

# Santa Fe County Proclamation

**PROCLAIMING NOVEMBER 15<sup>TH</sup> 2022 AS  
“SANTA FE COUNTY ASSESSOR’S  
OFFICE STAFF DAY”  
IN RECOGNITION OF CONTRIBUTIONS MADE  
TO ENSURE QUALITY AND EXCELLENT  
CUSTOMER SERVICE TO THE COMMUNITY OF  
SANTA FE COUNTY**

Introduced by: Commissioner Anna Hansen and Commissioner Rudy Garcia

**WHEREAS**, the International Association of Assessing Officers (IAAO) is a professional organization, which has a network of 7,000 members in 90 chapters in the United States and around the world; and

**WHEREAS**, the Santa Fe County (“County”) Assessor’s Office, under the leadership and guidance of County Assessor Gus Martinez (2015-2022), established a local New Mexico Chapter of IAAO in 2016; and

**WHEREAS**, the Santa Fe County Assessor’s Office became the first jurisdiction in the state of New Mexico and the 47<sup>th</sup> jurisdiction (out of 3,007) in the country to receive IAAO’s Certificate of Excellence in Assessment Administration; and

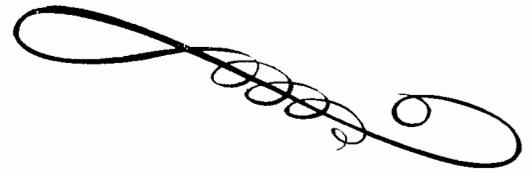
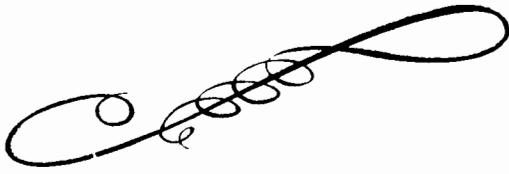
**WHEREAS**, teamwork, effort, passion, and dedication of staff within the County Assessor’s Office led to the receipt of four national and international awards; and

**WHEREAS**, the County Assessor led a team of four dedicated employees, including Jennifer C. Romero, Ivan Barry, Tommy Garcia, and Isaiah Romero, who worked diligently over six months to compile, organize, develop, and create a fifteen-page document, presentation, and video featuring how the Assessor’s Office provides five-star customer service to internal and external customers; and

**WHEREAS**, the team leaders mentioned above relied heavily upon and received tremendous assistance and support from all staff in the County Assessor’s Office and particularly from Jessica Ulibarri, Nicolette Martinez, and Marcella Vialpando as well as from Daniel E. Fresquez, Media Coordinator; and

**WHEREAS**, the County Assessor’s Office staff were recognized internationally by being invited to conduct four in-person and two virtual presentations on how to they serve the public, providing quality customer service, meet state statutory requirements, and follow IAAO best practice standards; and

**WHEREAS**, the County Assessor’s Office staff employed technology (including, but not limited to, a state-of-the-art website, social media presence, live chat/chatbot feature, automated forms, use of a CRM portal for Protest and Business Personal Property (BPP) submittals, text messaging updates, implementation of aerial imagery, creation of informational videos and help guides), public outreach, and community recognition via on-site outreaches across Santa Fe County, honoring Veterans and those within our community who made a difference during Heritage Months; and



**WHEREAS**, in addition to technology and community support, the County Assessor’s Office has been instrumental in the creation and deployment of a five to six-year reappraisal plan, eventually reducing it to a three-year plan to improve property assessment; and

**WHEREAS**, during County Assessor Martinez’s eight-year term, the County Assessor’s Office created the first Policy and Procedures Manual along with an eight-year plan to ensure stability for the future; and

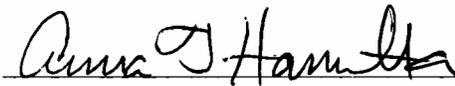
**WHEREAS**, the County Assessor’s Office staff’s passion to build transparency and accountability has created one of the most proficient offices throughout Santa Fe County; and

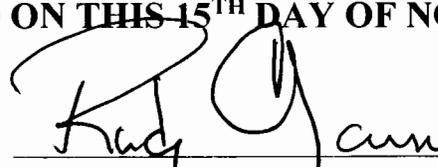
**WHEREAS**, County Assessor Gus Martinez’s term ends December 2022, the intent of this proclamation is to honor his leadership and staff for their outstanding team efforts.

**NOW, THEREFORE, BE IT RESOLVED THAT WE, THE BOARD OF COUNTY COMMISSIONERS OF SANTA FE COUNTY, DO HEREBY PROCLAIM THE 15<sup>TH</sup> OF NOVEMBER, 2022, AS:**

**“Santa Fe County Assessor’s Office Staff Day”**

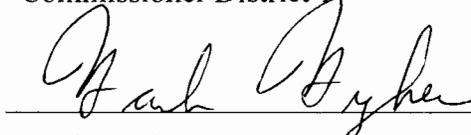
**APPROVED, ADOPTED, AND PASSED ON THIS 15<sup>TH</sup> DAY OF NOVEMBER, 2022.**

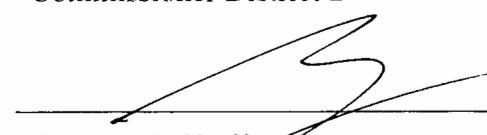
  
 Anna T. Hamilton, Chair  
 Commissioner District 4

  
 Rudy N. Garcia, Vice-Chair  
 Commissioner District 3

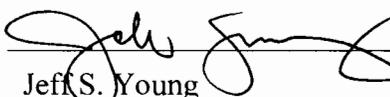
  
 Henry P. Roybal  
 Commissioner District 1

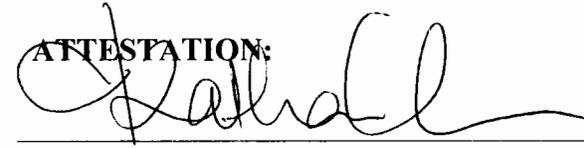
  
 Anna Hansen  
 Commissioner District 2

  
 Hank Hughes  
 Commissioner District 5

  
 Gregory S. Shaffer  
 Santa Fe County Manager

**APPROVED AS TO FORM:**

  
 Jeff S. Young  
 Santa Fe County Attorney

**ATTESTATION:**  
  
 Katharine E. Clark  
 County Clerk

