



CITY OF COACHELLA
Received

MAY 21 2026

City Clerk
4:14 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 email 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: Joan M. LAST NAME: Martinez

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

HOME ADDRESS: [REDACTED]
Street City Zip Code

HOME PHONE: () N/A

CELL PHONE [REDACTED]

EMAIL: [REDACTED]

BUSINESS PHONE: [REDACTED]

BUSINESS NAME: Better Homes & Garden Real Estate

OCCUPATION Real Estate Broker

BUSINESS ADDRESS: 78078 Country club Dr. Ste 108
Street City Zip Code Bermuda Dunes CA 92203

ARE YOU CURRENTLY A RESIDENT OF COACHELLA? yes

HOW MANY YEARS? 2 yrs

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

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

See Attached

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?

See Attached

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

See Attached

WHAT POSITIVE CONTRIBUTIONS HAVE YOU MADE TO THE LOCAL COMMUNITY?

See Attached

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

See Attached

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

See Attached

LIST THREE (3) COACHELLA REFERENCES WHO SUPPORT THIS APPLICATION

Name: Maria Hassan Phone/Email

Name: Celis Lopez Phone/Email

Name: Eliseo Arulleno Phone/Email

WHAT COMMUNITY ORGANIZATIONS HAVE YOU SERVED ON?

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.)

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

I wish to serve as a City Councilmember because This community has given me opportunities to grow personally and professionally, and I feel a responsibility to give back service and leadership.

As someone who has lived, worked, and built a business in the Coachella Valley, I understand many of the challenges local families face from housing affordability and economic opportunities. I also see the incredible potential our city has for growth and success.

I want to be part of positive solutions, help bring people together, and make sure residents feel heard and represented. I believe leadership should be approachable, transparent, and connected to the community.

Serving as a City Councilmember would be an honor, and I'm committed to representing our residents with integrity, respect, and dedication.

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

For full disclosure, I'm not a career politician, I'm a business Owner and Real Estate Broker and for almost 20 years I've had the opportunity toto work with families, homeowners to archive their goals of buying or selling a home.

My education, I graduated from CV high school in 1994. I've completed my education in computer information systems and banking and financing. Recently I completed a professional course in Local Government and Community Policy from Pepperdine University and of course the City of Coachella resident academy 2026. I currently serve as the chair of the Government affairs committee for CDAR. I work with state and local leaders on issues that impact on our communities and property rights. But more importantly what qualifies me the most is that I understand our community because I've lived it, worked in it and built my life here.

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

I think the most important issue right now is Trust, our community has lost the trust in our current elected officials and when trust is broken it very difficult to earn it back.

My suggestion is to involve the community not only when major decisions come before the council, but in every decision that affects residents. I also ask the community to do its part by staying engaged, showing up, and participating in council meetings, because community involvement is essential. Coachella has tremendous potential, but we need more investment and more jobs that allow local families to succeed without having to leave the city. Most importantly I believe the way we can address these issues is the city's

leadership has stayed connected to the people. Residents deserve transparency, honesty, leaders who are willing to listen before deciding.

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

My vision is simple: I want Coachella to continue growing in a positive way without losing the heart of our community.

I want families to have opportunities. I want young people to feel proud of growing up here. I want local businesses to succeed, neighborhoods to be safe, and residents to feel heard and respected.

Coachella is a strong and hardworking community with a rich culture and history. I believe our future should focus on smart growth, economic opportunities, better infrastructure, and creating a city where future generations can thrive.

WHAT POSITIVE CONTRIBUTIONS HAVE YOU MADE TO THE LOCAL COMMUNITY?

I've always believed in giving back to the community that has given so much to me and my family.

Through my work in real estate, I've helped many families achieve homeownership and financial stability. I've also worked to advocate for residents and property owners through my involvement with REALTOR® associations and community leadership programs.

I've participated in local leadership programs like the City of Coachella Resident Academy because I genuinely want to understand how I can better serve our community.

Whether it's mentoring, volunteering, supporting local events, or helping families navigate important life decisions, I've always tried to stay involved and make a positive impact.

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

Most of the work I do involves collaboration. In real estate, community leadership, and committee work, you learn quickly that real progress only happens when people work together.

I've worked alongside business owners, residents, local leaders, and organizations with different perspectives and ideas. I believe in listening, being respectful, and finding solutions that benefit the community.

I'm not interested in politics; I'm interested in working with the current leadership to help move Coachella forward.

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

I'm not applying because I have all the answers. I'm applying because Coachella has given me opportunities, friendships, and a place to build my life and my career. Coachella is known as the

city of eternal sunshine, so I believe this is a time for me to join the current leadership and work together to rebuild our communities' trust and make our city shine.

I'm committed to listening, learning, and representing our community with integrity and respect.

WHAT COMMUNITY ORGANIZATIONS HAVE YOU SERVED ON?

California Desert Association of REALTORS® 2026-2028

California Association of REALTORS® 2025-2026

Government Affairs Committee – CDAR (Chair) 2026

Real Estate Advisory Committee for Assemblyman Greg Wallis 2026

State Political Coordinator Program – California Association of REALTORS® 2024-2026

City of Coachella Resident Academy 2026

City of Indio Leadership Academy 2023

CDAR Leadership Academy 2023

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.

Juan M. Martinez

By signing, I hereby certify that I meet all 5 eligibility requirements above. Dated: 5-21-2026

PRINTED NAME: Juan M. Martinez

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: 5/21/26 Initials: DZ

Beatriz R.