



KEVIN L. FAULCONER  
MAYOR

M E M O R A N D U M

DATE: June 21, 2016

TO: Honorable Sherri Lightner, Council President  
Honorable Councilmembers

FROM: Mayor Kevin L. Faulconer 

SUBJECT: Appointment to Civic San Diego Board of Directors

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It is my pleasure to appoint Ms. Paola Avila to the Civic San Diego Board of Directors.

Ms. Avila is the Vice President of the San Diego Regional Chamber of Commerce and brings more than 15 years of experience in public policy, community outreach and government relations. From 2000 to 2005, Ms. Avila served as Mayor Dick Murphy's Deputy Chief of Staff, where she advised him on San Diego-Mexico bi-national affairs. Ms. Avila then started her own public affairs consulting business assisting large and small companies with economic development opportunities such as entering global markets and reducing supply chain barriers.

Ms. Avila is a member of the Citizens Forum Board of the United States Section of the International Boundary and Water Commission and serves on the Board of Directors of the Foundation for the Children of the Californias, a tri-national collaboration with Canada, the United States, and Mexico, supporting the Hospital Infantil de las Californias. She has previously served on the Executive Board of the Mexican American Business and Professional Association, the Borderview YMCA Board of Directors and on the Board of Directors of La Cuna Inc. Ms. Avila is recognized as a leader in the industry winning multiple awards including Latino Leaders Magazine's 2014 San Diego's Most influential Latinos and San Diego Hispanic Chamber of Commerce Cross Border Leader of the Year. Most recently, she was named Cross Border Leader by San Diego Magazine at their 2015 Latino Impact Awards and selected as a finalist at the San Diego Business Journal Women Who Mean Business Awards. Avila graduated from the University of California San Diego with a B.A. in Economics.

I would like to thank Ms. Avila for her willingness to serve in this capacity and am confident she will bring valuable insight and experience to the Civic San Diego Board of Directors.

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cc: Honorable Jan Goldsmith, City Attorney  
Andrea Tevlin, Independent Budget Analyst  
Liz Maland, City Clerk