



# CITY OF COACHELLA

## COMMISSION APPLICATION

RECEIVED  
NOV 25 2024  
7:53 AM

NAME: Diana Ramirez

ADDRESS: [REDACTED]

TELEPHONE [REDACTED]

E-MAIL [REDACTED]

### COMMISSION:

- ☒ **Planning**
- ☐ **Cultural and Arts**
- ☐ **Parks and Recreation**
- ☐ **Utilities User Tax Citizen Oversight (UUT)**
- ☐ **Youth Advisory** (To be eligible for appointment to the Commission you must be enrolled in high school. Please state your age and high school you currently attend in the "other comments" in section 5.)
- ☐ **Social Justice & Public Safety**

To be eligible for appointment to any 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.*

### 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?

Please see responses attached to this application.

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

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

---

---

---

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

---

---

---

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

---

---

---

Signature

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.

**Youth Advisory Commission Note:** The term of a Commissioner is one year from August to June; mirroring the local school district's school year.

**PLEASE RETURN THIS COMPLETED APPLICATION TO:**

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

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

*(Revised 10-30-2023)*



**PLANNING COMMISSION COMMITTEE  
APPLICATION RESPONSES**

**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?**

As a resident, community member, and business owner in the City of Coachella, I represent the past, present, and future of our community. I was recently honored to complete a partial term as a Planning Commissioner for 2023-2024, which provided me with valuable insights into the challenges, successes, and opportunities facing our city. Throughout my time in this role, I attended all commission meetings and study sessions, and actively engaged in my duties, as well as in the workshops and events organized by the city. I am eager to complete a full term and continue contributing to the positive work we've started. In addition to my local experience, I have held advisory roles in communities across California, bringing a wealth of experience to the table. With a background in public service and a genuine commitment to giving back to my community, I am passionate about serving and being part of a larger purpose. Lastly, I hold a Master's degree from USC, along with various certifications and a Life and Health insurance license. This diverse experience has equipped me with a deep understanding of the complexities of planning, as well as the advisory needs of organizations, government agencies, and municipalities like ours.

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

The Planning Commission plays a central role in the planning process in three important ways. First, it acts as an advisory board to the City Council on all planning and development issues. Second, the commission assures that the general plan is implemented by reviewing development applications on a case-by-case basis. Third, the commission functions as the decision-making body for housing and commercial project applications for new construction, remodels, conditional use permits, and other. I would continue to help the Planning Commission achieve its goals by ensuring the voice and needs of our city are heard in all decisions and that the livelihood and economic wellbeing of our community are at the forefront.

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

I recently completed a partial term as a Planning Commissioner with the City of Coachella, an experience that allowed me to make a meaningful impact, address complex issues, and offer thoughtful leadership, insights, and recommendations. I am eager to serve a full term and continue the work I began during my previous tenure. With over 20 years of experience in strategic planning, project management, governance, stakeholder engagement, and compliance with federal and state laws, I bring a broad skill set to the table. Additionally, I have expertise in housing, education, development, business, insurance, and healthcare, which further enhances my ability to contribute effectively to the community's growth and development.

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

I do not have questions or comments, however I want to provide commendations to the City staff and commission members for their active role and participation in planning issues. They have done splendid work in being visionary, asking tough questions and tackling difficult community topics and issues.

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

As a member of the Planning Commission, I aim to continue to empower our community by advocating for the best community infrastructure and resources. Lastly, I still recommend for the City of Coachella's website be updated and be more user friendly so that residents, business owners, visitors and investors have the most updated information and we as a community can thrive.