



## REPORT TO CITY COUNCIL

Approved by:

  
\_\_\_\_\_

Alicia Gonzales, City Clerk

  
\_\_\_\_\_

Arnoldo Rodriguez, City Manager

Council Meeting of: January 15, 2025

Agenda Number:     D-4    

### SUBJECT:

City Council Appointment to Fill Vacancy in Council District 1

### RECOMMENDATION:

It is recommended that the City Council:

1. Consider the applications for the City Council District 1 seat and, after deliberation, adopt a Resolution appointing a candidate to fill the vacancy; or
2. Direct staff to prepare a Resolution calling for a special election to fill the vacancy and return the same to the City Council no later than Sunday, February 2, 2025, as required by applicable law

### DISCUSSION:

On December 4, 2024, the City Council voted to move forward with an appointment process to fill the District 1 vacancy created by the election of Cece Gallegos as Mayor. Council also outlined expectations for the process, which included submission of a completed application, a brief presentation by each candidate, and participation in a question-and-answer session. By motion, the Council identified Tim Riche and Rohi Zacharia (in alphabetical order by last name) as potential appointees for the District 1 seat.

At the December 18, 2024, Council meeting, by unanimous vote, the Council requested to revisit this item at the January 15, 2025 meeting to provide additional time for public input from residents impacted by the District 1 council seat vacancy. During this period, any new applications for the seat would also be considered. A public notice outlining the application process was published in the Madera Tribune and shared on the City's social media pages and website.

It is important to note that a four-member consensus is required to proceed with additional nominations and the same majority consensus is needed to appoint a candidate to fill the seat for District 1.

By the close of the application period, three additional applications were received from M. Wayne Padilla, Matthew Soto, and Erika L. Jauregui. All applicants confirmed their status as registered voters and their compliance with age and residency requirements.

The five applicants are listed on Table 1.

<b>Table 1: Applicants; in alphabetical order by last name</b>
Erika L. Jauregui
M. Wayne Padilla
Tim Riche
Matthew Soto
Rohi Zacharia

**Process**

Applications will be reviewed by the Council and a four-member consensus is required to proceed with additional nominations and the same majority consensus is needed to appoint a candidate to fill the seat for District 1.

If the Council nominates an applicant, the nominated candidate will be asked to give a brief presentation explaining why they are seeking to fill the District 1 Councilmember seat for the remainder of the term, and respond to questions posed by Council. Public comments will also be invited.

Once presentations, Council questions, and public comment have concluded, Council may proceed with selection process as follows.

1. Deliberations
2. Motion and second to appoint one of the candidates
3. If the motion receives a majority vote, proceed to adopt a Resolution appointing the candidate
4. Should the motion fail to receive a majority vote, Council may entertain another motion and proceed as outlined above. Repeat as necessary until a candidate receives majority vote.

Should the Council be unable to reach a decision, a Resolution calling a special election will need to be adopted. Under Code Section 36512 (b) (1) the earliest a special election can occur is on

the next regularly scheduled election date of November 4, 2025. As a result, the District 1 seat would remain vacant for nearly a year.

**FINANCIAL IMPACT:**

There is no significant fiscal impact associated with filling the vacancy through an appointment, apart from the monthly stipend of \$500 and the cost of health benefits, should the appointed Councilmember choose to receive them. Alternatively, the appointee may elect to receive a \$450 in-lieu payment in place of health benefits.

In contrast, the estimated cost of holding a special election in November 2025 is projected to range between \$35,000 and \$40,000.

**ATTACHMENTS:**

1. Resolution to Fill the District 1 Vacancy on the City Council following an Application and Interview Process
2. Applications (in alphabetical order by last name):
  - a. Erika L. Jauregui
  - b. M. Wayne Padilla
  - c. Tim Riche
  - d. Matthew Soto
  - e. Rohi Zacharia
3. Resolution Calling for a Special Election to Fill the District 1 Vacancy on the City Council

## **Attachment 1: Resolution**

**RESOLUTION NO. 25-\_\_\_\_\_**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MADERA TO FILL  
THE DISTRICT 1 VACANCY ON THE CITY COUNCIL FOLLOWING AN  
APPLICATION AND INTERVIEW PROCESS**

**WHEREAS**, City Council District 1 Councilmember Cece Gallegos was elected to serve as the City's Mayor during the November 2024 General Election; and

**WHEREAS**, if a sitting Councilmember is elected to another Council seat, their original seat becomes vacant pursuant to Government Code Section 1099, which states that a public officer shall not simultaneously hold two public offices that are incompatible. Furthermore, when two public offices are incompatible, the public officer is deemed to have forfeited the first office upon entering into the second, resulting in a vacancy in the first seat; and

**WHEREAS**, at a regular meeting of the City Council held on December 4, 2024, upon being sworn in as Mayor, Cece Gallegos vacated her seat as District 1 Councilmember; and

**WHEREAS**, Government Code Section 36512 establishes the means by which a City Council vacancy may be filled; and

**WHEREAS**, the City does not have an ordinance requiring a certain method for filling a vacancy, other than any appointment must reside in that district. Consequently, the City Council has the discretion to either fill the vacancy by appointment or call for a special election; and

**WHEREAS**, at the December 4, 2024 City Council meeting, the City Council nominated Tim Riche and Rohi Zacharia as potential candidates for the District 1 appointments; and

**WHEREAS**, at the December 4, 2024 City Council meeting, Mr. Riche and Mr. Zacharia accepted their nominations to fill the vacated District 1 seat; and

**WHEREAS**, the City Council requested that both nominees submit applications expressing their interest in serving the remainder of the term for the District 1 vacancy; and

**WHEREAS**, both nominees submitted applications by the deadlines outlined by the City Council; and

**WHEREAS**, at the regularly scheduled meeting held on December 18, 2024, the City Council considered the applications, allowed applicants to address the Council, and provided an opportunity for the public to comment upon the applicants.

**WHEREAS**, at the December 18, 2024 meeting, the City Council, by unanimous vote, requested to reopen the application process for the District 1 seat; and

**WHEREAS**, three additional applications were submitted by the deadlines outlined by the City Council by Erika L. Jauregui, Matthew Soto, and M. Wayne Padilla; and

**WHEREAS**, at the regularly scheduled meeting held on January 15, 2025 the City Council considered the applications; and

**NOW, THEREFORE**, the City Council of the City of Madera hereby resolve as follows:

1. Pursuant to Government Code Section 36512, \_\_\_\_\_ is hereby appointed to the vacant District 1 position on the City Council and shall serve as a member of the Madera City Council for the remainder of the unexpired term of former Councilmember Cece Gallegos.
2. The person appointed shall take office effective immediately after taking the Oath of Office and shall serve exactly as if elected at a municipal election for the office for a term ending in December 2026.
3. This resolution shall become effective immediately upon adoption.

\*\*\*\*\*

## **Attachment 2: Applications**

## APPLICATION FOR APPOINTMENT TO THE MADERA CITY COUNCIL

---

This application is a public record and will be included with the applicable City Council materials and may be posted on the City's website. Thank you for your interest in serving on the City of Madera City Council.

### DISTRICT RESIDENCY

Please note that candidates must reside in City Council District 1.

### GENERAL INFORMATION

Name: ERIKA L. JAUREGUI  
Home Address: [REDACTED]  
Phone No.: [REDACTED]  
Email: [REDACTED]  
Occupation: [REDACTED] Employer: [REDACTED]  
Number of years lived in Madera: 42

### ATTACHMENTS:

In addition to completing this page, please attach:

1. A resume outlining your educational background and professional experience
2. Applicant questionnaire

I hereby certify that all statements made in this application are true and complete. I legally reside in the City of Madera in District 1. I am 18 years of age or older and registered to vote. In compliance with State law, I understand that I will be required to file a statement of Economic Interests upon appointment to office and annually thereafter. I understand that my application and materials will be considered a public record and are available for public inspection and copying. The application may be posted on the City's website.

  
Applicant's Signature

01/06/2025  
Date

Civic service is a privilege and responsibility of our citizens. The value and importance of the participation of our citizens cannot be measured. Your interest in serving on the City Council of the City of Madera is *greatly appreciated*.



## Erika Leticia Jáuregui

---

Cell: [REDACTED] • Email: [REDACTED]

### Objective:

To learn, assist and oversee in the work of the city departments and agencies, and learn of the accountability and growth of the governance.

### Work Experience:

Administrative Assistant/Logistics Coordinator (Jun '22 – Present)  
HWJ Designs for Agribusiness – 401 N. Minnewawa Ave., Clovis, CA 93611

- Maintain confidential and sensitive information (NDA)
- Create International Documents for Customs
- Oversee shipments
- Coordinate Trucks to pick up and deliver products, domestic and internationally
- Handle Quote Requests
- Technical Support for Field Technicians
- Oversee orders
- Calculate Quarterly Sales Tax and Reconcile Credit Card Statements
- Assist in Audits
- Maintain service and installation manuals for machinery

Draftsperson (Mar '13 – Jun '22)  
HWJ Designs for Agribusiness – 401 N. Minnewawa Ave., Clovis, CA 93611

- Render 3-dimensional images and parts
- Create parts as a portable DXF files to submit for laser manufacturing
- Create Parts, Service and Installation manuals for machinery and for prototypes
- Maintain confidential and sensitive information (NDA)
- Create electrical and assembly drawings for technicians and assemblers
- Create and complete purchase orders with vendors
- Perform duties as a Product Liaison
- Quality Control for critical tolerances on specialty parts
- Communication between departments and administrators for completion of orders
- Complete any special projects needed by request
- Provide relief in front office as needed with phone etiquette and office procedures

Production Supervisor (Feb '12 - Mar '13)  
The Hulling Company (DBA Russell Harris Farms) - 19482 Road 19, Madera, CA 93637

- Oversaw fabrication shop production
- Prepared agendas for shop safety meetings
- Assisted in daily office operations with use of office equipment
- Tracked development financial expenses and recordkeeping for new facility construction
- Liaison between Management and Contractors
- Created agenda for meetings, recorded minutes & notes for management and contractors
- Communicated and coordinated with Main Office

Draftsperson (May '09 - Feb '12)  
HWJ Designs for Agribusiness – 401 N. Minnewawa Ave., Clovis, CA 93611

- Render 3-dimensional images and parts

- Create parts as a portable DXF files to submit for laser manufacturing
- Create parts service and installation manuals for existing machinery and for prototypes
- Create electrical and assembly drawings for technicians and assemblers
- Create and convert files into PDF format
- Create and complete purchase orders with vendors
- Communicate between departments for completion of work orders
- Maintain confidential and sensitive information (NDA)
- Perform duties as a Product Liaison
- Quality Control for critical tolerances on specialty parts
- Complete any special projects needed by request

Administrative Assistant (Dec '06 - May '09)

Fork Lift Specialties, Inc. – 3711 W. Franklin Ave., Fresno, CA 93706

- Daily Bank Deposits
- Accounts Payable
- Accounts Receivable. create reports with detailed notes
- Data Entry
- Develop office procedures
- Assign field work orders for mechanics
- Assist in department progress
- Maintain sensitive and confidential information
- Responsible in tracking rental fleet maintenance for Service Department, create reports of services due
- Responsible for tracking rental fleet locations
- Responsible for tracking mechanics online training courses
- In charge of special projects assigned & assist Office Manager and Controller

Assistant Drafter (Jun '06 - Dec '06)

T.G. Schmeiser Co. – 3160 E. California Ave., Fresno, CA 93714

- Plot & send programs to be laser cut on Plasma Machine
- Maintained log of programs cut for Pollution Control District
- Redraw and Revised drawings, maintained updated drawings

Accounts Payable & Receivable, Clerical (Nov '02 - Jun '06)

Fork Lift Specialties, Inc. – 3711 W. Franklin Ave., Fresno, CA 93706

- Accounts Receivable
- Accounts Payable
- Scanned Payable Invoices
- Perform basic office duties, answering phone, fax, filing, data entry
- Assign field work order for field technicians

Skills & Program Proficiency:

- Bilingual (Spanish & English)
- Typing at 65-70 WPM
- 10-Key
- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- Solidworks 2009
- Auto CADD 2000 & 2008
- Interpersonal Skills

Education:

California State University, Fresno  
5241 N. Maple Ave., Fresno, CA 93740

Resume: Erika L. Jáuregui

Phone: [REDACTED]

(Spring 2010 - Spring 2014, unfinished B.S. in Civil Engineering)

Fresno City College  
1101 E. University Ave., Fresno, CA 93741  
(Transferred to California State University - Fresno 2010)

References: Available Upon Request

## APPLICANT QUESTIONNAIRE

Please answer the following questions to the best of your ability. Feel free to attach additional pages if necessary.

1. Please explain why you would like to be appointed to the City Council.
2. What qualifies you to serve on the City Council?
3. What are the greatest opportunities for the City from your perspective?
4. What other information do you think is relevant to your application?

Applicant Questionnaire Responses by Erika L Jauregui:

1.

I, Erika L Jauregui, hope to be considered for appointment to Madera City Council for District 1. I was born and raised in Madera, and have seen the City of Madera grow and flourish. I have two sons' who attend John Adams Elementary, they are both active boys. As an outlet to get them to direct their energy, I signed them up for sports. Now, I found myself wanting to be more involved with the community. Wanting to learn of what we need to grow our city and to help provide opportunities for our youth and residents.

2.

Besides being a lifelong resident of Madera, I am a mother who wants more for our city and more for the youth of our city. I am observant and hopefully that can shed light to issues and topics within our city. At my current employment, I have to problem solve on a daily basis and I hope to apply those skills to the City of Madera Council

3.

The greatest opportunities for the City of Madera are the diversity of the parks, but I do feel that the city is missing proper lighting for these parks, thus providing opportunity for vandalism and homelessness. Alongside the parks, community involvement with the parades is an opportunity that should hopefully happen more often, and farmers markets to bring on small business owners to display their crafts.

4.

I am the first generation, my parents immigrated from Zacatecas Mexico. I have 2 sons who I've dedicated myself to and seek opportunities for them to be happy and flourish to hopefully become amazing members of the community.



**APPLICATION FOR APPOINTMENT TO THE  
MADERA CITY COUNCIL**

---

This application is a public record and will be included with the applicable City Council materials and may be posted on the City's website. Thank you for your interest in serving on the City of Madera City Council.

**DISTRICT RESIDENCY**

Please note that candidates must reside in City Council District 1.

**GENERAL INFORMATION**

Name: M. Wayne Padilla  
Home Address: [REDACTED]  
Phone No.: [REDACTED]  
Email: [REDACTED]  
Occupation: [REDACTED] Employer: [REDACTED]  
Number of years lived in Madera: 40

**ATTACHMENTS:**

In addition to completing this page, please attach:

1. A resume outlining your educational background and professional experience
2. Applicant questionnaire

I hereby certify that all statements made in this application are true and complete. I legally reside in the City of Madera in District 1. I am 18 years of age or older and registered to vote. In compliance with State law, I understand that I will be required to file a statement of Economic Interests upon appointment to office and annually thereafter. I understand that my application and materials will be considered a public record and are available for public inspection and copying. The application may be posted on the City's website.

  
\_\_\_\_\_  
Applicant's Signature

01/03/2025  
\_\_\_\_\_  
Date

Civic service is a privilege and responsibility of our citizens. The value and importance of the participation of our citizens cannot be measured. Your interest in serving on the City Council of the City of Madera is *greatly appreciated*.

**1. Please explain why you would like to be appointed to the City Council**

I am seeking this appointment because my experience leading large and small municipalities is needed to help shape Madera's future. Like all cities, Madera faces various challenges and my skillset and connections to all communities within the state will be advantageous in bringing the most beneficial solutions to those problems.

**2. What qualifies you to serve on the City Council?**

My extensive, direct experience leading large and small cities. When it came to fiscal decisions, I was the one who researched and developed the options posed to the governing body for action.

I have provided the fiscal impact analysis for multiple general plan updates and assisted with the preparation of the Housing Element Update for multiple agencies.

I wrote the first successful grant application that brought Madera \$500,000 for construction of the John W. Wells Community Center.

I have been involved with both short-term and long-range planning processes that incorporated community engagement and set cities on a path to success and garnered a high level of resident satisfaction. I want to bring this mindset to the city.

**3. What are the greatest opportunities for the city from your perspective?**

Shifting from a largely Ag-based economy to one that is more diverse is both the greatest opportunity and challenge for Madera. The opening of the new casino will begin to shape that transition. The actions taken now to incorporate that amenity into the community must be carefully planned to provide long-term benefits for Madera.

There is a unique opportunity created by the fact the Governor's Office has grown frustrated with local communities' efforts to address the needs of the unhoused population and provide affordable housing to residents. Smart agencies will seize the opportunity to prepare proposals to address both needs and send them to Sacramento as requests for exemptions to the cookie-cutter rules sent down from Sacramento so both issues can be addressed in a manner that works for the community.

Local education agencies are doing an excellent job teaching and training school-aged and older residents for new jobs. Madera can draw more diverse industry with proper planning and marketing because we can provide the employees when they are needed.

Incorporating the commercial growth represented by Village D is another opportunity which can and should support services for existing and new residents.

I plan to bring representatives from a Community Choice Aggregator to speak with Madera city officials about a proposal to provide the community with cheaper electric energy options.

I am also negotiating with a private capital investor to establish a non-profit entity to restore the revolving construction loan fund that I helped create for the Madera Redevelopment Agency. This will allow zero interest loans for contractors building affordable housing.

**4. *What other information do you think is relevant to your application?***

As the only applicant who ran for office in the November election, I can proudly point to the fact that more than 1,100 residents in District 1 voted for me. This shows my experience, and the campaign message, was well received.

I have much respect for the City Manager, having collaborated with him on a volunteer basis to provide feedback on budget development and as a consultant on revenue matters. My understanding of what staff does to make the city function will help inform the actions I take on the dais.

As a licensed private pilot, I have an appreciation for the airport unlike anyone on the City Council. I have flown to and from the airport for both recreational and business purposes and know the value it represents to the community.

I want to see a better set of options provided to serve the unhoused people and animals in Madera.

If appointed to the City Council, I will work with all six of my colleagues to address the needs of the community. I have not formed a relationship with any of the Councilmembers or any business, trade, or labor association that would hinder my ability to act impartially on proposals brought by any of them. The focus must be on setting policy to provide what is best for the community, period.



# M. Wayne Padilla

## **Education:**

CSU Fresno

1981-84

Bachelor of Science - Accountancy

## **Certifications:**

Certified Public Accountant – November 1989

FAA Licensed Pilot – July 1984

## **Professional Experience:**

### Affordable Housing

Established the framework for a zero-interest revolving loan fund for contractors building affordable housing in Madera; reviewed multi-family housing proposals to provide hundreds of affordable units and prepared action items for city council approval; secured grant funds to subsidize affordable housing units; oversaw audits of multi-family affordable rentals to ensure compliance with program requirements; served as the chairman for loan review committees for new home buyer and housing rehabilitation programs.

### Grant Program Administration

Served as the grant program administrator for CDBG funding under both entitlement and competitive funding environments; prepared CAPERs and Consolidated Plans for council approval; wrote the grant application awarded \$500,000 for the construction of the John W. Wells Community Center.

### Budget Preparation and Oversight

Prepared annual budgets for cities and redevelopment agencies; prepared the ROPS report for a Successor Agency; prepared forecasts and action plans for council action that minimized reductions in workforce during recessionary periods; oversaw budget workshops for citizens and councilmembers; established equipment replacement reserves; established justifiable fund balance reserves and restrictions as needed; served as budget liaison to Fresno City Council President, Esmeralda Soria, during annual budget review hearings.

### Debt Management

Oversaw the issuance of new debt in excess of \$500 million; identified refinancing opportunities to cut debt costs; opened credit lines to accelerate equipment replacements deferred for many years.

### Treasury Management

As the city treasurer, I managed portfolios valued in the tens of millions of dollars; during the Great Recession, my foresight led me to pull investments from financial institutions having a high exposure to mortgage risk. As a result, my agency lost nothing when mortgage defaults hit an all-time high.

### Human Resource Relations

Served on labor negotiation committees representing administration; as a member of a bargaining group, served on the negotiating committee; served as human services division head as needed; participated in group personality assessments as team building exercises.

### User Fees and Development Impact Fees

Prepared numerous user fee and development impact fee studies to assure revenues kept pace with the cost of providing services, minimized deferred maintenance, and brought infrastructure conditions from poor to well-maintained; conducted public hearings prior to council vote on fee studies.

### Revenue Maximization / Cost Cutting

Much of my career has been spent analyzing agencies' existing revenue streams to see if they are being maximized. For example, rather than proposing to raise a fee or tax, my tests determine if the fee or tax is being applied appropriately to all entities who should be paying it. When lapses are found, new policies are developed to ensure no future omissions occur. Every new budget presents an opportunity to evaluate spending habits and trends. One question I always ask is whether a new way can be found to perform a function that is more efficient and effective.

### Local Ordinance / Policy Development

Developed routine policies for use in employee handbooks; developed policies covering debt issuance procedures and the pre-funding of unfunded retirement debt; developed cash management policies for treasury functions; updated local ordinance language covering utility services and billing functions.

### Streets / Roads / Transit

Assisted with the preparation of the STIP and FTIP roadway construction funding documents; participated in project management to ensure timelines were met; established annual revenue needs to support street maintenance and transit operations; managed daily transit operations; oversaw transit unmet needs annual data collection and reporting.

### General Plan

Prepared economic analysis related to General Plan document updates; participated in public hearings related to General Plan adoption; prepared economic analysis related to proposed land annexations.

### Making Government Relatable

I have spent many hours working with councilmembers and the public to educate them on various topics that have proven to be difficult to comprehend. I have received numerous acknowledgements for my ability to take the abstract and make it understandable for the layperson.

<b>Employer</b>	<b>Timeframe</b>	<b>Position</b>
HdL Companies	Sept. 2015 - present	Consulting Government Revenue Expert
City of San Luis Obispo	Jan. 2013 – Sept. 2015	Finance & I.T. Director / Treasurer
City of Chowchilla	July 2009 – Jan. 2013	Assist. City Mgr / Finance Director / Treasurer
City of Chowchilla RDA	July 2009 – Jan. 2013	Finance Director / Treasurer
City of Modesto	Sept. 2005 – July 2009	Finance Director / Treasurer
City of Madera	Jan. 2006 – Sept. 2005	Finance & I.T. Director / Treasurer
City of Madera RDA	Jan. 2006 – Sept. 2005	Finance Director / Treasurer
Dos Palos Oro Loma Unified	Jan. 1995 – Dec. 1995	Finance Director
Fresno Unified School Dist.	Feb. 1988 – Dec. 1994	Finance Manager / Budget Analyst
KPMG Peat Marwick CPAs	Jan. 1984 – Feb. 1988	Government Agency Auditor

**COMPENSATION & BENEFITS**

Members of the City Council receive a stipend of \$500 per month and are eligible for health care benefits.

**APPLICATION FOR APPOINTMENT TO THE  
MADERA CITY COUNCIL**

---

This application is a public record and will be included with the applicable City Council materials and may be posted on the City's website. Thank you for your interest in serving on the City of Madera City Council.

**DISTRICT RESIDENCY**

Please note that candidates must reside in City Council District 1.

**GENERAL INFORMATION**

Name: Timothy Riche  
Home Address: [REDACTED] 93637  
Phone No.: [REDACTED]  
Email: [REDACTED]  
Occupation: [REDACTED] Employer: [REDACTED]  
Number of years lived in Madera: 30

**ATTACHMENTS:**

In addition to completing this page, please attach:

- 1. A resume outlining your educational background and professional experience
- 2. Applicant questionnaire

I hereby certify that all statements made in this application are true and complete. I legally reside in the City of Madera. I am 18 years of age or older. In compliance with State law, I understand that I will be required to file a statement of Economic Interests upon appointment to office and annually thereafter. I understand that my application and materials will be considered a public record and thus will be available for public inspection and copying. The completed applications may also be published on the City's website.

[Signature]  
Applicant's Signature

12/21/24  
Date



# *Tim Riche'*

ree-shay

[REDACTED]  
[REDACTED] Madera, CA 93637  
Cell: [REDACTED]

## PROFILE

I was born in New Orleans and raised in Ponchatoula, LA until 1996 when I moved to Madera. Madera was home to me while I finished my degree at Fresno State then I moved to Los Angeles. While in Los Angeles, I realized that I enjoyed working with young people and being a positive influence. I am now in my 25th year teaching and I still love coming to work every day. I am married to Christina, the Principal of the new King Husein K 8 School in District 1, father to James, Samantha and Riley. James has autism and is in the Madera County Schools program, Sam is at Madera High and Riley is at Thomas Jefferson.

## EXPERIENCE

**Teacher - Madera Unified- Madera, CA 2000- Present** I have taught five different classes of English, Journalism 1 and ROP/CTE Television Production. I wrote and started a Digital Imagery (photography) class that is now expanded to eight classes on two campuses. I was on the committee for the separation of the two high schools. I have been an advisor for Link Crew, Humanities Academy, Junior and Senior Class, Blue Crew, Safe School Ambassador Program, Foster Student Mentor and Bluetone. Bluetone was a TV show that my ROP television class produced 5 times a year and broadcast at that time via VHS to the entire school. Department Chair multiple years. I was a Golf Coach and Academic Coach for the Coyote football team raising the average GPA from 2.35 to 3.25. For over 10 years I have worked in BTSA as a mentor to new teachers at many levels.

**Work Experience** As the only teacher providing Work Experience for the last twelve years, I service students from elementary schools through the high schools. My job is to issue Work Permits, validate Entertainment Permits and ensure that the students are working in safe and healthy environments by often visiting those sites. Students that are Junior or Senior students can enroll in Work Experience where they obtain credits for their time on their job and meeting state standards in curriculum. Currently I am the only person certified on the rules and guidelines for work permits in Madera County. I am part of the team that is launching a Graduate Profile program by coordinating dates, securing facilities and arranging interviewers for seniors to present. I manage the website for our Career Technical Education program that is one of the best programs in the state. Inside the department I have the opportunity to work with teachers, students and the community in developing pathways that allow our students success. Example is our World Champion Robotics Team.

**Community Involvement** I have built relationships and spoken at Lions Club, Key Club, Rotary Club, Morning Rotary, Breakfast Lions, MMA and most recently at the City of Madera Youth Leadership Conference. I was digital media director for the Measure K campaign that had failed three times prior and this time passed with 80 percent of the votes in favor. I am currently part of the Madera Vision 2025 class that is helping develop vision for the city of Madera. I have coached multiple sports in the city and support the city's program for handicapped children. I was a Commissioner for City of Madera ADA counsel. I also have helped put together videos and websites for the SecondWind5k that raised over \$100,000 dollars for the Madera Food Bank and Rescue Mission. I am President of the Linkage Foundation that raises tens of thousands of dollars for Madera Unified Students. I am part of the Madera Compact that supports students like my son that attend Madera County Run Schools. Currently I am serving as President of the CAB board for Valley Public Broadcasting System - PBS. The OLIVE Foundation chose me as their

treasurer for the last couple of years as we work to rescue sex trafficked victims. It is my honor to serve on the elder board at Valley West Christian Center where our vision is to bless the city of Madera with God's love. The Madera County Workforce Development Agency has allowed me to be on their board going on four years where we have hired a new director and are developing the programs that will enable a workforce. I am President of the statewide program called CAWEE where we get to mentor new teachers from Chico to San Diego and everywhere in between. The California Work Experience Educators was in disarray and we have now stabilized the organization.

### **Prior Work**

**Owner Small Business TimRicheMedia Consulting** Produced media and content, helped established branding and helped businesses market themselves internally and externally.

**Teacher - Violet Heintz Academy - Caruthers, CA 1999-2000** On the site of Elkhorn Correctional Facility (Boot Camp), I taught an inclusive class of six subjects to Juvenile Violent Felons.

**Health Unit Coordinator - Valley Children's Hospital - Fresno, CA 1998-1999** In Craycroft Unit, I managed patient care and operations of the unit.

**Videographer KMPH Fox 26 Fresno, CA 1998-1999** Videoed news stories, edited and had them prepared for the nightly broadcast.

**Children's Pastor - Valley West Christian Center - Madera, CA 1996-1999** Took over all aspects of organizing services, classes, camps and whatever else the kids were doing. Partnered with United Way and helped develop an after school program for the students in the neighborhood.

**Playground Director Lily Street Housing Complex** Organized activities for the children at Lily Street and Knox complexes. Was the first job I ever had in Madera and easily the best job I ever had!

**Other Pertinent Job Skills** Competent on Google Apps, Adobe Photoshop, QuickPermit, Final Cut Pro, Imovie, Livefeed, Word, Powerpoint, Excel and Youtube Codec Streaming, Tik Tok, Facebook Insta Creative Studio

Still know the FFA creed and was a state placer in FFA Public Speaking, Timber Judging and was a Louisiana State Officer at Large

### **EDUCATION**

Graduated 2010 Fresno Pacific University with a Masters in Educational Leadership and Organization as well as have an Administrative Services Credential

Graduated 2005, CSU San Bernardino with my ROP Teaching Credential

Graduated 2003, CSU Fresno with my Multi-Subject Credential from the Cal State Teach Program  
Graduated 1997, CSU Fresno with a B.A. in Mass Communication and a minor in English

**1. Please explain why you would like to be appointed to the City Council.**

I would like to be appointed to the Madera City Council because I am deeply committed to the future of this community that has been my home for over 30 years. Madera has given so much to me and my family, and I feel it's time to give back in a meaningful way. I've spent my career teaching, mentoring, and working alongside the incredible people of Madera, and I've seen firsthand the challenges we face as well as the incredible potential we have to grow and thrive.

I've always believed in the power of education and community engagement, and my work in the schools and with local organizations has shown me how vital it is to have strong leadership that listens to the needs of its residents. Whether it's creating pathways to success for our youth through Career Technical Education, advocating for vulnerable populations, or ensuring that Madera's growth benefits all its residents, I want to be part of the decision-making process that shapes our city's future.

As a father, educator, and active community member, I've had the privilege of working with a wide range of people—from local businesses to school leaders to nonprofit organizations—and I've learned that collaboration and a long-term vision are key to solving the challenges we face. Serving on the City Council would allow me to bring that spirit of cooperation and problem-solving to the table. I'm passionate about creating a Madera where families can thrive, where local businesses grow, and where our youth have the tools and opportunities they need to succeed.

I also believe it's essential to be a voice for everyone in our community, especially the underserved. Whether it's advocating for more resources for our students, supporting programs for individuals with disabilities, or working on issues like affordable housing and job creation, I want to ensure that all residents—regardless of their background—feel heard and supported.

Ultimately, I'm driven by a simple goal: to make Madera a better place for everyone who lives here. I have the experience, the relationships, and the commitment to do that. Serving on the City Council would give me the platform to turn my vision for Madera into action and contribute to a brighter, more inclusive future for our city.

## 2. What qualifies you to serve on the City Council?

### 1. Commitment to Education and Workforce Development

- **25 years of experience as an educator:** Your long-standing career in teaching, including working in leadership roles like Department Chair and mentoring new teachers, showcases your dedication to education and community development.
- **Innovative in developing career pathways:** You've created and expanded curriculum programs, like the Digital Imagery class and the Work Experience program, which help students build skills for future careers.
- **Involvement in Madera's Career Technical Education (CTE) programs:** Your hands-on experience working with Madera Unified's top-ranked CTE program and helping students gain practical, job-ready skills aligns with the city's need for workforce development.

### 2. Leadership Experience

- **Leadership roles in community organizations:** Serving as president of multiple local and statewide organizations (e.g., Linkage Foundation, CAWEE, Madera Compact), you've demonstrated your ability to lead and collaborate with a wide range of stakeholders to achieve common goals.
- **Workforce development leadership:** Your four years of experience with the Madera County Workforce Development Agency and your role on its board show your commitment to growing Madera's workforce and improving local employment opportunities.
- **Organizational stabilization and growth:** As president of CAWEE, you successfully helped stabilize the organization, highlighting your ability to manage challenges and lead initiatives to success.

### 3. Community Engagement and Service

- **Active community volunteer:** Your involvement in organizations like the Lions Club, Rotary, Madera Vision 2025, and Valley Public Broadcasting System demonstrates your commitment to civic engagement and improving Madera.
- **Passion for supporting underserved communities:** Your work with programs like the SecondWind5k (benefiting the Madera Food Bank), the OLIVE Foundation (rescuing sex-trafficked victims), and the Madera City ADA Council shows your passion for social justice and helping vulnerable populations.

- **Youth mentorship and support:** Through roles like Link Crew advisor, Blue Crew, Safe School Ambassador, and mentoring foster youth, you have a proven track record of advocating for and working directly with Madera's youth, an essential focus for city leadership.

#### **4. Commitment to Madera's Growth and Future**

- **Role in Measure K campaign:** Your leadership in the successful Measure K campaign, where you helped pass the measure with 80% approval, shows your ability to rally support for important city initiatives.
- **Vision for Madera's development:** As a participant in Madera Vision 2025, you have contributed to shaping the city's long-term growth strategies, demonstrating your forward-thinking approach to urban planning and development.
- **Deep connection to Madera:** Your personal and professional ties to Madera (having taught in the district for over 20 years, raising a family here, and engaging in city initiatives) give you a unique, long-term perspective on the needs of the community.

#### **5. Skills in Communication and Media**

- **Media and digital communication expertise:** Your background in media (e.g., video production, digital media direction for Measure K, managing CTE websites) equips you with the skills needed for effective public communication and outreach, essential for engaging with the community as a City Council member.
- **Social media and digital engagement:** Your proficiency with platforms like TikTok, Instagram, and YouTube, combined with your experience creating digital content, will be a great asset in reaching younger constituents and promoting transparency through digital channels.

#### **6. Fiscal Responsibility and Organizational Development**

- **Fundraising and resource development:** Your work with the Linkage Foundation, Madera Unified, and other nonprofits demonstrates your ability to raise significant funds and mobilize resources for community initiatives.
- **Experience with budgets and financial oversight:** As treasurer for the OLIVE Foundation and as president of the Linkage Foundation, you have practical experience managing finances and ensuring accountability in nonprofit and community-based organizations.

#### **7. Knowledge of Local and State Government**



- **Experience with local government and advocacy:** Your work as a commissioner for the City of Madera ADA council and participation in various civic initiatives shows your knowledge of local governance and your ability to advocate for the needs of the community.
- **Experience with education policy:** Your background in education policy (including working with the Madera Unified school board and helping develop the Graduate Profile program) positions you as a knowledgeable advocate for public education, a key area of focus for city development.

## **8. Proven Track Record of Collaborative Leadership**

- **Collaboration across sectors:** Your extensive work across education, business, government, and non-profit sectors demonstrates your ability to bring together diverse groups and work collaboratively to solve complex issues.
  - **Engagement with key community stakeholders:** Your relationships with local organizations, businesses, and government entities (such as the Madera County Workforce Development Agency and Valley West Christian Center) show that you are well-connected and respected in the community.
- 

### **In summary:**

Your qualifications for serving on the Madera City Council are compelling due to your deep-rooted connection to the city, leadership experience, dedication to education and community service, and ability to advocate for sustainable growth and development. You have demonstrated a capacity for making informed decisions, collaborating with diverse stakeholders, and driving positive change in Madera, making you well-suited to contribute to the city's future success on the City Council.

### **3. What are the greatest opportunities for the City from your perspective?**

Madera is a city positioned for significant growth, with a wealth of opportunities that can lead to a successful and sustainable future. Its strategic location, agricultural base, and evolving demographics provide a strong foundation for future development. To ensure that Madera grows in a way that benefits all of its residents and creates lasting economic and social impact, the city can focus on several key areas of opportunity. Here are the greatest opportunities for Madera in terms of growth and long-term success:

#### **1. Economic Diversification and Job Creation**

- **Manufacturing & Logistics:** Madera is strategically located near major transportation corridors (like Highway 99 and rail lines), making it ideal for attracting manufacturing and distribution companies. The growth of e-commerce, along with Madera's proximity to larger cities like Fresno and the Bay Area, positions the city to become a hub for logistics and warehousing. This could create jobs in both high-skill and entry-level positions, benefiting the local economy.
- **Agri-Tech and Innovation:** Agriculture remains a cornerstone of Madera's economy, but the future lies in transforming this sector through technology and innovation. The rise of agri-tech solutions—such as precision farming, water-efficient technologies, and sustainable farming practices—provides an opportunity for Madera to lead in the development and adoption of these innovations. Attracting agri-tech startups and research initiatives could diversify the local economy and create high-tech jobs.
- **Renewable Energy & Green Jobs:** With abundant sunshine, Madera has significant potential for expanding its renewable energy sector, particularly solar power. By investing in clean energy projects, Madera could create green jobs, attract new businesses in the energy sector, and potentially serve as a model for sustainability in the Central Valley.

#### **2. Housing Development and Urban Growth**

- **Affordable Housing Expansion:** Like many California cities, Madera faces a housing shortage. However, this also represents a major opportunity for growth. The city can work to create more affordable housing options, including mixed-use

developments that combine residential, retail, and public spaces. Expanding affordable housing will support the growing population, reduce pressure on housing prices, and provide opportunities for new residents to settle in the area.

- **Revitalization of Downtown:** Madera's downtown area has the potential to be transformed into a vibrant, mixed-use district that attracts residents, businesses, and tourists. With the right investment in infrastructure, the downtown area could become a hub for retail, dining, cultural activities, and residential development. A revitalized downtown would boost the local economy, enhance the city's identity, and improve quality of life for residents.
- **Smart Growth and Infrastructure Planning:** As the city expands, it's important to focus on "smart growth" principles, ensuring that infrastructure—such as transportation, utilities, and public services—keeps pace with development. This includes focusing on sustainable land use, integrating green spaces, and ensuring that new developments are well-connected to transportation networks and other key amenities.

### 3. Tourism and Economic Development

- **Gateway to Yosemite and Outdoor Recreation:** Madera is located just south of Yosemite National Park, making it an ideal base for tourists heading to the park. The city can capitalize on its proximity by expanding tourism-related businesses, including hotels, restaurants, outdoor recreation companies, and visitor services. Madera could also develop recreational parks, trails, and nature reserves to enhance local tourism and attract visitors year-round.
- **Cultural Tourism and Heritage Preservation:** Madera's rich agricultural history, cultural diversity, and proximity to historic landmarks provide opportunities to build a vibrant cultural tourism sector. Festivals, events, and community activities that highlight Madera's unique cultural assets—such as music, arts, food, and local history—could attract visitors from around the region, the state, and beyond.

### 4. Education and Workforce Development

- **Partnerships with Educational Institutions:** Madera can leverage its position in the Central Valley by working with local universities, community colleges, and vocational schools to provide workforce training, technical education, and research opportunities. Strengthening partnerships with institutions like California State University, Fresno, and Merced College could help align Madera's workforce with the needs of emerging industries like advanced manufacturing, tech, renewable energy, and agri-tech.
- **Building a Skilled Workforce:** As Madera diversifies its economy, developing a skilled, adaptable workforce will be crucial. This includes offering job training in

high-demand fields such as health care, information technology, construction, and renewable energy. Ensuring that young people and adults alike have access to these opportunities will be essential for long-term economic growth.

## **5. Sustainability and Environmental Stewardship**

- **Water Management and Conservation:** Water is a precious resource in California, and Madera, being part of the agricultural heartland, is particularly impacted by water management issues. Investing in water-efficient technologies and promoting sustainable water practices for both agriculture and urban development will be critical for the city's growth. Madera could become a leader in water conservation techniques and policies, which would help secure its future as a viable place for both farming and urban living.
- **Green Infrastructure and Smart City Solutions:** Madera can take steps toward becoming a more sustainable city by embracing green infrastructure, such as stormwater management systems, energy-efficient buildings, and urban green spaces. Additionally, adopting smart city technologies—such as sensors to optimize traffic flow, energy use, and waste management—can improve the city's efficiency and livability while reducing its environmental footprint.

## **6. Public Safety and Quality of Life**

- **Community Policing and Crime Prevention:** As Madera grows, ensuring public safety is a top priority. Emphasizing community policing, crime prevention programs, and youth engagement initiatives could help reduce crime and create safer, more connected neighborhoods. Proactively investing in public safety measures will contribute to the overall quality of life and attract families and businesses to the area.
- **Health and Wellness Initiatives:** Expanding access to healthcare services, mental health resources, and public health campaigns would help ensure that Madera's growth is accompanied by an improved quality of life. Promoting wellness programs and community centers that offer recreational activities and social services could further enhance Madera's appeal as a family-friendly, healthy place to live.

## **7. Regional Collaboration**

- **Building Regional Partnerships:** As a city within the Central Valley, Madera stands to benefit from regional collaboration with neighboring cities, counties, and regional organizations. Working together on regional transportation projects, economic development, environmental issues, and public services can help Madera punch above its weight and gain access to additional resources. For

instance, collaborating on transportation infrastructure projects could reduce congestion and improve regional connectivity, benefiting both Madera and its neighbors.

- **Attracting Regional Investments:** Madera could take a proactive role in attracting regional, state, and federal investments, particularly in areas like transportation, housing, and public infrastructure. By positioning itself as a city of opportunity for investment, Madera could secure funding for key projects that drive long-term growth and prosperity.

## **8. Technology and Innovation**

- **Tech Hubs and Startups:** The growth of technology industries across California presents an opportunity for Madera to build a tech-friendly ecosystem. This could include incubators for startups, co-working spaces, and collaborations with universities to create a thriving tech scene. Madera's relatively low cost of living compared to coastal cities could make it an attractive location for entrepreneurs and tech companies looking for more affordable bases of operations.
- **Smart Agriculture Technologies:** Given the city's agricultural roots, Madera has the potential to become a leader in smart farming technologies. By fostering innovation in this sector, Madera could attract investment from companies focused on developing and scaling agri-tech solutions, further diversifying its economy and creating high-tech jobs.

## **Conclusion**

For Madera to achieve growth and success in the coming years, it must leverage its unique position in the Central Valley while embracing diversification, sustainability, and innovation. Key areas such as economic diversification, smart urban development, renewable energy, workforce development, and cultural tourism present significant opportunities for long-term prosperity. By prioritizing these areas and investing in infrastructure, education, and community well-being, Madera can shape a successful future that enhances the quality of life for all its residents.

#### **4. What other information do you think is relevant to your application?**

These include personal qualities, leadership experiences, and specific examples that highlight your suitability for a role that requires collaboration, problem-solving, and a deep understanding of the community's needs. Below are some additional points that are relevant for the City Council board to know:

##### **1. Long-Term Commitment to Madera and Its Residents**

- **Deep roots in Madera:** Having lived in Madera for over two decades and raised a family here, you have a genuine understanding of the community's needs and priorities. Your connection to Madera is not just professional, but personal. This long-term perspective ensures that decisions you make will prioritize the city's well-being for future generations.
- **Dedication to Madera Unified School District:** Your ongoing involvement in Madera Unified, including teaching for over 20 years and your leadership roles in education, speaks to your long-standing commitment to the city's youth and their futures. Serving as a mentor to new teachers and supporting the district through various initiatives demonstrates a commitment to improving Madera's educational landscape—a cornerstone of any thriving city.

##### **2. Proven Experience in Stakeholder Engagement and Collaboration**

- **Effective collaboration with diverse community groups:** You have worked with a wide array of organizations and community groups (e.g., Lions Club, Rotary Club, Madera Vision 2025, Measure K campaign). This broad range of collaboration proves you understand the importance of engaging different community stakeholders in the decision-making process and building consensus around key issues.
- **Community leader with a focus on service:** Your consistent involvement in leadership roles, including as president of the Linkage Foundation, as well as your work with the Madera County Workforce Development Agency, show you are an advocate for both the city's future and the people in it. You can unify disparate groups to work toward a common vision, an essential trait for any elected official.

##### **3. Passion for Social Justice and Equity**

- **Work supporting vulnerable populations:** Your service with the OLIVE Foundation (rescuing sex-trafficked victims), your involvement in the Madera ADA Council, and your work with the Madera Food Bank and Rescue Mission highlight your strong commitment to social justice, equity, and improving the lives of Madera's most vulnerable residents. This focus on inclusivity and equality is crucial in government and ensures that decisions will be made with the interests of all citizens in mind.
- **Commitment to youth and at-risk populations:** Your work mentoring foster youth, creating programs for young people, and leading initiatives such as the Safe School Ambassador Program underscores your dedication to empowering the next generation. These efforts show you prioritize the well-being of Madera's youth, who will shape the city's future.

#### 4. Practical Problem-Solving Skills and Results

- **Successful implementation of Measure K campaign:** As the digital media director for the Measure K campaign, you played a key role in turning a measure that had failed three times into one that passed with 80% approval. This achievement demonstrates your ability to strategize, communicate effectively, and unite the community around important initiatives. It also highlights your understanding of local politics and how to get things done within the framework of city governance.
- **Work Experience and Job Placement:** Your leadership in running the Work Experience program for Madera Unified, particularly with students and employers, shows that you are adept at identifying and implementing solutions to real-world challenges. Your direct work with local businesses to ensure safe work environments and your management of work permits demonstrate a hands-on approach to addressing the needs of Madera's workforce.

#### 5. Data-Driven Decision Making and Organizational Management

- **Managing complex programs and budgets:** Your experience managing programs such as Work Experience, the Career Technical Education program, and fundraising for the Linkage Foundation highlights your ability to manage budgets, resources, and staff effectively. You have the skills to balance financial oversight with program development, ensuring efficient use of city funds and resources.
- **Proven record in organizational development:** From stabilizing the California Work Experience Educators (CAWEE) association to managing the career-focused programs in Madera Unified, you have a track record of building and sustaining successful organizations. You know how to create systems,

evaluate their success, and continuously improve operations—skills that are critical for managing a city’s budget and programs.

## **6. Strong Communication and Public Relations Skills**

- **Media expertise:** With your background in digital media and video production, you bring a unique set of skills that can help the City Council engage effectively with residents through social media, online platforms, and public outreach campaigns. In today’s digital age, transparent communication with the public is more important than ever, and your ability to manage websites, create digital content, and leverage social media tools will be an asset for the city.
- **Public speaking and advocacy:** You’ve demonstrated your comfort in speaking to diverse groups—from Lions Clubs to the Madera City Youth Leadership Conference to educational stakeholders. Your ability to communicate clearly, advocate for causes you believe in, and inspire others will help ensure that the voices of the community are heard at City Council meetings.

## **7. Focus on Economic Development and Workforce Empowerment**

- **Understanding of Madera’s workforce needs:** Your work with the Madera County Workforce Development Agency and Madera Unified’s CTE programs shows that you are focused on creating pathways to employment and empowering residents with the skills they need for the future. This focus on job creation, workforce readiness, and career pathways will be essential in shaping Madera’s economic future.
- **Support for local businesses and entrepreneurship:** Through your small business, TimRicheMedia Consulting, you helped businesses with branding and marketing. This background gives you an understanding of the challenges and opportunities facing local businesses. You can bring this perspective to the City Council to support Madera’s economic growth by fostering entrepreneurship, attracting new businesses, and supporting small businesses.

## **8. Strong Ethical Foundation and Integrity**

- **Personal values and community-focused leadership:** Your involvement in the church and various nonprofit organizations shows a strong ethical foundation based on service and integrity. As President of the CAB board for Valley Public Broadcasting System and as an elder at Valley West Christian Center, your values align with public service and community-focused leadership. These roles reinforce your commitment to serving the public good, advocating for fairness, and upholding the city’s values.



## 9. Willingness to Lead and Evolve

- **Adaptive leadership and continued professional development:** Your career trajectory shows a willingness to learn, adapt, and grow. From working as a Health Unit Coordinator to becoming an educator and community leader, you've continually taken on new challenges and expanded your skill set. You earned a Master's degree in Educational Leadership and Organizational Development, highlighting your commitment to professional growth—an important trait for effective leadership in local government.

### **Conclusion:**

Tim Riche' stands out as a highly qualified and committed candidate for Madera City Council due to his extensive experience in education, workforce development, community service, leadership, and organizational management. His long-standing connection to Madera, hands-on involvement in local initiatives, and proven success in engaging with diverse stakeholders all make him an ideal representative for the city. His practical problem-solving skills, ability to communicate effectively, and dedication to serving the community further enhance his qualifications. Tim Riche' not only has the experience and passion needed for public service, but he also possesses the vision and commitment to make Madera an even better place for future generations.

## APPLICATION FOR APPOINTMENT TO THE MADERA CITY COUNCIL

---

This application is a public record and will be included with the applicable City Council materials and may be posted on the City's website. Thank you for your interest in serving on the City of Madera City Council.

### DISTRICT RESIDENCY

Please note that candidates must reside in City Council District 1.

### GENERAL INFORMATION

Name: Matthew Soto

Home Address: [REDACTED]

Phone No.: [REDACTED]

Email: [REDACTED]

Occupation: [REDACTED] Employer: [REDACTED]

Number of years lived in Madera: 5

### ATTACHMENTS:

In addition to completing this page, please attach:

1. A resume outlining your educational background and professional experience
2. Applicant questionnaire

I hereby certify that all statements made in this application are true and complete. I legally reside in the City of Madera in District 1. I am 18 years of age or older and registered to vote. In compliance with State law, I understand that I will be required to file a statement of Economic Interests upon appointment to office and annually thereafter. I understand that my application and materials will be considered a public record and are available for public inspection and copying. The application may be posted on the City's website.

  
Applicant's Signature

January 06, 2025  
Date

Civic service is a privilege and responsibility of our citizens. The value and importance of the participation of our citizens cannot be measured. Your interest in serving on the City Council of the City of Madera is *greatly appreciated*.

# Matthew Soto

## Contact

Madera, CA [REDACTED]  
[REDACTED]

## Professional Summary

Dedicated professional with over 14 years in regulatory compliance, stakeholder engagement, and community education. Adept at analyzing complex policies, fostering collaboration, and driving results in both governmental and community settings. Recognized for strong leadership, organizational skills, and a passion for public service. Committed to leveraging experience in quality assurance and community outreach to represent and serve the residents of District 1 effectively.

## Professional Experience

2010 - Present

### ***Agricultural Commodity Grader, United States Department of Agriculture***

- Evaluate, grade, and certify poultry and shell egg products according to USDA standards, ensuring quality and regulatory compliance
- Collaborate with stakeholders to address and resolve product and production challenges, fostering transparency and trust
- Educate community members about USDA standards, enhancing consumer awareness and promoting the value of regulated products
- Collaborated with cross-functional teams to implement program updates and address regulatory changes
- Trained and mentored new employees, ensuring consistent application of policies and procedures across teams

2009

### ***Student Teacher, Le Grand High School***

- Designed and delivered engaging lesson plans in Earth Science, Agricultural Communications, and Agricultural Mechanics
- Managed 25 sine projects for the county fair, demonstrating strong organizational skills and attention to detail
- Coached and mentored students in judging teams, fostering teamwork and competitive spirit

2004

### ***Internship, Gemperle Enterprises***

- Oversaw operations for three laying hen facilities, managing the care of over 3 million laying hens
- Developed feed formulations for over 500,000 organic laying hens, optimizing production efficiency
- Supervised equipment maintenance and ensured seamless operations across facilities

## Education

June 2009

**California Polytechnic State University – San Luis Obispo**  
Single Subject Teaching Credential

June 2007

**California Polytechnic State University – San Luis Obispo**  
Bachelors of Science in Agricultural Sciences  
Poultry Science Minor

## Awards & Recognition

- **USDA Performance Bonus Awards** for outstanding contributions to product evaluation and regulatory implementation
- **Spot Awards** for exemplary training of new employees and relief grading assistance
- **Community Outreach Recognition** from the Deputy Administrator for promotion USDA standards and community awareness

·  
·

## APPLICANT QUESTIONNAIRE

Please answer the following questions to the best of your ability. Feel free to attach additional pages if necessary.

1. Please explain why you would like to be appointed to the City Council.

I have a strong desire to serve my community and contribute to its growth and development. As a resident of District 1, I want to ensure that the voices of our district are heard, and I believe my experience in regulatory compliance and community engagement equips me to make a meaningful impact.

2. What qualifies you to serve on the City Council?

My 14 years of experience with the USDA have provided me with the extensive knowledge in regulatory compliance, stakeholder engagement, and community education. These skills are directly transferable to the legislative and policy-making responsibilities to assist the City of Madera address the complex challenges we face.

3. What are the greatest opportunities for the City from your perspective?

The greatest opportunities for Madera include expanding economic development initiatives, improving public infrastructure, and fostering partnerships with local organizations to support community programs. Leveraging these opportunities will create a more prosperous and connected city that all people of Madera can be proud in.

4. What other information do you think is relevant to your application?

In addition to my professional qualifications, I am deeply committed to fostering a sense of pride and unity within our district. Our district is growing rapidly with new housing, the new school construction, and expanding infrastructure. The growth brings incredible opportunities, but also challenges that require strong leadership and thoughtful planning. My goal is to help guide this development in a way that ensures all residents feel represented and valued, while prioritizing sustainable progress and maintaining the unique character of our community.

## COMPENSATION & BENEFITS

Members of the City Council receive a stipend of \$500 per month and are eligible for health care benefits.

## APPLICATION FOR APPOINTMENT TO THE MADERA CITY COUNCIL

---

This application is a public record and will be included with the applicable City Council materials and may be posted on the City's website. Thank you for your interest in serving on the City of Madera City Council.

### DISTRICT RESIDENCY

Please note that candidates must reside in City Council District 1.

### GENERAL INFORMATION

Name: Rohi Zacharia

Home Address: ██████████ Madera, Ca 93637

Phone No.: ██████████

Email: ████████████████████

Occupation: ██████████ Employer: ██████████


Number of years lived in Madera: 38

### ATTACHMENTS:

In addition to completing this page, please attach:

1. A resume outlining your educational background and professional experience
2. Applicant questionnaire

I hereby certify that all statements made in this application are true and complete. I legally reside in the City of Madera. I am 18 years of age or older. In compliance with State law, I understand that I will be required to file a statement of Economic Interests upon appointment to office and annually thereafter. I understand that my application and materials will be considered a public record and thus will be available for public inspection and copying. The completed applications may also be published on the City's website.

  
Applicant's Signature

12-11-2024  
Date

# ROHI ZACHARIA

## EDUCATION

---

**California State University, Fresno**  
2000 - 2006  
Bachelors in Computer Science

**Crisis Prevention Institute**  
2009  
Non-Violent Crisis Intervention Instructor

**Fresno Pacific University**  
2012 - 2014  
Designated Subject Education program

**Fresno City College**  
2024  
Post Certified Firearms Instructor

## PROFESSIONAL EXPERIENCE

---

**Zaks Security One HR Manager**  
2005–Present

**Teacher ROP Computer Networking and Repair**  
2012–2014

**NRA Firearms Training NRA Certified Law Enforcement Firearms Instructor**  
2015–Present

**City of Madera Planning Commissioner**  
2021 - Present

---

## CONTACT

PHONE:  
[REDACTED]

WEBSITE:  
[REDACTED]

EMAIL:  
[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Rohi Zacharia  
[REDACTED]  
Madera, Ca 93637

## Applicant Questionnaire

1. Please explain why you would like to be appointed to the City Council.

The City Council position has the ability to shape and move our great city forward and also decide into which direction. As an applicant I have dedicated my life to helping improve our city through public outreach as well as my service on the Planning Commission. I firmly believe this opportunity allows me a chance to bring my skillset to help continue the work this council has done collectively. I fully understand that only through a united council can we do the service we need to continue growing our community.

2. What qualifies you to serve on the City Council?

I began my civic duties serving for our city on the Beautification Committee, allowing to experience the process of city government and how its laws and governing power work. Later I was appointed to the Planning Commission for which I have been serving for almost 3 years, working with city staff, in a capacity similar to that of the city council. For the last 20 years of my life, I have worked in a professional setting as a manager for a mid-sized company employing around 40 people, as well as running my own business which has grown dramatically in the last 12 years of operation. I believe these two additional assets give me insight into fiscal responsibility, personnel management, and negotiation matters.

3. What are the greatest opportunities for the City from your perspective?

I believe our city is prime for a lot great business opportunities as well as residential growth. Madera has many projects, like the new casino, as well as the revamping of the downtown district that will shape how our city will grow. In addition to this, our city is set to expand dramatically with the approval of Village D to the west. I believe it is important during this time to have a unified council so that these projects, as well as any new projects move forward with consideration for all residents and in a timely manner.

4. What other information do you think is relevant to your application?

Beyond my experience with serving our city, I have been serving this community in any way possible to make this the greatest place to live. From a young age I was taught the importance of civil service and how giving of ourselves is what makes the biggest changes. This appointment is no different, it will require a lot of work and time for which I am prepared to dedicate myself to. I do this knowing that the results will be lasting even if not recognized fully by our community.



## **Attachment 3: Draft Resolution**

**RESOLUTION NO. 25-\_\_\_\_\_**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MADERA CALLING A  
SPECIAL ELECTION FOR NOVEMBER 4, 2025, TO FILL THE DISTRICT 1  
VACANCY ON THE CITY COUNCIL**

**WHEREAS**, City Council District 1 Councilmember Cece Gallegos was elected to serve as the City's Mayor during the November 2024 General Election; and

**WHEREAS**, if a sitting Councilmember is elected to another Council seat, their original seat becomes vacant pursuant to Government Code Section 1099, which states that a public officer shall not simultaneously hold two public offices that are incompatible. Furthermore, when two public offices are incompatible, the public officer is deemed to have forfeited the first office upon entering into the second, resulting in a vacancy in the first seat; and

**WHEREAS**, at a regular meeting of the City Council held on December 4, 2024, upon being sworn in as Mayor, Cece Gallegos vacated her seat as District 1 Councilmember; and

**WHEREAS**, Government Code Section 36512 establishes the means by which a City Council vacancy may be filled; and

**WHEREAS**, the City does not have an ordinance requiring a certain method for filling a vacancy, other than any appointment must reside in that district. Consequently, the City Council has the discretion to either fill the vacancy by appointment or call for a special election; and

**WHEREAS**, at the January 15, 2025, City Council meeting, the City Council determined to call a special election to fill the vacancy.

**NOW, THEREFORE**, the City Council of the City of Madera hereby resolve as follows:

1. The City Council of the City of Madera hereby calls a special municipal election to be held on November 4, 2025, for the purpose of the election of a council member for District 1 for the term of office in which the vacancy was created by the election of Councilmember Gallegos to the office of Mayor, which Councilmember term ends December of 2026 consistent with State law. In accordance with the provisions of Section 10002 of the Elections Code of the State of California, the Madera County Board of Supervisors is requested to permit the county elections official to render specified election services for the City of Madera for the Special Municipal Election to be held November 4, 2025. If any other jurisdiction holds an election on the same date, and with overlapping boundaries, the City of Madera hereby requests consolidation of the election pursuant to Elections Section 10403.

2. That the ballots to be used at the election shall be in form and content as required by law.

3. That the City Clerk is authorized, instructed and directed to procure and furnish any and all official ballots, notices, printed matter and all supplies, equipment and paraphernalia that may be necessary in order to properly and lawfully conduct the election.

4. The Registrar of Voters of Madera County or appropriate election officials of Madera County ("Registrar of Voters") is requested to perform services in connection with said election at the request of the City Clerk. These services include all necessary services related to signature checking for nomination petitions and signatures-in-lieu of filing fee, official ballot creation, sample ballot and voter information pamphlet preparation, vote-by-mail, vote centers, drop boxes, vote center workers, voter registration, voting machines, canvass operations, and any and all other services necessary for the conduct of the special election.

5. That the vote center locations and hours of operations, ballot drop box locations and hours of operations, vote-by-mail procedures and timing, the election officers, and all other persons and procedures for the General Municipal Election shall be the same as those utilized by the County of Madera and in compliance with the Elections Code of the State of California. *{If consolidated}* In addition, the polls/vote centers shall be open at seven o'clock a.m. of the day of the election and shall remain open continuously from that time until \_\_\_\_\_ o'clock p.m. of the same day when the polls shall be closed, pursuant to Election Code § 10242, except as provided in § 14401 of the Elections Code of the State of California.

6. [That pursuant to Elections Code § 12310, compensation for services for the persons named as precinct board members is fixed at the sum of \$\_\_\_\_\_ for each Inspector and \$\_\_\_\_\_ for each Clerk for the election. [In addition, the sum of \$\_\_\_\_ will be given to each precinct board member to attend a training class and the sum of \$\_\_\_\_ to be given to each inspector to pick up the precinct supplies]. The rental for each polling place, where a charge is made, shall be the sum of \$\_\_\_\_\_ for the election. When required, the compensation of the Custodian of a building shall be \$\_\_\_\_\_ ]

7. That in all particulars not recited in this resolution, the election shall be held and conducted as provided by law for holding municipal elections.

8. That notice of the time and place of holding the election is given and the Clerk is authorized, instructed and directed to give further or additional notice of the election, in time, form and manner as required by law.

9. The City of Madera agrees to reimburse the County of Madera in full for the cost of election services performed.