



## MEMORANDUM

**To:** Mayor and City Council Members  
Deputy City Manager and Assistant City Managers  
Department Directors and Assistant Directors

**Thru:** Spencer Cronk, City Manager

**From:** Rodney Gonzales, Assistant City Manager

**Date:** June 6, 2019

**Subject:** Economic Development Director Appointment

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I am pleased to announce the appointment of Veronica Briseño as the new Director of the Economic Development Department.

Since 1999, Veronica has served in various roles at the City of Austin. At the Small and Minority Business Resources Department, Veronica served as Director, Assistant Director, and Administrative Manager. Veronica also served in the office of former Council Member Raul Alvarez and in the City Manager's Office.

Veronica holds a Master of Public Affairs degree from the Lyndon B. Johnson School of Public Affairs, University of Texas at Austin in addition to a Bachelor of Arts degree in Government and Journalism from the University of Texas at Austin. Veronica is the immediate past President for the Local Government Hispanic Network (LGHN) and past President of the Austin Hispanic Latino Network (AHLN). She is the Co-Founder and Vice Chair for "Woman to Woman," a City of Austin Affinity Organization, and is a member of the International City Management Association (ICMA). In 2018, Veronica was awarded the Greater Austin Hispanic Chamber of Commerce Latina Leadership Industry Award for Public Service.

As one of the Economic Opportunity and Affordability Strategic Outcome departments, EDD is responsible for executing the Council adopted economic development vision. Veronica will be overseeing implementation of the [Economic Development Guiding Principles](#) and [Chapter 380 Policy](#), a [Business Expansion Incentive Program](#) for existing local business expansions, targeted hiring and external relocations, and the development of a Locational Enhancement Program.

Currently, Veronica serves as the Interim Homeless Strategy Officer (HSO) coordinating the City's homeless response activities with multiple City departments. She will transition into her new role as Director of EDD in late June 2019; however, Veronica will remain as Interim HSO through the end of July when a new Homeless Strategy Officer is expected to be on board.

I also want to take a moment to thank Rebecca Giello for serving as Interim Director of EDD. Rebecca's leadership has been instrumental in advancing a number of Council initiatives to include the City's Economic Development Policy that set a new framework for economic development programs and advancing the work related to the portfolio of City-owned land, in coordination with Council and community input. Rebecca will resume her role as the Deputy Director of Neighborhood Housing and Community Development at the end of July.