



# NEWS RELEASE

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**New. Better. Best.**

**FOR IMMEDIATE RELEASE**

August 19, 2020

**Meniffee City Manager appoints City's first Public Information Officer**

MENIFEE, CA– City of Meniffee City Manager Armando G. Villa is pleased to announce the appointment of Dominique Samario as the City's first Public Information Officer. Samario officially began on August 17, 2020.

"We are excited to welcome Dominique to the Meniffee team," said City Manager Armando Villa. "She brings with her close to 20 years of public relations, journalism, and tv production experience to the City, working on high profile news platforms such as NBC, CBS News and TV Santa Barbara. Her experience with community engagement and outreach will be an asset to the City, as we continue to enhance our communications, multi-media platforms, and overall transparency of City operations for the Meniffee community."

Samario, in her role as Public Information Officer, will oversee the City's communications, governmental relations, and community engagement efforts. She will serve as the City's spokesperson and be a centralized source of public information for community groups, businesses, the public, and media. Her goal is to continue to build relationships between the community and the City and enhance Meniffee's proactive approach to engaging with residents and businesses. She will also work on the development and distribution of the City's public information and communication materials.



Samario comes to the City of Meniffee from the Central Coast where she served as a Public Information Officer for the cities of Santa Barbara and Goleta, overseeing a variety of programs including special events, economic development initiatives, community grants, and the City of Goleta's Homelessness Strategic Plan. She has also worked in the County of Santa Barbara CEO's Office overseeing educational and emergency video production. After graduating from the University of Southern California with a degree in Communication, she worked in news media in New York City. She then relocated to Santa Barbara to work for the City of Santa Barbara's television channel and saw first-hand the impact local governments have on the communities they serve. While working, she earned her Master of Public Administration and



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Certificate in Local Government from the USC Sol Price School of Public Policy in 2018, where she was awarded the John Randolph and Dora Haynes Foundation Recognition Award.

Dominique Samario recently moved to the area with her husband and two young children and is excited to now live near family who have resided in the area for some time. She looks forward to being a part of the Menifee community and Menifee City team.

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**ABOUT MENIFEE:** *Situated in the heart of southern Riverside County along Interstate 215, Menifee is a vibrant, new city of more than 97,000 residents who enjoy a pleasant year-round climate, abundant recreational offerings, reasonably priced housing and convenient proximity to some of Southern California's premiere attractions and employment centers. Within its 50 square miles, Menifee's business, retail and entertainment outlets are starting to shape the community's character and this growing economic base is also contributing favorably to the city's strong financial position. Menifee's growing family-oriented population values the city's ongoing commitment to public safety, community events and smart growth for the future. All of these elements are working together to support the city's strategic vision to make Menifee one of the state's most promising new cities.*