



FOR IMMEDIATE RELEASE – **June 15, 2011**

FOR MORE INFORMATION CONTACT: **City Manager Phil Batchelor**  
**(707) 648-4576**

### **City of Vallejo Sends Message to Business Community; Names New Economic Development Director**

As the City of Vallejo prepares to emerge from bankruptcy, City Manager Phil Batchelor looks to the future. A recent reorganization has resulted in a name change from Community Development to Economic Development Department which includes the Planning and Building Divisions. Mr. Batchelor stated, “We’re here to serve the community of Vallejo, its residents, businesses and visitors. The name change simply highlights our desire to partner with the private sector and create an environment that fosters investment.”

Mr. Batchelor named Ms. Ursula Luna-Reynosa to the position of Economic Development Director today. Mr. Batchelor noted that “Ursula’s energy, honesty and commitment to a quality customer experience secured her place as the leading candidate for the position.” Ms. Luna-Reynosa will start with the City on July 25, 2011. She is a graduate of the University of California at Riverside with a degree in Economics and is a certified Economic Development Finance Professional by the National Development Council. Ms. Luna-Reynosa has over twelve years of experience serving in local government in the fields of economic development and redevelopment. Most recently, Ms. Luna-Reynosa has served as Economic

Development Director for the City of Tracy. Prior to her tenure with Tracy, Ms. Luna-Reynosa served the community of Pittsburg for eight years. Ms. Luna-Reynosa has also served on the board of directors for the California Association of Enterprise Zones, a state-wide organization that serves communities with economic development incentive programs such as enterprise zones and LAMBRAs.

When asked about her interest in the position, Ms. Luna-Reynosa responded, “While the City of Vallejo, like many California cities, certainly faces some challenges, the up-side is huge; there is a lot of potential. I’m excited to be part of an effort that is re-writing history. I’m optimistic that Vallejo’s best days are ahead.” Ms. Luna-Reynosa will receive \$159,000 as the Economic Development Director for the City.

###