelligence

BoardBuild

- ⇒ Governance Certification
- ⇒ Governance with Equity

Application

Profile

Which Boards would you like to apply for?

11 MEMBER Planning Commission & Capital Improvements Plan Advisory Committee for Transportation Impact Fees: Submitted

Efrin _____ Carrion _____
First Name Last Name

ejc@hey.com _____
Email Address

4416 Morris Court _____
Street Address

Fort Worth _____ TX _____ 76103 _____
City State Postal Code

Home: (940) 224-2280 _____
Primary Phone Alternate Phone

Student Success Agency _____ Chief Executive Officer _____
Employer Job Title

Spouse Employer and Job Title

JPS Health Center : Stop Six-Walter B. Barbour Title: Dentist

What district do you live in? *

District 11

Length of time as a Fort Worth resident

6 years

Did you register with Appointment Project?

Yes No

Interests & Experiences

Question applies to Business Equity Advisory Board (Formerly Minority and Women Business Enterprise Advisory Committee)

This board's membership is comprised from designated organizations and stakeholder groups. Have you received an invitation to serve? (Resolution No. 4853-10-2017)

Yes No

Describe any qualifications, expertise or special interests that relate to your possible appointment?

Resume Attached

[Efrin J Carrion Resume.pdf](#)

Upload a Resume

Commitment

Recognizing that serving on a board, commission or committee is often time consuming, most meet on a monthly basis, are you committed to attending all regularly scheduled meetings? *

Yes

If required by law, do you agree to complete all financial statements required for the appointed board, commission or committee? *

Yes

Have you ever been a member of a City of Fort Worth board, commission or committee before? If so, please indicate the board, commission or committee and approximate dates of service:

No

Have you taken the State of Texas Open Meeting Act training?

Yes No

Conflicts of Interest

Do you, your spouse or a member of your immediate family, own or work for a company that has a current contract with the City of Fort Worth?

Yes No

Do you, your spouse or any immediate family member, individually or on behalf of company/business entity have any pending bids, proposals or negotiations with the City?

Yes No

Do you, your spouse or a member of your immediate family routinely come before the Board or Commission you are applying for?

Yes No

Are you or your spouse, either individually or on behalf of a business entity, involved in any pending bids, proposals or negotiations in connection with a city contract?

Yes No

Do you represent the private interests of others in criminal or civil litigation or a claim to which the City or an employee of the City is a party?

Yes No

Do you or a member of your immediate family have ownership interest in any property that is the subject of a condemnation proceeding, planning and zoning proceeding or any other administrative or court proceeding in which the City of Fort Worth or its agencies are interested parties?

Yes No

Do you or your spouse, either individually or through your employers, have any pending claims against the City?

Yes No

Have you had any convictions of criminal offenses other than parking or traffic tickets?

Yes No

Civic Engagement & Education

What civic or community endeavors have you been involved in? (Please list names of organization(s), positions held, dates of service and whether your service was provided on a compensated or voluntary basis.)

GEAR UP Alumni Association - Board Member, Jan 2023-Present (Volunteer) LeadershipKids - Session Organizer, Jan 2022-Present (Volunteer)

What is your educational background?

Please review the uploaded resume.

Demographics

Ethnicity

Hispanic

Gender

Male

08/25/1989

Date of Birth

Are you a registered voter?

Yes No