



Advancing Excellence and Inclusiveness in Local Government
(Distributed 11/4/25)

Agenda
November 7, 2025
12:30 pm PT/3:30 pm ET

Board of Directors

Samantha Tavares

Past-President

Marcus Steele

President

Matt Rivera

President-Elect

Mario Diaz

*Vice President for
Career Advancement*

Ramiro Inguanzo

*Vice President for
Professional
Development*

Aarón Zavala

*Vice President
for Membership*

At-Large Directors:

Carlos Baía

*Past ICMA Board
Member*

Andrea Alicoate

Joe Camacho

Susana Carbajal

Alejandra Lopez

José Madrigal

Daniel Ortiz

Hazel Wetherford

Vacant Seat

A. Call to Order/Roll Call/Welcome

B. APPROVAL: Consent Agenda – Receive and Approve

1. Board meeting Zoom recording link for October 10, 2025 (*included in the board meeting appointment invitation*)
2. Board Meeting Attendance Report for 2024 and 2025*
3. Financial Reports of October 2025*

C. DISCUSSION/APPROVAL:

1. Review and Approve Hazel Wetherford, LGHN Board Member as Nominee for the ICMA Regional Vice President for the West Coast* - **Marcus Steele**
2. Recommend and Approve LGHN Board Members to Serve on a Subcommittee During November 2025 to Identify and Nominate Current and Former LGHN Members as Nominees for Government 250 ([CHAMPIONS | Local Gov 250](#)). Submissions due no later than December 1, 2025.* -**Christine Butterfield**
3. Direct Staff to Enter into an Agreement with Purple Label to Raise Partnership Support for the 2026 LGHN Conference and Authorize the Firm to Retain a Percentage of the Funds Collected. - **Matt Rivera**

D. DISCUSSION:

1. Review LGHN at the 2025 ICMA Conference High Points and Improvements– **Marcus Steele**
2. Review and Discuss the Proposed 2026 LGHN Annual Budget* – **Marcus Steele**
3. Preview Contract Terms for the 2026 Executive Director Services – **Marcus Steele**
4. Review LGHN Board Committee Chair– **Marcus Steele**
 - a. Career Advancement Committee – **Mario Diaz**
 - i. *Participant interest questionnaire live through late November.*
 - ii. *Program launches in January.*
 - b. Conference Planning Committee – **Joe Camacho and Andrea Alicoate**
 - i. *Sponsorship and program update.*
 - c. International Committee – **Marcus Steele**
 - i. *Standing meeting last Monday of the month.*
 - d. Membership and Chapters Meetings – **Aarón Zavala and Joe Camacho**
 - i. *SoCal chapter interest launched in June. Recruitment underway for chapter president/chair.*

Board Liaisons

Jorge Gonzalez

ICMA Liaison

Gabe Rodriguez

NACA Liaison

Dr. Philip Harris

NFBPA Liaison

Dario Gomez-Garcia

MissionSquare

Retirement Liaison

- ii. *North Texas interest meeting postponed from September and planned for early 2026 with support from SGR.*
- iii. *November/December technical assistance for PHN (succession planning) and Florida (strategic planning) chapter boards underway.*
- iv. *NM chapter interest meetings underway. No new updates.*
- v. *NJ chapter interest engagement planning in December/January.*
- vi. *Chapter tools update and refinements underway.*
- vii. *Membership committee meets on the alternating months on the third Friday at 8:30 am.*
- e. Professional Development – **Ramiro Inguanzo**
 - i. *Meeting quarterly with affiliates and a topic of the chapters' meeting*
- f. Sponsorship and Fund Development – **Samantha Tavares**
 - i. *Updates: HUB, Zencity and Blue Lapel support*
 - ii. *Meeting every other Thursday at 8:30 am PT/11:30 am ET*
- g. Executive Committee – **Marcus Steele**
 - i. *Met 9/25 created a short list of financial policies to be developed, discussed applicants for GFOA's CPFO two-year program (due 10/6 at noon PT) process, reviewed LGHN dinner program and sustaining corporate sponsorships.*

B. Informational Items:

1. LGHN Board Liaison Reports
 - a. ICMA Board and ICMA International Committee – **Jorge Gonzalez**
 - b. NACA – **Gabe Rodriguez**
 - c. NFBPA – **Dr Philip Harris**
 - d. MissionSquare – **Dario Garcia-Gomez**

C. Future Board Meeting Agenda Items

1. *Updated Affiliate Agreement with ICMA – Staff to staff meeting held on 11/4. Verbal update at board meeting.*
2. *Updated Affiliate Agreement with GFOA – Staff to staff meeting planned week of 11/3. Verbal update at board meeting.*
3. *LGHN Legacy Leaders' Oral History Webinar TBD*

D. Future Meeting Dates and LGHN 2025 and 2026 Events

1. December 5, 2025 – LGHN Board Meeting
2. January 9, 2026 – LGHN Board Meeting – **date change**
3. January 2026 (last week of the month) – SGR and LGHN North Texas Chapter Interest Meeting
4. February 6, 2026 – LGHN Board Meeting
5. March 6, 2026 – LGHN Board Meeting
6. **March 7–11, 2026 - NFBPA FORUM in Philadelphia, PA**
7. **April 7-9, 2026 - LGHN Conference at the Westin Resort, Westminster, CO (Denver Metro)**
8. **May 2026 – ICMA Regional Meeting to Celebrate Government 250 Awardees**
9. June 23–24, 2026 – ICMA, GFOA, LGHN and Other Affiliates' Executive Directors' Meeting in Washington, DC

10. *June 28-July 1, 2026 – GFOA Annual Conference in Chicago, IL*

E. Adjournment

Updated 11/5/25	1/25	LGHN Board of Directors' Workshop 1/26	LGHN Annual Conference 1/27-1/29	3/25	4/25	5/25	7/25	9/25	10/25	ICMA
Name										
Samantha Tavares	X	X	X	X	(Attending NFBPA)	X	X	X	X	X
Marcus Steele	X	X	X	X	X	X	X	X	X	X
Matt Rivera	X	X	X	X	X	X	X	X	X	-
Mario Diaz	X	X	X	X	X	X	X	-	X	X
Ramiro Inguanzo	X	X	X	X	X	X	X	X	X	X
Aarón Zavala	X	X	-	X	X	X	X	X		-
Carlos Baía	X	-	-	-	X	X	X	X	X	X
Andrea Alicoate	A	X	X	X	X	X	-	X	-	X
Maria Solano			-	X	X	X	X	X		
Joe Camacho	X	X	X	X	X	X	X	-	-	X
Susana Carbajal			X	X	X	-	X	X	-	X
Alejandra Lopez	X	X	X	-	-	X	-	X	X	X
José Madrigal			X	-	X	X	-	X	X	-
Daniel Ortiz			X	X	X	X	X	X	-	-
Hazel Wetherford	X	X	-	X	X	X	X	X	X	X
Jorge Gonzalez (ICMA Board)	-	-	X	-	-	-	-	-	-	X
Gabriel Rodriguez (NACA Board)	X	X	X	-	-	-	X	X	X	-
Dario Gomez-Garcia (MissionSquare)	X	X	X	-	-	X	X	X	-	X
Philip Harris (NFBPA Board)								X	-	X

Name	1/24	LGHN 1/17-1/19 and Board Retreat	2/24	3/24	4/24	5/24 Board Workshop	6/24	7/24	8/24	9/24	ICMA Conference	10/24	11/24	12/24
Samantha Tavares	X	Attended	On Leave	On Leave	On Leave	On Leave	On Leave	X	X	X	-	X	X	X
Bob Harrison (Resigned May 3, 2024)	X	Attended	X	A	X	X								
Raymond Gonzales (Resigned May 6, 2024)	A	A	A	A	A									
Ramiro Inguanzo	X	Attended	X	X	X	X	X	X	X	X	-	A	A	X
Gricelda Estrada (Resigned March 1, 2024)	X	A	X	X										
Carlos Baia	X	Attended	X	A										
Noel Bernal	X	Attended	X	X	A	A	X	X	X	A	Attended	X	A	A
Mariana Bojorquez	X	Professional Conflict	X	A	A	X	A	A	A	A	-	A	A	
Mario Diaz (Vice President and Career Advancement Chair as of June 7, 2024)	X	Attended	X	X	X	X	A	X	A	X	-	A	X	X
Alejandra Lopez	X	Attended	X	X	X	A	X	X	X	X	Attended	X	X	X
Ramiro Salazar (Resigned November 1, 2024)	X	Attended	X	A	A	A	A	A	A	A	-	A	A	
Marcus Steele (President-Elect as of June 7, 2024)	X	Attended	X	X	X	X	X	X	X	X	Attended	X	X	X
Matt Rivera	X	Attended	A	X	X	X	X	X	X	X	Attended	X	X	X
Hazel Wetherford	X	Attended	X	X	X	X	A	X	X	X	Attended	X	X	X
Aaron Zavala (Vice President and Membership Chair as of July 12, 2024)	X	Attended	X	X	X	X	X	X	X	X	Attended	X	X	X
Andrea Alicoate											-	A	X	A
Joe Camacho											-	X	X	X
Jorge Gonzalez (ICMA Board)	X	Professional Emergency	A	A	A	A	A	A	A	A	Attended	A	A	A
Gabriel Rodriguez (NACA Board)	X	Attended	X	X	X	A	X	X	X	X	-	A	A	X
Ines Guerrero/ Deanna Santana (MissionSquare)	X	Family Emergency	X	A	A	X	A	X	X	X	Attended	A	A	X

Name	12/22	1/23	2/23	3/23	4/23	5/23	6/23	7/23	8/23	9/23	ICMA 10/1-10/4	10/23	11/23	12/23	1/24	LGHN 1/17-1/19 and Board Retreat	2/24
Samantha Tavares	A	X	X	X	A	X	X	X	X	X	Attended	X	X	X	X	Attended	On Leave
Bob Harrison	X	X	X	A	X	X	X	X	X	X	Attended	X	X	X	X	Attended	X
Raymond Gonzales	A	A	A	A	A	A	A	A	A	A	-	A	A	A	A	A	X
Ramiro Inguanzo	A	A	X	A	X	A	X	X	A	X	-	X	X	X	X	Attended	X
Gricelda Estrada	A	A	A	X	X	X	A	X	A	A	-	X	A	A	X	A	X
Carlos Baia	X	X	X	X	X	X	X	X	X	X	Attended	X	X	X	X	Attended	X
Raoul Lavin Through October	A	X	X	A	X	X	X	A	X	X	Attended	X	Incoming Mario Diaz X	X	X	Attended	X
Noel Bernal	X	X	X	X	A	A	A	A	X	X	Attended	X	A	X	X	Attended	X
Mariana Bojorquez	X	X	A	X	A	X	A	A	X	X	-	A	A	A	X	Professional Conflict	X
Alejandra Lopez	X	X	X	X	A	X	X	X	X	X	Attended	X	A	X	X	Attended	X
Ramón Pérez- Goizueta Through October	A	A	X	X	A	A	X	A	A	A	-	A	Incoming Aaron Zavala X	X	X	Attended	X
Ramiro Salazar	A	X	X	A	A	X	X	A	X	X	Attended	A	X	A	X	Attended	X
Marcus Steele	A	X	X	X	A	X	X	X	X	X	Attended	X	X	X	X	Attended	X
Matt Rivera	A	X	A	X	X	X	X	X	A	X	Attended	X	X	X	X	Attended	A
Hazel Wetherford	X	A	X	X	A	X	X	X	X	X	Attended	X	X	X	X	Attended	X
Victor Cardenas Through September (ICMA Board)	A	X	X	X	A	X	A	X	X	X	Attended	Incom ing Jorge Gonza lez	X	A	X	Professional Emergency	A
Gabriel Rodriguez (NACA Board)	X	X	A	A	A	X	X	X	A	X	Attended	A	A	X	X	Attended	X
Ines Guerrero/ Deanna Santana (MissionSquare)	A	X	A	X	A	X	X	X	X	X	Attended	X	Incoming Deanna Santana	A	X	Family Emergency	X

Local Government Hispanic Network
Budget vs. Actuals: Budget_FY25_P&L_1 - FY25 P&L Classes
 January - December 2025

	Actual	Budget	Total over Budget	% of Budget
Income				
43400 Direct Public Support			0.00	
43450 Individual Support	100.00		100.00	
43455 Corporate Support	70,000.00	55,000.00	15,000.00	127.27%
43457 Scholarship	2,250.00	3,250.00	-1,000.00	69.23%
Total 43400 Direct Public Support	\$ 72,350.00	\$ 58,250.00	\$ 14,100.00	124.21%
46400 Other Types of Income			0.00	
46410 Advertising Sales	108,295.00	165,000.00	-56,705.00	65.63%
46430 Miscellaneous Revenue	1,000.00	1,800.00	-800.00	55.56%
Total 46400 Other Types of Income	\$ 109,295.00	\$ 166,800.00	-\$ 57,505.00	65.52%
47200 Program Income			0.00	
47230 Membership Dues			0.00	
47231 Local Chapters	4,750.00	12,000.00	-7,250.00	39.58%
47233 Individual	12,778.75	9,625.00	3,153.75	132.77%
47234 Local Government	10,425.00	14,000.00	-3,575.00	74.46%
47237 Regional Chapter Florida	6,600.00	10,700.00	-4,100.00	61.68%
47239 Regional Chapter Illinois	4,150.00	7,525.00	-3,375.00	55.15%
47240 Regional Chapter Central Texas	7,800.00	5,700.00	2,100.00	136.84%
47241 Regional Chapter Colorado	20,400.00	12,200.00	8,200.00	167.21%
47242 Regional Chapter Michigan	3,000.00	5,200.00	-2,200.00	57.69%
47243 Regional Chapter NorCal	6,125.00		6,125.00	
Total 47230 Membership Dues	\$ 76,028.75	\$ 76,950.00	-\$ 921.25	98.80%
47250 Conference Registration	11,250.00	49,450.00	-38,200.00	22.75%
47260 Conference Sponsorship	46,000.00	100,000.00	-54,000.00	46.00%
47270 LGHN Dinner Registrations	5,000.00	8,000.00	-3,000.00	62.50%
47271 LGHN Dinner Sponsorships	22,400.00		22,400.00	
Total 47200 Program Income	\$ 160,678.75	\$ 234,400.00	-\$ 73,721.25	68.55%
49000 Special Events Income			0.00	
49010 Special Events Contributions		6,000.00	-6,000.00	0.00%
Total 49000 Special Events Income	\$ 0.00	\$ 6,000.00	-\$ 6,000.00	0.00%
Unapplied Cash Payment Income-1	0.00		0.00	
Total Income	\$ 342,323.75	\$ 465,450.00	-\$ 123,126.25	73.55%
Gross Profit	\$ 342,323.75	\$ 465,450.00	-\$ 123,126.25	73.55%
Expenses				
60900 Business Expenses			0.00	
60920 Business Registration Fees	100.00	120.00	-20.00	83.33%
60960 Merchant Services Fees	7,445.70	8,000.00	-554.30	93.07%
Total 60900 Business Expenses	\$ 7,545.70	\$ 8,120.00	-\$ 574.30	92.93%
62100 Contract Services			0.00	
62110 Accounting Fees	4,627.00	1,200.00	3,427.00	385.58%
62140 Legal Fees	1,356.00		1,356.00	
62150 Outside Contract Services	220,991.33	225,000.00	-4,008.67	98.22%
Total 62100 Contract Services	\$ 226,974.33	\$ 226,200.00	\$ 774.33	100.34%
65000 Operations			0.00	
65009 Computer Software	4,958.93	1,600.00	3,358.93	309.93%
65020 Postage, Mailing Service	1,974.94	1,500.00	474.94	131.66%
65030 Printing and Copying		500.00	-500.00	0.00%
65040 Supplies		150.00	-150.00	0.00%
65050 Telephone, Telecommunications	290.99	2,000.00	-1,709.01	14.55%
65060 Website	7,752.89	12,000.00	-4,247.11	64.61%
Total 65000 Operations	\$ 14,977.75	\$ 17,750.00	-\$ 2,772.25	84.38%
65100 Other Types of Expenses			0.00	
65110 Advertising/Marketing Expenses	9,346.08	4,000.00	5,346.08	233.65%
65120 Insurance - Liability, D and O	955.00	1,000.00	-45.00	95.50%
65140 Contributions		1,500.00	-1,500.00	0.00%
65160 Other Costs	-19.98	1,000.00	-1,019.98	-2.00%
65170 Scholarships Awarded		2,000.00	-2,000.00	0.00%
65180 Special Events	6,948.92	7,000.00	-51.08	99.27%
65185 Program Activities	16,000.00		16,000.00	
Catering	2,241.39	48,000.00	-45,758.61	4.67%
Event Insurance		150.00	-150.00	0.00%
Facility Rental	8,191.57	10,000.00	-1,808.43	81.92%
IT/Video Services		20,000.00	-20,000.00	0.00%
Member and Partner Engagement	5,460.00	6,500.00	-1,040.00	84.00%
Other Costs	1,586.32	5,000.00	-3,413.68	31.73%
Postage/Shipping	422.23	650.00	-227.77	64.96%
Printing/Copy/Mktg		4,500.00	-4,500.00	0.00%
Stipends and Speaker Fees	898.37	5,600.00	-4,701.63	16.04%
Supplies		5,000.00	-5,000.00	0.00%
Total 65185 Program Activities	\$ 34,799.88	\$ 105,400.00	-\$ 70,600.12	33.02%
65190 Special Projects, Chap Support		5,000.00	-5,000.00	0.00%
Board of Directors Retreat			0.00	
Retreat	313.35	1,500.00	-1,186.65	20.89%
Total Board of Directors Retreat	\$ 313.35	\$ 1,500.00	-\$ 1,186.65	20.89%
Total 65100 Other Types of Expenses	\$ 52,343.25	\$ 128,400.00	-\$ 76,056.75	40.77%
68300 Travel and Meetings			0.00	
68310 Conf, Conv, Meeting-Nat'l	2,379.16	10,000.00	-7,620.84	23.79%
68320 Meeting Travel-Reg'l	297.57	1,000.00	-702.43	29.76%
68330 ICMA Conference Committee		2,400.00	-2,400.00	0.00%
Total 68300 Travel and Meetings	\$ 2,676.73	\$ 13,400.00	-\$ 10,723.27	19.98%
Unapplied Cash Bill Payment Expense	0.00		0.00	
Uncategorized Expense		6,000.00	-6,000.00	0.00%
Total Expenses	\$ 304,517.76	\$ 399,870.00	-\$ 95,352.24	76.15%
Net Operating Income	\$ 37,805.99	\$ 65,580.00	-\$ 27,774.01	57.65%
Net Income	\$ 37,805.99	\$ 65,580.00	-\$ 27,774.01	57.65%

Account List
Local Government Hispanic Network

Account #	Full name	Type	Detail type	Description	Total balance
10000	US Bank - checking	Bank	Checking	IHN Checking	275,440.65
	US Bank - checking:Frances Gonzalez Scholarship	Bank	Checking		20,333.99
	US Bank - checking:Joel Valdez	Bank	Checking		428.03
	US Bank - checking:LGHN Conference	Bank	Checking		0.00
	US Bank - checking:Operating Cash	Bank	Checking		193,801.58
	US Bank - checking:Operating Reserves	Bank	Checking		75,000.00
	Cost of Goods Sold	Cost of Goods Sold	Supplies & Materials - COGS		
25005	Central TX Chapter Payable	Other Current Liabilities	Other Current Liabilities	LGHN owes to the CTX Chapter.	-7,977.24
25004	Colorado Chapter Payable	Other Current Liabilities	Other Current Liabilities	LGHN owes to the Jutos Colorado chapter	-7,700.00
21000	Deferred Revenue	Other Current Liabilities	Other Current Liabilities		0.00
25001	Florida Chapter Payable	Other Current Liabilities	Other Current Liabilities	LGHN owes to the LFLG chapter	-4,321.27
25003	Illinois Chapter Payable	Other Current Liabilities	Other Current Liabilities	LGHN owes to the IL-LGHN chapter	-4,347.88
25006	Michigan Chapter Payable	Other Current Liabilities	Other Current Liabilities	LGHN owes to the Michigan Chapter	-1,600.00
25007	NorCal Chapter Payable	Other Current Liabilities	Other Current Liabilities	LGHN owes to the NorCal Chapter	-1,523.81

From: [Hazel Wetherford](#)
To: [Steele, Marcus - B1764](#)
Cc: [Christine Butterfield](#)
Subject: Request for Letter of Support from LGHN
Date: Tuesday, October 14, 2025 1:33:06 PM
Attachments: [image001.png](#)

Dear President Steele,

I am writing to request a **letter of support** from LGHN in my candidacy for the West Coast ICMA Regional Vice President position.

A letter of support from LGHN would greatly bolster my candidacy by highlighting my dedication to public service, proven leadership abilities, and the potential positive impact I can make in this role. Your endorsement would signify not only your confidence in my capabilities but also your shared commitment to advancing effective governance and community well-being.

I would appreciate receiving your letter of support via email to hazel.wetherford@dublin.ca.gov by November 28, 2025, to include it in my submittal package to the ICMA Regional Nominating Committee.

Thank you for considering my request and for all that you do to create stronger communities.

Respectfully,



Hazel L. Wetherford
Deputy City Manager
City of Dublin
100 Civic Plaza, Dublin, CA 94568
(925) 452-2158 | (925) 833-6651 FAX
hazel.wetherford@dublin.ca.gov | www.dublin.ca.gov

Mission Statement: *The City of Dublin promotes and supports a high quality of life, ensures a safe, secure, and sustainable environment, fosters new opportunities, and champions a culture of equity, diversity, and inclusion.*

CHAMPIONS

Celebrating Government Across the Nation

- Shine On Your Champion -

Nominate a Government Champion Today!

[Nominate Now](#)

GOVERNMENT CHAMPIONS 250

Government Champions 250

In honor of the America 250 celebration, Local Gov 250 and the National Academy of Public Administration are excited to announce a call for submissions to recognize and celebrate the exceptional individuals, from all levels of government, who make a significant impact in their work in cities, counties, regional councils, states and the Federal Government. We invite you to submit proposals for people currently working (or recently retired) in government who exemplify "democracy at the doorstep" through dedication, innovation, and the highest sense of public service. Your submissions will help us shine the spotlight on the unsung heroes who are making positive changes across America.

Requirements

- Must be currently working as a government employee or recently retired within the last ten years.
- Must exemplify the highest standards of public service.

Selection Process

- Nominations are open from **September 15** to **December 1**
- Deadline is **December 1**
- Depending on the number of submissions, we may request additional information from nominees between **December 1** and **December 15**
- Awardees will be announced **February 1**

Recognition

The LocalGov 250 coalition and the National Academy of Public Administration will review all submissions and identify up to 250 government champions from all facets of government including for example, elected officials (mayors, council members, state legislators), appointed executives, public safety (police, fire, and EMS), public works, parks and recreation, community, economic and workforce development, public health, libraries, transportation, environmental management, energy and utilities, and others that work in government.

- Profiles are displayed on the LocalGov 250 website and linked to all LocalGov 250 coalition partners.
- Frame-worthy certificate of recognition or other suitable "trophy."
- Invitation to celebration (if funding allows) at a May 2026 event in Philadelphia being planned by ICMA as part of the America 250 celebration

LOCAL GOV
250





PURPLE LABEL
Government Solutions



Business Development Proposal

Prepared for:



November 2025



Dear Members of the Board,

Purple Label Government Solutions, LLC (“Purple Label”) is pleased to submit this proposal to provide business development and partnership outreach services to the Local Government Hispanic Network (LGHN). We are excited about the opportunity to help strengthen LGHN’s reach and visibility through expanded sponsorships and collaborations with organizations that share its mission and values.

Headquartered in Denver, Purple Label is a bipartisan government affairs and business development firm founded by partners Matthew La Crue and Ellie Reynolds. With over a decade of experience representing cities, counties, special districts, and nonprofit organizations, we have cultivated strong relationships within both the public and private sectors—not only across Colorado, but nationally. These relationships position our firm uniquely to connect LGHN with the business community and corporate partners that regularly engage with local governments across the country.

Our approach is centered on relationships, reputation, and results. We will leverage our extensive network of companies, associations, and government contacts to develop a targeted sponsorship and partnership strategy designed to bring new resources and visibility to LGHN’s initiatives and future conferences.

What distinguishes Purple Label is our ability to merge advocacy and business development. Our firm not only understands the policy environment in which local governments operate, but also the priorities and motivations of the private sector. We know how to create alignment between corporate partners and mission-driven organizations like LGHN—building authentic partnerships that go beyond sponsorship dollars to lasting engagement and impact.

We are honored to have the opportunity to collaborate with LGHN in expanding its footprint, strengthening relationships, and connecting leaders and organizations committed to advancing excellence in local governance.

Thank you for your consideration. We look forward to the opportunity to partner with you.

Sincerely,

Matthew La Crue
Principal
mattlacrue@plgovsolutions.com
(303)808-1730

Ellie Reynolds
Principal
elliereynolds@plgovsolutions.com
(719)493-3916

About Us

Advocacy. Access. Impact.

Purple Label Government Solutions is a bipartisan government affairs and business development firm headquartered in Denver, Colorado. Founded by partners Matthew La Crue and Ellie Reynolds, our firm was built on the belief that progress happens where government, business, and community intersect.

We provide comprehensive state, federal, and local lobbying, public affairs, and business development services—helping clients strengthen relationships with decision-makers, build strategic partnerships, and secure the resources needed to achieve their goals. From shaping policy at the State Capitol to representing clients in Washington, D.C., Purple Label delivers hands-on, results-driven advocacy that aligns with each client’s priorities.

For over a decade, our team’s experience has positioned us at the center of Colorado’s business and local government communities. These long-standing relationships allow us to open doors, foster collaboration, and create opportunities that drive meaningful outcomes for our clients.

Purple Label has a proven record representing cities, counties, special districts, and nonprofit organizations across Colorado and nationally. Our approach combines deep policy expertise with an entrepreneurial understanding of how to connect public-sector missions with private-sector opportunity. Whether recruiting major sponsors, cultivating corporate partnerships, or navigating complex legislation, we leverage our extensive network to deliver measurable results.

What sets Purple Label apart is our commitment to integrity, transparency, and authentic relationship-building. Every engagement is tailored to the client’s needs—ensuring our work not only advances policy and funding objectives but also builds lasting visibility and credibility.

As trusted advisors and advocates, Purple Label is prepared to help the Local Government Hispanic Network strengthen its connections with the private sector by identifying, engaging, and securing partnerships with companies that do business with local governments and share a commitment to advancing community impact.



Matthew La Crue, Partner



Ellie Reynolds, Partner

Scope of Service

Purple Label Government Solutions will provide strategic business development and sponsorship recruitment services to support the Local Government Hispanic Network's growth, visibility, and long-term sustainability. Our work will center on identifying, engaging, and securing partnerships with companies and organizations that align with LGHN's mission and actively engage with local governments.

To achieve this, Purple Label will provide the following services:

Strategic Planning and Target Development

- Collaborate with LGHN leadership to define sponsorship priorities, target sectors, and partnership goals.
- Develop a prospect list of corporations, associations, and industry partners that regularly work with local governments in areas such as infrastructure, procurement, planning, technology, and community development.
- Establish sponsorship tiers and value propositions that align with LGHN's brand and future events.

Outreach and Engagement

- Utilize Purple Label's professional and client networks to introduce LGHN to potential sponsors and corporate partners.
- Schedule and lead introductory meetings, presentations, and follow-up discussions to promote sponsorship opportunities.
- Provide approved outreach materials and talking points that communicate the mission, reach, and impact of LGHN.

Relationship Management

- Serve as a liaison between LGHN and interested sponsors, ensuring consistent communication and follow-through.
- Help facilitate agreements, recognition, and deliverables associated with each sponsorship.
- Foster long-term partnerships that extend beyond individual events and support LGHN's ongoing programming and initiatives.

Reporting and Strategy Updates

- Provide regular updates to LGHN leadership on outreach progress, meetings, and partnership activity.
- Offer strategic recommendations for new sectors or sponsorship opportunities as relationships evolve.

Through this structured and personalized approach, Purple Label will position LGHN to attract and retain meaningful corporate partnerships that not only provide financial support but also strengthen the organization's reputation and reach among leaders in both the public and private sectors.

Pricing & Compensation

Purple Label Government Solutions proposes a commission-based compensation structure for business development and sponsorship recruitment services provided to the Local Government Hispanic Network (LGHN).

Under this arrangement, Purple Label will receive **25% of the total value of each individual sponsorship secured** through our outreach and relationship-building efforts.

This performance-based model ensures that Purple Label's success is directly tied to LGHN's success. Our team will only be compensated for results achieved, providing full alignment between our interests and the organization's goals.

All sponsorship funds will be directed to LGHN, with Purple Label's commission invoiced upon receipt of payment from each confirmed sponsor. This structure offers transparency, flexibility, and accountability while ensuring that LGHN retains full oversight of all sponsorship relationships and funds raised.



PURPLE LABEL

Lobbying | Business Development | Public Relations

Our Team



Matthew D. La Crue, Partner
303.808.1730
mattlacrue@plgovsolutions.com

Co Founder of Purple Label Government Solutions, Matthew La Crue is a seasoned professional with a proven track record in government affairs and business development. With a passion for shaping policies that make a difference, Born and raised in Commerce City, Colorado, Matthew brings a unique blend of strategic insight, relationships, political acumen, and a commitment to excellence to the forefront of every endeavor.

With years of experience navigating the intricate world of government relations, Matthew has established himself as a trusted advisor and influencer in Colorado's political landscape. His keen understanding of the complexities within legislative and regulatory environments allows him to craft innovative solutions that empower clients to achieve their advocacy goals.

Prior to co-founding Purple Label Government Solutions, Matthew was the Managing Director of Government Affairs at Dentons, US LLP, the worlds largest law firm. Following his tenure at Dentons, Matthew was hired as the Vice President of Government Affairs at the 76 Group. While at Dentons, Matthew was a Denver Business Journal nominee for 40 Under 40 “most influential young professional.”

Matthew began his career as a Legislative Advisor to the House of Representatives Democratic Caucus. Serving State Representative Dominick Moreno, Matthew gained his insider knowledge of the inner-workings of policy making and government. From there Matthew ventured to open L&B strategies, a political campaign and lobbying shop that eventually merged into his work today.

With over a decade of experience specializing in state, local, and federal government affairs, Matthew’s commitment to integrity and transparency is evident in every facet of his work. Known for his collaborative approach, he fosters lasting relationships with clients, ensuring that their unique needs are not only met but exceeded. Whether it's shaping public policy, building strategic partnerships, or navigating the challenges of government engagement, Matthew's leadership is characterized by a relentless pursuit of success.

Beyond his professional accomplishments, Matthew is deeply committed to contributing to the betterment of the community. His advocacy extends to various social and civic causes, reflecting a dedication to creating positive change beyond the boardroom. Matthew currently serves on the Board of Directors of Colorado Foster Source, an organization focused on advocating for foster parents and children by enacting policy and identifying valuable resources to bring families together.



Ellie Reynolds, Partner
719.493.3916
elliereynolds@plgovsolutions.com

Ellie Reynolds, Co-Founder of Purple Label Government Solutions, is a skilled executive with a track record of driving innovation and fostering economic growth. With expertise in government affairs, business development, and public relations, Ellie has strategically positioned Purple Label as a trusted partner for navigating complex regulatory landscapes.

Ellie co-founded Purple Label Government Solutions after her time as a Principal at the 76 Group, a local campaign and government affairs firm. Ellie's expertise in business development and procurement stems from her role at Waste Management, where she led the Western Region for the company. She managed all issues in Colorado, Utah, New Mexico, Arizona and Wyoming helping foster its agenda with communities, public, governmental and regulatory authorities earning her the Certificate of Excellence and Emerald Award as recognition.

In the spring of 2023 Ellie was named Chief Executive Officer for the Northwest Douglas County Chamber & Economic Development Corporation (NWDC Chamber & EDC).

In her role as CEO of the NWDC Chamber and EDC, Ellie spearheads initiatives to promote economic vitality and foster collaboration, attracting investment and supporting local businesses.

By serving in multiple capacities, Ellie is able to tie her relationships, experience, and knowledge of policy together to effectively navigate our clients through some of the toughest challenges under and outside the capitol dome.

Committed to excellence and community engagement, Ellie also holds leadership positions on several nonprofit boards, including High Hopes, Ready Colorado, and the Leadership Program of the Rockies. Through her visionary leadership and collaborative approach, Ellie continues to drive positive outcomes in economic development and government relations, leaving a lasting impact across various sectors.

References & Relationships

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“When it comes to local community relations Matt and Ellie have been a trusted source to partner with over the years for various clients. They understand how to navigate the voice of the community to lead to good public policy.”

– Ben Huseman, *Former Commerce City Mayor*

“Matt and Ellie are solutions-oriented problem-solvers who leverage genuine relationships with various stakeholders across the region to overcome challenges in local communities.”

– Steve O’Doriso, *Adams County Commissioner*

“I have worked with Ellie & Matt for years in Aurora and various other political efforts. Their relationships run deep and their knowledge in the political and policy space is unmatched. When it comes to highly charged politically sensitive issues, I trust the Purple Label’s ability to come out on top every time.”

– Francoise Bergen, *Aurora City Council*

“At the Denver Economic Development Cooperation we are tasked with attracting the best residential and commercial opportunities that will keep Denver as a leading place where people want to do business . Matt & Ellie continue to introduce companies and projects that leave a long standing positive impact on our state.

– Raymond Gonzalez, *President, Metro Denver EDC*

“Matt and Ellie have a positive reputation under the dome working to bring key stakeholders to the table with lawmakers when the tough issues are being decided. I trust them to help guide policy matters I know my caucus aligns with.”

–Dominick Moreno, *Former State Senator District 21, Senate Majority Leader*

“Working alongside Ellie Reynolds during her advocacy initiatives was a testament to her strategic vision and commitment to excellence. Her understanding of the legislative process and ability to navigate complex issues made her a valuable collaborator.

–Kevin Grantham, *Former Senate President, Current Fremont County Commissioner*

“Matt and Ellie are more than just consultants and political strategist, they are trusted advisors, who I have relied on for the best advice in the state. I appreciate their willingness to always be available and their insight that surpasses most others.”

–Jeff Torborg, *Former Mayor Town of Parker*

Matt and Ellie have been instrumental in fostering positive and productive relationships between Purple Label Government Solutions and the local governments across Colorado. Their deep understanding of local dynamics, coupled with their commitment to transparent and collaborative engagement, has strengthened the bridge between our community and effective government representation.

–Adam Paul *Former City of Lakewood Mayor, Current Director of Regional Affairs, City & County of Denver*

“Ellie Reynolds has been an invaluable partner in our efforts to enhance the well-being of Douglas County. Her unwavering commitment to effective government relations and strategic advocacy has brought about positive change.”

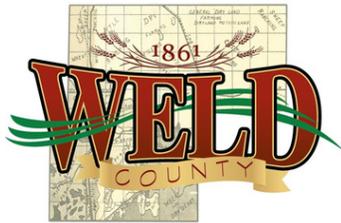
–Abe Laydon, *Douglas County Commissioner*

“Matt and Ellie’s work as Greeley’s state and federal lobbyists has been nothing short of transformative. Their dedication to understanding our city’s unique needs and effectively representing us at both state and federal levels has been exemplary.”

–John Gates, *Mayor, City of Greeley*

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Who We Represent



PURPLE LABEL GOVERNMENT SOLUTIONS

CONTACT US



(303) 808-1730



mattlacrue@plgovsolutions.com



www.plgovsolutions.com

THANK YOU

Local Government Hispanic Network
Budget vs. Actuals: Budget_FY25_P&L_1 - FY25 P&L Classes
 January - December 2025

	Total		2026 Budget Proposal	Notes
	2025 YTD Actual	Full Year Budget		
Income				
43400 Direct Public Support				
43450 Individual Support	100.00			
43455 Corporate Support	70,000.00	55,000.00	70,000.00	
43457 Scholarship				not part of general budget
Total 43400 Direct Public Support	\$ 70,100.00	\$ 55,000.00	\$ 70,000.00	
46400 Other Types of Income				
46410 Advertising Sales	107,545.00	165,000.00	135,000.00	Same as current year projected
46430 Miscellaneous Revenue	1,000.00	1,800.00	1,000.00	i4a chapter reimbursement
Total 46400 Other Types of Income	\$ 108,545.00	\$ 166,800.00	\$ 136,000.00	
47200 Program Income				
47230 Membership Dues				
47231 Local Chapters	4,750.00	12,000.00	4,700.00	
47233 Individual	12,778.75	9,625.00	9,625.00	
47234 Local Government	10,425.00	14,000.00	10,000.00	
47237 Regional Chapter Florida	6,600.00	10,700.00	6,600.00	
47239 Regional Chapter Illinois	4,150.00	7,525.00	3,550.00	
47240 Regional Chapter Central Texas	7,800.00	5,700.00	5,700.00	
47241 Regional Chapter Colorado	20,400.00	12,200.00	17,400.00	
47242 Regional Chapter Michigan	3,000.00	5,200.00	3,000.00	
47243 Regional Chapter NorCal	6,125.00		5,275.00	
Total 47230 Membership Dues	\$ 76,028.75	\$ 76,950.00	\$ 65,850.00	
47250 Conference Registration	0.00	0.00	0.00	
47260 Conference Sponsorship	0.00	0.00	0.00	
47270 LGHN Dinner at ICMA Registrations	5,000.00	8,000.00	3,000.00	
47271 LGHN Dinner at ICMA Sponsorships	22,400.00		20,000.00	
Total 47200 Program Income	\$ 103,428.75	\$ 84,950.00	\$ 88,850.00	
49000 Special Events Income				
49010 Special Events Contributions		6,000.00	6,000.00	same as last year, just placeholder numbers
Total 49000 Special Events Income	\$ 0.00	\$ 6,000.00	\$ 6,000.00	
Unapplied Cash Payment Income-1	0.00			
Total Income	\$ 282,073.75	\$ 312,750.00	\$ 300,850.00	
Gross Profit	\$ 282,073.75	\$ 312,750.00	\$ 300,850.00	
Expenses				
60900 Business Expenses				
60920 Business Registration Fees	100.00	120.00	120.00	
60960 Merchant Services Fees	7,445.70	8,000.00	8,000.00	
Total 60900 Business Expenses	\$ 7,545.70	\$ 8,120.00	\$ 8,120.00	
62100 Contract Services				
62110 Accounting Fees	4,627.00	1,200.00	9,600.00	Josh and Whitmer
62140 Legal Fees	1,356.00		1,250.00	
62150 Outside Contract Services	178,502.63	225,000.00	225,000.00	
Total 62100 Contract Services	\$ 184,485.63	\$ 226,200.00	\$ 235,850.00	
65000 Operations				
65009 Computer Software	4,958.93	1,600.00	5,600.00	
65020 Postage, Mailing Service	1,974.94	1,500.00	1,500.00	
65030 Printing and Copying		500.00	500.00	
65040 Supplies		150.00	150.00	
65050 Telephone, Telecommunications	290.99	2,000.00	0.00	Zoom is in software now on annual subscription
65060 Website	7,459.94	12,000.00	12,000.00	
Total 65000 Operations	\$ 14,684.80	\$ 17,750.00	\$ 19,750.00	
65100 Other Types of Expenses				
65110 Advertising/Marketing Expenses	6,262.15	4,000.00	4,000.00	
65120 Insurance - Liability, D and O	955.00	1,000.00	1,200.00	
65140 Contributions		1,500.00	1,500.00	
65160 Other Costs	-19.98	1,000.00	500.00	
65170 Scholarships Awarded		2,000.00	1,500.00	
65180 Special Events (Affiliates Reception at ICMA)	6,948.92	7,000.00	7,000.00	
65185 Program Activities				
Catering	250.00			
Member and Partner Engagement	16,761.25		4,000.00	
LGHN Dinner at ICMA conference			20,500.00	
Event Insurance				
Facility Rental				
IT/Video Services				
Other Costs				
Postage/Shipping				
Printing/Copy/Mktg				
Stipends and Speaker Fees				
Supplies				
Total 65185 Program Activities	\$ 17,011.25	\$ 0.00	\$ 4,000.00	
65190 Special Projects, Chap Support		5,000.00	5,000.00	
Board of Directors Retreat				
Retreat	313.35	1,500.00	1,500.00	
Total Board of Directors Retreat	\$ 313.35	\$ 1,500.00	\$ 1,500.00	
Total 65100 Other Types of Expenses	\$ 31,470.69	\$ 23,000.00	\$ 26,200.00	
68300 Travel and Meetings				
68310 Conf, Conv, Meeting-Nat'l	841.02	10,000.00	10,000.00	
68320 Meeting Travel-Reg'l	3,489.14	1,000.00	1,000.00	
68330 ICMA Conference Committee		2,400.00	2,000.00	
Total 68300 Travel and Meetings	\$ 4,330.16	\$ 13,400.00	\$ 13,000.00	
Unapplied Cash Bill Payment Expense	0.00			
Uncategorized Expense		6,000.00		
Total Expenses	\$ 242,516.98	\$ 294,470.00	\$ 302,920.00	
Net Operating Income	\$ 39,556.77	\$ 18,280.00	-\$ 2,070.00	
Net Income	\$ 39,556.77	\$ 18,280.00	-\$ 2,070.00	