



## CITY OF ALBUQUERQUE

Office of the Mayor

One Civic Plaza NW, Albuquerque, NM 87103

Timothy M. Keller, Mayor

### INTER-OFFICE MEMORANDUM

April 24, 2026

**TO:** Klarissa J. Peña, President, City Council

**FROM:** Timothy M. Keller, Mayor *TMK*

**SUBJECT:** Mayor's reappointment of John "Jerry" Matthews to the Urban Enhancement Trust Fund

I am submitting for your advice and consent the following name for reappointment to the Urban Enhancement Trust Fund in accordance with the City of Albuquerque Ordinance 4-2-1-3.

#### APPOINTEE NAME

John "Jerry" Matthews  
Albuquerque, NM 87120

#### TERM

February 1, 2029

Jerry Matthews brings over 30 years of experience in advertising, marketing, and public relations working for advertising agencies, a startup and in-house on both account and creative development. As Director of Client Success for Sunny505, his multiple roles include managing the day-to-day affairs for agency clients, developing brand voice and creative messaging, assisting in public relations efforts, and overseeing both TV and radio productions. Jerry is a recent graduate of the Leadership Albuquerque program through the Chamber of Commerce, served as VP of Communications for the New Mexico chapter of the American Marketing Association (2019-2023), was named Account Executive of the Year (2020) by the American Advertising Federation of New Mexico, and currently serves as the Board Chair for the New Mexico Gay Men's Chorus. Jerry has a master's in advertising from the Portfolio Center in Atlanta, and a B.A. in Public Relations from Texas Tech University.

Outside of work, Jerry is passionate about singing and has performed with Quintessence, Opera Southwest, and the NM Gay Men's Chorus since moving to Albuquerque in 2010.

John "Jerry" Matthews will continue to serve as an At Large representative on the committee; his second term will expire on February 1, 2029.

**The remaining members are:**

<b>Representing</b>	<b>Name</b>	<b>Term</b>
At Large	Mary Schmidt	2/1/2026
At Large	John "Jerry" Matthews	2/2/2026
Council District 1	Jason Cordova	2/1/2025
Council District 2	Julia Youngs	2/1/2023
Council District 3	Vacant	
Council District 4	Dan Hyman	2/1/2029
Council District 5	Vacant	
Council District 6	Melora Palmer	2/1/2027
Council District 7	Emanuel Green	2/1/2026
Council District 8	Vacant	
Council District 9	Dorothy Stermer	2/1/2027

Urban Enhancement Trust Fund

Reappointment of John "Jerry" Matthews.

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A handwritten signature in blue ink that reads "Samantha Sengel". The signature is written in a cursive style and is positioned above a horizontal line.

Samantha Sengel, Chief Administrative Officer

4 27 26

Date