

City of Santa Fe, New Mexico

memo

DATE: August 13, 2025

TO: Governing Body

VIA: Heather L. Lamboy, AICP Planning and Land Use Director *DAE for HLL*

FROM: Daniel A. Esquibel, Planning and Land Use, Current Planning, Planner Manager *DAE*

ITEM :

Planning Commission Member appointment of Matt Embry, Planning Commission Member (Council District 3)

BACKGROUND AND SUMMARY:

In accordance with SFCC 14-2.3(D)(3), Mayor Alan Webber recommends the appointment of Matt Embry, to the Planning Commission, representing Council District 3, to serve a two-year term on the Planning Commission. Mr. Embry is an accomplished management professional and has proven expertise in project delivery, financial oversight and community-focused development.

ATTACHMENTS:

1. Planning Commission Letter of Interest
2. Embry Board Resume

Letter of Interest for Santa Fe Planning Commission Board Seat

Application Highlighting Project Management, School Board Financial Oversight, and Building Development Committee Experience

To the Santa Fe Planning Commission Selection Committee,

I am writing to formally express my interest in a board seat on the Santa Fe, New Mexico, Planning Commission. As a dedicated community advocate with a proven record in project management, disaster management, grants and financial oversight. As a member of the Not Your Ordinary School (NYOS) School Board, I served in leadership roles as the Financial Oversight and Building Development Committee Chairs. I am confident that my skills and experiences align strongly with the Commission's mission to foster thoughtful, sustainable growth and equitable urban planning throughout Santa Fe.

Background and Commitment to Santa Fe's Future

Santa Fe is a city characterized by its vibrant culture, extraordinary history, and a community spirit that values both its heritage and progressive outlook. My commitment to Santa Fe's future is rooted in my belief that urban planning must be collaborative, transparent, and responsive to the needs of all residents. The Planning Commission sits at the heart of this vision, shaping the direction of housing, development, and public spaces that define our city.

With my background in project management, emergency management and education governance, I am passionate about bringing a strategic, results-driven approach to the Commission, ensuring that our planning processes are not only efficient and innovative but also inclusive and fiscally responsible. My approach is always guided by the principle that effective governance combines technical expertise with a deep respect for community voices.

Relevant Experience

Project Management Expertise

Throughout my career, project management has been a cornerstone of my professional identity. I have successfully led multifaceted initiatives requiring cross-functional

collaboration, stakeholder engagement, and rigorous attention to budget and timelines. My experience encompasses the full project life cycle: from conceptual planning, resource allocation, and risk assessment, to execution, quality control, and project closeout.

Notably, my project management experience has been shaped by my involvement in large-scale educational and recovery projects. I have coordinated with architects, city officials, and contractors to deliver projects on time and under budget. This experience has honed my skills in negotiating complex regulatory environments, securing necessary permits, and ensuring that all project phases comply with relevant zoning and land use requirements. My ability to facilitate consensus among diverse stakeholders has often been cited as a key strength, enabling me to shepherd projects from vision to reality while maintaining transparency and accountability at every stage.

NYOS School Board Financial Oversight

Serving on the NYOS School Board, I took on significant responsibilities related to financial oversight, contributing to the stewardship of a multimillion-dollar operating budget. I participated in finance committee meetings, led budget review processes, staff compensation, leadership searches and closely monitored expenditures to ensure alignment with our strategic priorities. My efforts were directed not only at maintaining fiscal discipline but also at maximizing the impact of every dollar invested in our school community.

During my tenure, I helped implement policies that improved budget forecasting, enhanced transparency, and established clear metrics for financial performance. By collaborating with other board members and administrative staff, I worked to create a culture of financial prudence and long-term sustainability. These experiences have given me a nuanced understanding of public sector budgeting, resource allocation, and the importance of accountability to stakeholders who the Planning Commission is ultimately accountable to.

Chairmanship of the Building Development Committee

As the Chair of the NYOS Building Development Committee, I led a diverse team tasked with planning, financing, and overseeing major capital projects, including new construction and facility upgrades. This role required a sophisticated understanding of land use, zoning regulations, contractor negotiations, and facility design. I cultivated relationships with municipal agencies, architects, engineers, and community members, ensuring that our projects met not only the technical and regulatory requirements but also the aspirations and needs of those who would ultimately use the spaces.

I am particularly proud of my leadership in developing a new school facility that balanced innovative design with community input, safety considerations and environmental sustainability. We prioritized open communication, hosted public forums, and incorporated feedback to create a facility that became a point of pride for our school and neighborhood. My leadership style is collaborative and transparent, grounded in the belief that successful project outcomes emerge from genuine partnership between decision-makers, subject matter experts, and the people they serve.

Vision for Planning in Santa Fe

If selected for the Planning Commission, my vision is to promote responsible and responsive growth that enhances Santa Fe's unique character while meeting the diverse needs of its residents. Key priorities I would champion include:

- **Sustainable Development:** Advocating for environmentally sustainable practices in all planning and development decisions, with a focus on renewable energy, water conservation, and green public spaces.
- **Affordable Housing:** Supporting policies and projects that expand affordable housing opportunities and prevent displacement, ensuring that families of all backgrounds can continue to call Santa Fe home.
- **Community Engagement:** Enhancing transparency and public participation in planning processes, making sure that community voices are at the table and that information is accessible and comprehensible.
- **Historic Preservation:** Respecting and preserving Santa Fe's architectural and cultural heritage, integrating new development with the existing urban fabric.
- **Efficient Infrastructure:** Collaborating with city partners to ensure that infrastructure improvements—roads, public transit, utilities—are planned and implemented with future growth, equity, and resilience in mind.

Working Style and Core Values

My approach to board service is characterized by integrity, diligence, and a commitment to consensus-building. I am attentive to detail and adept at balancing competing priorities without losing sight of the broader vision. I value ongoing education and professional development and am committed to staying informed about trends and best practices in urban planning, zoning, and community-led development.

Above all, I believe in the importance of public trust. As a board member, I would work to uphold the highest standards of ethics and transparency, ensuring that every decision is guided by the long-term interests of Santa Fe's residents and neighborhoods.

Conclusion and Next Steps

Thank you very much for considering my application for a board seat on the Santa Fe Planning Commission. I am excited by the opportunity to contribute my skills and experience to the Commission's important work and to collaborate with fellow board members, city staff, and the wider Santa Fe community.

I welcome the chance to further discuss my qualifications and vision for sustainable, inclusive growth in Santa Fe. Please do not hesitate to contact me at your convenience for an interview or to request any additional information.

With deep respect and appreciation,

Matt Embry

embrymatt@keemail.me

505-718-0288

July 6, 2025

Matt Embry

6483 Cerros Grande, Santa Fe, New México, 87507
(505) 718-0288 embrymatt@keemail.me

Professional Profile

Solution oriented management and planning professional with experience navigating and leveraging complicated federal programs to implement projects in a coordinated manner to mitigate hazards and challenges while building resilience at the whole community scale. Superior interpersonal skills which enable the cultivation and development of relationships at the senior and executive official levels of government which are necessary to identify challenges and effectively formulate viable solutions for complex issues ensuring all courses of action are explored. Effectively able to establish a network of collaborators at the local, state, regional and national level to focus on the recovery goals of the citizens of New Mexico. Independently developed a Post-Fire Initiative utilizing critical and strategic thinking skills to establish an innovative strategic framework to address cascading events stemming from large-scale wildfire.

Relevant Board Experience

Board Member - Not Your Ordinary School (NYOS) Charter School 2018-2020

Served as a Secondary Parent Representative for 3 terms. Served a Chair for the Finance and Property Development Committees. During the tenure the Financial Oversight Committee developed and implemented Financial Oversight Committee, including the development and adoption of multiple internal controls which established a viable financial oversight function. The Property Development Committee successfully developed a development plan, developed Request for Proposal and Scope of Work for the design and construction of a new school campus. This process included site development as well as negotiation and coordination with the City of Austin for traffic concerns. Also served on the Executive Director Review, School Safety, Compensation Committees.

Relevant Work Experience

Federal Emergency Management Agency

Federal Disaster Recovery Officer

Santa Fe, NM, April 2022, to present

Supervisory oversight of Interagency Recovery Coordination (IRC) staff for field operations. Ensured that state and local concerns are communicated to leadership and addressed in a timely manner. Provided insight for regional planning, specifically adjusting personnel requirements to build an effective staffing plan to meet state and local recovery goals.

- Represented the agency during high-level stakeholder engagements with leadership from federal, state, tribal and local agencies, this included identification and tracking of gaps in recovery, restoration and mitigation actions and the development of resolutions to address those gaps using a data-driven decision process.
- Identified programs, procedures, policies, and best practices to integrate into disaster recovery functions to effectively administer the delivery of technical and programmatic assistance for affected communities.
- Served in Liaison Officer roles during the disaster response periods, 2022-2025.

New Mexico FEMA Integration Team (FIT)**Santa Fe, New Mexico, March 2021 – 2025**

Imbedded with the New Mexico Department of Homeland Security and Emergency Management - Mitigation and Recovery Bureaus. Cultivated relationships with state and local partners in a dynamic and changing environment to identify gaps in capacity and knowledge related to the administration of FEMA Hazard Mitigation Assistance and Recovery programs.

- Duties included grant analysis, program delivery advisory role, financial oversight, Benefit Cost Analysis, planning, and project priority identification.
- Advised state leadership regarding state organizational structure, staff planning, standard operating procedures and Incident Command Structure (ICS) organizational strategy.
- Oversight of over \$30m in Hazard Mitigation Assistance projects.

Texas Department of Public Safety**Lead Standards Officer and Financial Analyst****Austin, Texas 2014 – 2019**

Responsible for oversight of a team of auditors. Developed and implemented best practices with a focus on contractor relationship development and oversight activities for multiple federal awards exceeding \$5b. Provided subject matter expert advice to senior state and agency officials related to 2 Code of Federal Regulations, Stafford Act, and United State Code Title 42. Managed processes for the implementation and oversight of external professional services contracts worth more than \$35m. Oversight and management of contracted vendor budgets for the administration of grants. Analyzed operating data to ensure compliance with contracting requirements, including quality and timeliness measures, administrative program operations, management of administrative aspects of multiple contracts and budget projections to ensure adherence to contract terms.

- Served on various advisory councils and workgroups regarding business process development and improvement.
- Conducted research, assessments and analysis of products, processes, procedures and operational standards and guidelines utilizing both qualitative and quantitative measures to determine contract performance.
- Facilitated and implemented process and procedural changes relevant to the administration of the professional services contracts.
- Monitored for compliance with federal, state and agency laws, regulations, rules, policies, and procedures.

Background

Education

Saint Edwards University

Bachelor of Arts

3.67 GPA, Alpha Sigma Lambda Honor Society

Occupational Certification

Certified Fraud Examiner, Certified Occupancy Specialist, Housing Credit Certified Specialist

FEMA Qualified: Hazard Mitigation Grants Specialist

Coach Evaluator: Hazard Mitigation Grants Specialist

Open Position Task Book: IRC Federal Disaster Recovery Officer Type 2

Specialized Training

*Federal Emergency Management Agency - National Incident Management System (NIMS),
Emergency Management Professional Development*

University of Texas Professional Development - Project Management

Association of Certified Fraud Examiners – Certified Fraud Examination, Compliance, Internal Controls, Advance Interviewing Techniques and Regulatory Compliance

Community Service, Volunteer and Professional Experience**Watershed Regional Risk and Resilience Goal & Strategy for the Task Group - 2023-2025**

Government Practitioner/Subject Matter Expert

Interagency Post-Fire Integration Council – 2024-2025

Stream and Precipitation Gage Working Group – Subject Matter Expert; Navigation and
Coordination Working Group – Subject Matter Expert

Wildland Fire and Mitigation Commission - Post-Fire Subgroup 2023

Subject Matter Expert

State of Texas - Advisory Council, Group and Task Force Memberships 2005-2019

Grants Management System Advisory Council, Legislative Analysis Group, Standards Development
Group (*Chair*), Professional Services Solicitation, Central Texas Child Welfare Taskforce, Texas
Pandemic Flu Planning