



# CITY OF COACHELLA

## CULTURAL AND ARTS COMMISSION APPLICATION

Application **deadline** is **6:00 p.m.** on **Monday, April 12, 2021**  
Application must be received by the deadline in order to be considered

NAME: Yurema Arvizu

ADDRESS: 85885 Avenida Aleenah, Coahcella CA 922366

TELEPHONE: 760-625-4338 E-MAIL: yuremaarvizu@gmail.com

To be eligible for appointment to the Commission you must be a resident of the City of Coachella. Members may only serve on one commission/committee.

*Note: In the event a member of the commission has three (3) consecutive unexcused absences from meetings of the Commission, the City Council may declare the office of such member vacant.*

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**PLEASE FURNISH BRIEF RESPONSES TO THE QUESTIONS BELOW:**

1. Why do you think you should be appointed? What is there specifically in your background, training, education and interests that qualifies you as a candidate?

I am a lifetime member of the community. My passion in public service led me to pursue a degree in public policy concentrated on urban and environmental policy.

I've been actively involved in the community as a promotorx for Planned Parenthood actively advocating for the reproductive health of community members.

I'm also a social media coordinator making me skilled in online communications which are crucial for communicating with the youth.

Through my education + work experience, I believe I can make a great addition to the committee.

2. What do you see as the goals and objectives of the Commission? How would you help achieve these objectives and goals?

I would precieve the goals and objectives to be: ensuring we are actively communiting with the community, ensuring we have community involvement

actively enriching the community through art, create and implement programs involving the arts.

I would help achieve these obojectives and goals by reviewing archives of past city-run activities and drafting plans as well as help with implementation.

I would suggest conducting more surveys via social media to get the feedback of community members on what they would like to see and incentivizing the survey itself to increase engagement.

3. What special qualities can you bring to the Commission?

My enthusiasm with ensuring our city continues to grow is a good quality that will motivate me to do my best in this commitee.

I am also skilled in social media communications and copywriting which may be useful when promoting a new activity, event or idea for the parks. Additionally,

my education in public policy allows me to best analyze every step of the planning process to ensure successful outcomes.

4. Do you have any questions or comments about the Commission's structure or functions?

Will we be working off the previous committee member's plans? How hands on can committee members be?

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5. Other comments and/or ideas as to how you as a member of the Cultural and Arts Commission could benefit the City of Coachella.

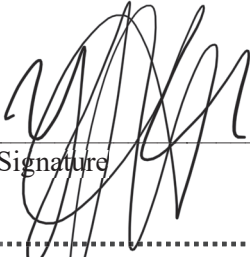
I believe art brings us together. It's beautiful to see the art around the city and see the amount of cultural references that were put into it. As someone who used art as

a coping mechanism as a kid, I feel passionate about being a part of a committee that preserves the cultural arts.

I hope to be of influence and expand on existing and/or partake in programs that will extend the love for the cultural arts that many of us share to the youth of the city.

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Signature

4/12/21

Date

**Note:** Members of commissions shall be appointed for four year terms or less. The term of each commission member shall continue for the term of the nominating council member and automatically terminate when the council member's term ends. If a council member is reelected, that council member is entitled to make all new nominations or may choose to re-nominate the council member's previous nominee.

**PLEASE RETURN THIS COMPLETED APPLICATION TO:**

Andrea Carranza, Deputy City Clerk  
City of Coachella  
53-462 Enterprise Way  
Coachella, CA 92236

[acarranza@coachella.org](mailto:acarranza@coachella.org)

*(Revised 02-10-2021)*