

CITY OF COACHELLA
Recieved

MAY 21 2026

City Clerk
9:36 PM

Dr. Frank Figueroa, Mayor
Stephanie Virgen, Council Member
Denise Delgado, Council Member
Yadira Perez, Council Member



Application Information and Instructions for Appointment to Coachella City Council

Thank you for your interest in serving the community as an appointed member of the Coachella City Council.

The timeline for filling the City Council vacancy is as follows:

- Tuesday, May 26, 2026 Applications due to the City Clerk's office no later than 5:00 p.m.
- TBD: Interviews will be conducted at the City Council meeting.

To be considered, your application must be received and date stamped by the City Clerk's Office no later than 5:00 p.m. on May 26, 2026. Late applications or additional written information after this time and date will not be accepted.

Please submit your original application to the City Clerk's Office, 53990 Enterprise Way, Coachella, CA 92236 or via emailed to cityclerk@coachella.org. **The City Council reserves the right in its discretion to decline to appoint any and all persons who apply and to extend the application period.**

To be eligible to be appointed to the City of Coachella City Council, you must be:

1. 18 years of age or older,
2. A resident of the incorporated area of the City of Coachella,
3. Registered to vote at their current place of residence in Coachella, and
4. Able to certify that they meet the eligibility requirements and are willing to serve as a Councilmember of the City until November 2026.

Please note that:

- The person appointed will hold office until someone is elected to the seat at the November 2026 General Municipal Election.
- Verification of voter registration will be confirmed upon submittal of an application.
- Once an application is filed with the City, all information contained therein (except applicant's telephone number(s) and birthdate) is public record.
- If appointed, you will be required by state law to file a Statement of Economic Interests – Form 700 (assuming office) with the Fair Political Practices and annually thereafter.
- In addition, in compliance with AB 1234, you will be required to take mandatory Ethics Training (biennially) and abide by the Provisions of the Code of Fair Campaign Practices.
- Applicants may be required to attend in-person interviews. Applicants will be notified in the future if an interview is requested. Please note that interviews may be televised.

COMPLETED APPLICATIONS MUST BE RECEIVED AND DATE STAMPED BY THE CITY CLERK'S OFFICE NO LATER THAN 5:00 P.M. ON MAY 26, 2026.

**CITY OF COACHELLA
APPLICATION FOR APPOINTMENT
TO CITY COUNCIL VACANCY
(Term begins upon appointment and ends November 2026)**

INSTRUCTIONS: Complete this application and return to the City Clerk's Office, 53990 Enterprise Way, Coachella, CA 92236 or via email to cityclerk@coachella.org. If you have any questions, please contact the City Clerk's Office at (760) 398-3502. Please TYPE or PRINT clearly in ink. If you wish to submit additional information, please attach to this application. **All information herein (except applicant's telephone number(s) and birthdate) is a public record.**

APPLICATIONS ARE DUE BY Tuesday, May 26, 2026, AT 5:00 P.M.

FIRST NAME: Salem LAST NAME: Penalosa

PLEASE PROVIDE YOUR BIRTHDATE (MM/DD/YYYY) [REDACTED]
(VOTER REGISTRATION VERIFICATION ONLY)

HOME ADDRESS: [REDACTED]
Street City Zip Code

HOME PHONE: () _____

CELL PHONE () [REDACTED]

EMAIL: [REDACTED]

BUSINESS PHONE: () [REDACTED]

BUSINESS NAME: Augustine Casino

OCCUPATION Executive Casino Host

BUSINESS ADDRESS: 84-001 Ave 54 Coachella Ca 92236
Street City Zip Code

ARE YOU CURRENTLY A RESIDENT OF COACHELLA? Yes

HOW MANY YEARS? 25

WHY DO YOU WISH TO SERVE THE CITY AS A CITY COUNCILMEMBER?

I am proud to call the City of Coachella my home and am committed to serving the community that has given me so much. I have over five years of leadership and management experience, along with hands-on field work that has allowed me to connect directly with people throughout the community. Through my work and involvement with local churches and community leaders, I have built strong relationships and gained a deeper understanding of the needs of Coachella residents. I am passionate about being a positive voice for our city and helping our community continue to grow and succeed.

DESCRIBE YOUR EXPERIENCE AND/OR EDUCATION THAT MAKES YOU A QUALIFIED CANDIDATE FOR THE CITY COUNCIL.

I bring 8 years of management experience, including the last five years in the casino industry, where I have developed strong leadership and communication skills.

IN YOUR OPINION, WHAT ARE THE MOST IMPORTANT ISSUES FACING THE CITY OF COACHELLA AND WHAT ARE YOUR SUGGETIONS ON HOW TO ADDRESS THOSE ISSUES?

I would focus on building workforce and job pipelines that connect residents with local employers, casinos, and training programs. I will partner with organizations like College of the Desert to expand career pathways and job readiness. My goal is to create direct opportunities that support youth and working families with stable employment.

WHAT VISION DO YOU HAVE FOR THE FUTURE OF THE CITY OF COACHELLA?

I believe that when we invest in training and readiness early, we create stronger job opportunities for young people and better outcomes for the community as a whole. By supporting youth development, we strengthen both individual futures and the long-term success of the city.

WHAT POSITIVE CONTRIBUTIONS HAVE YOU MADE TO THE LOCAL COMMUNITY?

Although I have not yet had the opportunity to give back extensively to the community, I am committed to dedicating my time and energy to the areas of greatest need within the City of Coachella, from our seniors to our youth. I will focus on being present, listening to residents, and actively supporting initiatives that strengthen and uplift our community.

WHAT IS YOUR EXPERIENCE WORKING AS A TEAM MEMBER OR COLLABORATOR?

Within the City of Coachella, I have worked closely with teams across different departments to ensure smooth operations and strong guest service. I have collaborated with colleagues in both leadership and front-line roles, focusing on clear communication, problem-solving, and supporting shared goals.

PLEASE PROVIDE ANY ADDITIONAL INFORMATION OR COMMENTS YOU FEEL WOULD ASSIST THE CITY COUNCIL IN CONSIDERING YOUR APPLICATION

My focus is entirely on the well-being of the community, and I am committed to making decisions that prioritize residents and their needs above outside influence. As someone new to the government space, I offer an unbiased approach centered on accountability, transparency, and serving the public good.

LIST THREE (3) COACHELLA REFERENCES WHO SUPPORT THIS APPLICATION

Name: <u>Larry Salas</u>	Phone/Email: <u>[REDACTED]</u>
Name: <u>Yesenia Ramos</u>	Phone/Email: <u>[REDACTED]</u>
Name: <u>Rosemary Zamorez</u>	Phone/Email: <u>[REDACTED]</u>

WHAT COMMUNITY ORGANIZATIONS HAVE YOU SERVED ON?

Although I do not currently serve on any community organizations, I am looking forward to beginning that work and building relationships as I grow my network within the City of Coachella. I am committed to getting involved, learning from local leaders, and actively contributing to the organizations that support and strengthen our community.

City Council Meetings are typically held in the evening on the second and fourth Wednesdays of the month at 6:00 p.m. Additionally, a flexible work schedule is required to attend day or evening meetings (i.e. subcommittee, outside agency, special meetings, study sessions, and public workshops, etc.) and City-sponsored events (i.e. ribbon cutting or ground breaking events, holiday events, etc.)

Will you be able to attend all the types of meetings and/or events as listed above? Yes No

Are you a registered voter (City of Coachella)? Yes No

Are you willing to file a Statement of Economic Interests (Form 700), as required? Yes No

Are you willing to complete the AB 1234 Ethics Training, as required? Yes No

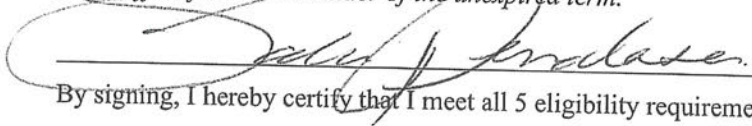
Are you willing to agree to abide by the Provisions of Code of Fair Campaign Practices? Yes No

Are you willing to agree to abide by the City's Code of Conduct? Yes No

If NO, to any of the above, please explain:

Note: All information contained herein is a public record.

ELIGIBILITY REQUIREMENTS: 1) be 18 years of age or older, 2) be a resident of the incorporated area of the City of Coachella, 3) be a registered voter at the applicant's current place of residence in Coachella, and 4) be able to certify that they meet the eligibility requirements and (5) are willing to serve in the office for the remainder of the unexpired term.



By signing, I hereby certify that I meet all 5 eligibility requirements above. Dated: 5/21/20

PRINTED NAME: Salem Penalosa

Applicants may be required to attend in-person interviews. Applicants will be notified in the future if an interview is requested. Please note that interviews may be televised.

CITY CLERK ONLY
 Voter Registration
 Verified
 Date: 5/26/20 Initials: DZ

Ngoco Santos

