

Isaak T. Ruiz  
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Eagle Pass, Texas 78852  
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M: (830) 968-0344

July 12, 2024

Open Records Division  
Office of the Attorney General  
P.O. Box 12548  
Austin, Texas 78711-2548

Dear Open Records Division,

I am writing to appeal the decision by the City of Eagle Pass to withhold certain information I requested under the Texas Public Information Act (TPIA). My original request was submitted on June 3, 2024, and included a request for scoring sheets that are normally released to the public.

The City of Eagle Pass has withheld some information, citing section 552.137 of the Texas Government Code, which pertains to the confidentiality of email addresses. While I understand the need to protect private email addresses, I believe that other requested information, specifically the scoring sheets, should be released. The reason provided by the City of Eagle Pass for not releasing this information does not apply in this case because section 552.137 specifically relates to the confidentiality of email addresses and not to the scoring sheets that are typically part of public records.

Below are the details of my appeal:

- 1. My wish to appeal the withholding of information:**  
I am formally requesting an appeal of the City of Eagle Pass's decision to withhold the scoring sheets and any other information that should be publicly available.
- 2. The name of the governmental body that withheld information:**  
City of Eagle Pass
- 3. The date of my original request for information:**  
June 3, 2024
- 4. A copy of my original request for information:**  
Attached is a copy of the letter submitted. I have also attached the information that was released to show that the qualifying/ranking sheets requested were not disclosed by the City.

**Additional Comments:**

The scoring sheets are a critical part of the public's ability to understand the decision-making processes of the City of Eagle Pass. These documents are typically released and are essential for maintaining transparency and public trust. The reason provided for withholding this information

under section 552.137 of the Texas Government Code is not applicable to the scoring sheets requested. I respectfully request that the Attorney General's office review this matter and issue a ruling that ensures compliance with the Texas Public Information Act.

Thank you for your attention to this matter. I look forward to your response.

Sincerely,



Isaak T. Ruiz  
Managing Editor  
The Maverick Times News  
[isaakruiz@themavericktimesnews.com](mailto:isaakruiz@themavericktimesnews.com)  
M: (830) 968-0344

**Re: Texas Public Information Act Request**

**Dear Public Information Officer,**

**Pursuant to the Texas Public Information Act, Chapter 552 of the Texas Government Code, I am formally requesting access to or copies of the following information:**

**Copies of any and all resumes and qualifications submitted in response to the "Request for Professional Services: Music Promoter and Event Management" advertisement issued by the City of Eagle Pass.**

**Copies of any and all scoring, ranking, qualifying sheets that determined who the City would select for the Music Promoter and event management opening.**

**A list of the names of who participated in the committee to determine who was selected to manage the 57 South Music Festival.**

**For your reference, the advertisement stipulated that submissions were to be sent to [purchasing@eaglepasstx.us](mailto:purchasing@eaglepasstx.us) by Monday, June 5, 2023, at 3:00 PM (local time). I am particularly interested in obtaining the resumes and qualifications that were submitted by the specified deadline.**

**Please provide the requested information in electronic format, if available. If there are any fees associated with fulfilling this request, please inform me of the cost estimate prior to processing the request.**

**If you need any additional information to process this request or if there are any specific procedures that need to be followed, please contact me at [themaveicktimesnews@gmail.com](mailto:themaveicktimesnews@gmail.com)**

**Thank you for your attention to this matter. I look forward to your prompt response.**

**Sincerely,**

**Isaak T. Ruiz, Managing Editor of The Maverick Times News**



June 13, 2024

Mr. Ruiz:

We have received your public information request for records, dated 06/03/24.

The information you requested contains e-mail addresses that is collected, assembled, or maintained by or for a governmental body. This information is confidential under section 552.137 of the Texas Government Code. Our office is prohibited by law from releasing this information to you, and therefore we have removed this information from the enclosed information we are providing to you.

Normally, we must request a ruling from the Texas Attorney General before we can withhold any of the information you requested. However, Open Records Decision No. 684 allows us to withhold this specific information without requesting a ruling from the attorney general.

You have the right to appeal our decision to withhold this information from you. Instructions for appeal are at the end of this letter. If you do not want to appeal, you do not need to do anything else. Please note that we are only withholding the specific categories of information that are confidential under section 552.137. We will process the rest of your request for information in accordance with the terms of the Public Information Act.

Sincerely,

Ita A. Cortinas  
City of Eagle Pass  
Eagle Pass, TX, 78852  
icortinas@eaglepasstx.gov



How to appeal the withholding of information under Gov't Code section 552.137

If you wish to appeal the withholding of information discussed on the previous page, you must send the following to the attorney general:

- 1) a signed, written statement indicating your wish to appeal the withholding of information;
- 2) the name of the governmental body that withheld information from you;
- 3) the date you made your original request for information; and
- 4) a copy of your original request for information, or if you are unable to provide a copy, a description of your original request for information.

You may also submit written comments stating why you think the information should be released to you, but you are not required to do so.

Send your appeal by mail to the attorney general at:

Open Records Division  
P.O. Box 12548  
Austin, Texas 78711-2548

Within forty-five business days after receiving all of the above-listed items necessary to file your appeal, the attorney general will issue a written ruling on the matter. You will receive a copy of this ruling in the mail.

Arturo Marquez  
Aide Castaño  
Ricky Gutierrez

ANFO

1900 N. ... TX, 75241 | (214) 213-9888

1575 E. ... TX, 75241

1575 E. ... TX, 75241

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... of the performance ...

# YVETTE CANTU

3500 Goliad Rd. #190 San Antonio, TX. 78223 | (210)232-4835 |

## EDUCATION

1997 Eagle Pass High School Eagle Pass, TX.

diploma

## SUMMARY OF QUALIFICATIONS

Knowledgeable in Tejano / Norteno / Mexicano Regional  
Access and freelance with all major Artist

## EXPERIENCE

Booking Agent/ Manager, Tesoro Music Entertainment

Since 2015, Yvette Cantu has been the exclusive booking agent at Tesoro Music Entertainment and has helped thousands of high-net-worth Individuals, freelancing with corporations and promoters choose from among many of the biggest singers, bands, DJ's, speakers, and comedians for corporate events, private parties, weddings, virtual events, public concerts and festivals nationwide.

We can also coordinate all aspects of the performance for one all-inclusive TURN-KEY fee, with our team onsite to make sure your event goes smoothly from load in to load out.

With thousands of acts on our roster, you will be able to find the perfect act for your event.

2015-To Present

Zurdo Inc Michael Salgado El Zurdo de Oro - Siggno Enterprises - Elida Reyna – Solido – La Mafia – David Olivares – La Tropa F – Marcos Orozco – Chente Barrera – Stefani Montiel – Aj Castillo – Conjunto Romo – Asalto - Gabriella

Monitoring and reviewing sales performance on a regular weekly and monthly basis.

Maximizing sales through effective merchandising and marketing.

Recognizing and rewarding good staff performance.

Monitoring product availability levels throughout the day and replenishing stocks to ensure 100% availability.

Developing business links within the local community.

Working with the visual team to manage displays for set ups.

Recruiting the right people with the right behaviors into the right jobs and ensuring they are given access to the right training.

Actively monitoring competitor activity.

Managing the profit and loss account within the budget.

Getting feedback and capturing data from customers



**REFERENCES:**

**Javier and Mary Barrera**  
**Owner Operator**  
**J's Photo & Video Productions**  
**830-352-8339**  
**Eagle Pass TX 78852**

**Ismael Castillo Jr.**  
**Food Service Director**  
**Maverick County Jail**  
**830-320-1517**  
**Eagle Pass, TX**

**Victor & Sonia Perry**  
**Owner Operator**  
**Law Firm**  
**830-968-8484**  
**Eagle Pass, TX**

# Jesse A. Minton

2022 Oakshire St. - San Antonio, TX 78232 - Phone: (210) 718-4143 jesse@just1management.com

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## OBJECTIVE

To utilize over 20 years of experience and proven success in Sales, Marketing & Event Management strategies.

## KEY ARTIST/MUSIC ACTIVATIONS

### Rebecca Creek Whiskey

- Created and executed Artist Ambassador Program...some Artists: Clay Hollis, Bri Bagwell, Kin Faux, etc...
- Talent Buying for Distillery
- Created and executed Rebecca Creek Whiskey Music Series
- Managed & executed the sponsorship with the San Antonio Livestock Show & Rodeo as the Entertainment Sponsor (Star Experience)
- Managed & executed the sponsorship for Steamboat MusicFest in Steamboat Spring, Colorado

### Brown-Forman (aka: Jack Daniels Tennessee Whiskey/Herradura Tequila)

- Managed the JD Studio No.7 (SN7) for General Market...some artists included: Eric Church, Zac Brown Band, etc.
- Managed the JD Sala 7 for the Hispanic Market...some artists included: Vicente Fernandez, Molotov, Julietta Venegas, etc.
- Created & Managed the Emmitt Smith (Dallas Cowboys Hall of Fame Running Back) Partnership

## PROFESSIONAL EXPERIENCE

### **Rebecca Creek Distillery (TEXAS)**

05/20 – Present **Sales & Marketing Manager - TEXAS**

*My objective is to increase sales and marketing for Rebecca Creek Distillery through the following techniques:*

- Increased POD's, Volume, Features & Menu Listings in Texas, Colorado & Nashville
- Directed, managed & incentivized KPI's with Distributor On & Off Premise Teams along with Rebecca Creek Distillery Executive Management team
- Provided Key Marketing strategies to ownership, agency personnel & sales force
  - Key drink strategies
  - POS
  - Brand Priorities
  - Brand Plans
- Sought, Negotiated & Executed Strategic Sponsorships, Media Plans & Social Media Plans throughout the state and provided ROI analysis to key personnel
- Sought, Negotiated & Executed Media & Social Media Plans to provide ROI analysis to key personnel
- Interviewed & analyzed possible agency proposals

### **Devils River Bourbon Whiskey (TEXAS)**

10/17 – 04/20 **Sales Manager-South Texas & El Paso**

*My objective is to increase sales and marketing for Devils River Whiskey through the following techniques:*

- Directed and managed KPI's with Distributor personnel
- Increased POD's, Volume, Menu Listings, Features
- Provided Key Marketing strategies to VP of Marketing for my respective territory

### **Just 1 Marketing, DBA (TEXAS)**

01/17 – 10/17

#### **Consultant**

*My areas of expertise include but are not limited to:*

- Liquor Control – Inventory, Class B Direction, Distributor Management
- Staff Evaluations – Hiring, Training, Customer Service
- Pricing Strategies – Menus, Feature Pricing, Every Day Pricing, POS system
- Business Operations – Scheduling, Financials, Venue Site Plan for best results
- Marketing Strategies – Branding, Media, Special Events

### **Brown-Forman Spirits America (TEXAS)**

11/15 – 08/16

#### **Field Marketing Manager-Tequilas**

*My objective was to increase brand awareness with the targeted consumer for both el Jimador & Herradura Tequila*

- Create & localize Brand Plans
- Measure and evaluate Consumer marketing programs
- Instrumental in making el Jimador a 100,000-case brand in Texas for the first time in its history

11/13 – 11/15

#### **On-Premise Market Manager-South Texas / MCM State Manager**

*My objective was to increase sales through POD's & volume in South Texas for the General Market and the state with the Multi-cultural consumer*

- Managed Local Territory Funds for 11 Major Brands in Texas totaling over \$500K
- Provided KPI's & IPO's to both Distributor & Agency personnel
- Increased Barrel Sales from 2 to 14 per year (Herradura, Woodford Reserve & Old Forester)

- 05/10 – 10/13
  - Created Test Market Program for Tuaca in San Antonio with the Hispanic consumer

**Tequila Market Brand Manager – North TX**  
 My objective was to increase Tequila sales through various KPI's in North Texas

  - Managed Local Marketing funds for both el Jimador & Herradura Tequila totaling just under \$250K
  - Developed and executed the Embassy Program which garnered 22 well programs, which in turn provided over 5,000 cases of el Jimador & over 1,500 cases of Herradura year on year
  
- 07/07 – 04/10
 

**Market Manager & MCM Market –North TX**  
 My objective was to increase sales and market visibility for Brown-Forman products

  - Budgeting – manage Local Territory funds for 8 Major Brands in North Texas
  - Directed KPI's & IPO's to both Distributor & Agency personnel
  - Increased POD's, Volume, Menu Listings, Features
  
- Alliance Beverage Distributing Company (Phoenix, AZ)**  
 03/05 – 07/07 **Hispanic Sales & Marketing Manager-AZ**  
 My objective was the development and execution of the Multicultural division for the state of Arizona

  - Grew Volume Sales from \$220K in 2005 to just under \$1MM in 2007 with a smaller account base
  - Develop and maintain annual budgets (\$250K in 2005, \$350K in 2006 & \$500K in 2007) and operated within budgetary guidelines
  - Provide sales goals/objectives for assigned key accounts

  
- The HIVE, Inc/Affinity Management Group (San Antonio, TX)**  
 03/02 – 02/05 **Field Activation Manager-South TX**  
 My objective was to increase the footprint for Brown-Forman brands in 80 targeted accounts

  - Maintained & grew POD's & Volume
  - Organized 12 promotional staff & trained them to be knowledgeable about the client's products

**QUALIFICATIONS**

- Sales – Leadership/Supervision; Building Key Account Relationships; Merchandising; Problem Solving
- Development – Programs; Product/Brands
- Management – Budget; Venue; Project; Event; Client Relationship Management (negotiating), merchandise & point of sale
- Marketing – Understanding of the Multi-Cultural consumer; Strategic Planning; Trade Marketing; Media Relations
- Excellent skills in: Leadership, Conflict resolution, Organizational, Customer service, Time management, Detail-oriented, Flexible, Persistent and Ambitious
- Extensive experience with Digital Platforms: Facebook, Twitter, Instagram, Snapchat, Spotify, Hulu, Periscope, [ReserveBar.com](http://ReserveBar.com), [Drizzly](http://Drizzly.com), and more...

**EDUCATION**

University of Texas - Austin, TX  
 May 1999 - Bachelor of Science Degree  
 Major: Applied Learning & Development – Sport Management (minor: Spanish)  
 Fluent in Spanish: reading, writing, and speaking

**REFERENCES** Available from all tiers upon request



## Contact

2103850515 (Mobile)

[www.linkedin.com/in/fernando-sanchez-flores-aa84254b](http://www.linkedin.com/in/fernando-sanchez-flores-aa84254b)  
(LinkedIn)

## Top Skills

Entertainment  
Music Industry  
Music

## Languages

Spanish  
English

# Fernando Sanchez Flores

Duelo, Intocable, Los Invasores de N.L., Los Cardenales de N.L., Kumbia Kings, Los Rieleros  
Helotes, Texas, United States

## Summary

Experienced Marketing with a demonstrated history of working in the entertainment industry. Skilled in Music Publishing, Broadcasting, Advertising, Record Labels, and Music Festivals. Strong marketing professional graduated from Texas A&M University-Kingsville.

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## Experience

**REGIO MEX MUSIC**  
**PROMOCION & MARKETING**  
March 2017 - Present (6 years 4 months)  
United States & MEXICO

**FERSA MUSIC**  
**PRESIDENT & C.E.O.**  
January 2011 - Present (12 years 6 months)

**Grupo El Duelo**  
**Manager**  
February 2010 - Present (13 years 5 months)  
McAllen, Texas, United States  
**Booking U.S.A. & Mexico**

**EMI Music**  
**VP of Regional Mexican Division**  
June 2004 - May 2009 (5 years)

**DISA, LLC**  
**V.P. OF REGIONAL MEXICAN**  
August 1996 - July 2004 (8 years)

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## Education



Texas A&M University-Kingsville  
Associate's Degree · (1992 - 1994)