

Ursula Luna-Reynosa

Summary of Qualifications

- Ability to communicate effectively; good presentation skills
- Knowledge of current and advance Planning principals and strategies, CEQA and land use law
- Involvement with the California Building Code, construction, and compliance (Code Enforcement)
- Experience with economic development programs and strategic planning including business and workforce development
- Familiarity with Public Contract Code, housing, community development programs, and CDBG
- Awareness of principles, practices and techniques of public administration and fiscal planning
- Computer knowledge: Microsoft Word, Excel, Access, Project, PowerPoint, Outlook, Publisher, Explorer, MetroScan, Parcel Quest, CRW, Adobe Photoshop and Illustrator

Experience

Management/ Administration: Supervise professional, technical and support staff; determine workloads and schedules; develop and interpret policies and procedures; evaluate staff performance and manage personnel issues; employee development; prepare annual department budget and mid-year review

Planning: Provide oversight of all planning and code compliance functions, including current, advance and environmental planning activities with a strong emphasis on place making

Building: Provide oversight of all building and code compliance functions, including plan check, inspections, and the one-stop permit center with a strong emphasis on customer service

Code Enforcement: Provide oversight of all code enforcement functions, including zoning, building and nuisance abatement with an emphasis on compliance through progressive enforcement

Economic Development: Provide oversight of all economic development functions including development of strategies to grow the local economy through business development and utilizing relationships with the business, broker and development communities to increase investment

Redevelopment: Negotiate and manage complex real estate agreements/ projects and implement the wind-down of the former redevelopment agency

Communications/ Marketing/ Public Relations: Develop and manage City brand efforts and communication/ marketing strategy

Employment History

4/13 to present	Community Development Director	City of Dana Point	Dana Point, CA
7/11 to 4/13	Economic Development Director	City of Vallejo	Vallejo, CA
10/07 to 7/11	Economic Development Director	City of Tracy	Tracy, CA
3/04 to 9/07	Redevelopment Project Manager	City of Pittsburg	Pittsburg, CA
6/01 to 2/04	Property Manager	City of Pittsburg	Pittsburg, CA
2/99-5/01	Administrative Analyst	City of Pittsburg	Pittsburg, CA

Professional Affiliations

- American Planning Association (APA), member
- Economic Development Finance Certification (National Development Council)
- Urban Land Institute (ULI), member
- International Council of Shopping Centers (ICSC), member
- California Economic Development Association (CALED), member
- California Association of Enterprise Zones (CAEZ), past member of Board of Directors

Education

BA in Economics • Dean's Honor List/ Athletic Scholarship • University of California at Riverside

REFERENCES: Available upon request