



**NOTIFICATION OF APPOINTMENT BY OFFICE OF THE MAYOR
TO BOARD OR COMMISSION**

TO: City Council
THROUGH: Todd Stermer, City Clerk
BY: Jerry P. Dyer, Mayor

 Reappointment
 X New Appointment

Name of person replaced: Vacant since 2001 (Barrett)

Name: Al Moncada

Address:

Phone:

Appointed to: Mobile Home Rent Review and Stabilization Commission
(Category – At-Large Member)

Term: Through 6/30/2025

Application Form**Profile****Which Boards would you like to apply for?**

Mobilehome Rent Review and Stabilization Commission: Submitted

AI

First Name

Moncada

Last Name

Email Address

Home Address

Suite or Apt

Fresno

City

CA

State

Postal Code

What district do you live in? *☒ District 4

Mobile:

Primary Phone

Alternate Phone

Briefly explain why are you interested in serving on this board or commission?

I spent over 20 years as a Mortgage Banker in the real estate industry. I reviewed and analyzed hundreds of appraisals, building plans, etcetera, during my professional career, including Mobile Home financing. I will bring a new perspective to the decision-making affecting our community, but more importantly, its people. Community service is as important as voting; it gives us a responsibility and privileges the people or their representatives granted us. I am relatively new to Fresno, yet my vast experience serving others exemplifies my commitment to improving the city we call home.

Educational background, Schools Attended, Degrees and Certifications

Education San Jose State University Political Science and Government 1981 - Jan 1982 Licenses & Certifications Character Counts! Ambassador and Trainer - The Josephson Institute, Center for Youth Ethics Issued Nov 2010 - Expires Nov 2010 Train the Trainer, Homeownership! - Fannie Mae CalHFA, First Time Homebuyer - CalHFA

Briefly explain your qualifications or areas of demonstrated expertise for this board or commission.

Finance and Sales: Assisted over thirty-five hundred clients with their financial needs. Maintained client databases and records. Coordinated client contact with public-funded secondary financing regularly. Coached and mentored teams and provided training on products and services. Worked hand-in-hand with bankers, meeting with their customers and introducing new clients to bankers for additional products and services. Created an outstanding customer experience by utilizing centrally managed direct mail, media advertisements, cross-sell efforts, relocation programs, statement programs, electronic newsletters, outbound lead sourcing, and other marketing efforts. Delivered strong results in lending products, demonstrated strong interpersonal skills, and provided exceptional service throughout the sales process. Designed and delivered live sales presentations to prospective clients and developed relationships with individual businesses and brands as critical components of the sales strategy, keeping with companies' touchstones. Maintained and built customer relationships to drive customer retention. Worked with internal teams to ensure operational efficiencies and service levels met and exceeded customer expectations through strong customer service orientation with excellent follow-up. Education and Training: Developed, reviewed, and evaluated district and school improvement programs and budgets. Planned the expenditure of public funds allocated under the "Education Improvement Incentive Program" set by the California State Legislature. Decided on the school district budget and the academic plan set by the School District Improvement Program budget. Determined the types and time percentages for personnel positions set by School Improvement programs' academic planning. Responsible for making decisions about parent engagement, safety, and discipline. Established local businesses' participation in funding college scholarships. Public Service Appointed County Commissioner to coordinate its community's efforts to prevent and respond to child abuse. Appointed as City Commissioner to create a plan for the city to implement and execute water conservation strategies. Serve as Board Member to review expenditures from construction activity associated with Measure G, a \$159 Million General Obligation bond approved by voters.

Do you or an immediate family member have any professional or financial relationship that may present a potential conflict of interest for this board, commission or similar body?

☒ Yes ☐ No

Work History

Retired

Employer

Retired

Job Title

Work Address

N/A

City, State, Zip Code

N/A

Provide 3 Personal and Professional References. Provide name, address, and phone number where they may be reached during the day.

1. Congressman Josh Harder—[REDACTED] 2. Vice Mayor Mike Morowit, City of Manteca—[REDACTED] 3. Supervisor Miguel Villapudua, County of San Joaquin—[REDACTED] 4. Pastor Jim Benedict, Calvary Community Church—[REDACTED] 5. Ruben Barrales, SVP, Wells Fargo Bank—[REDACTED] 6. Bert Garcia—[REDACTED]

Question applies to multiple boards

I declare under penalty of perjury the above information is true and correct.

☒ Yes ☐ No

Question applies to multiple boards

The Political Reform Act of 1974 prohibits public officials from using their official positions to influence governmental decisions in which they have a financial interest. The Board Members in the designed positions must disclose their financial interests as specified in the agency's conflict of interest code.

I agree that I have read the above and agree to file a Statement of Economic Interest Form should I be appointed to a Board, Commission, or similar body according to the adopted resolution.

☒ I Agree

Al Moncada



Career Summary

Forty years of experience in customer service, including twenty-four years in finance and sales; sixteen years in Hispanic political consulting; fifteen years in public /vocational education; and ten years in public service.

Finance and Sales

- Assisted over thirty-five hundred clients with their financial needs.
- Maintained client databases and records.
- Coordinated client contact with public-funded secondary financing regularly.
- Coached and mentored teams and provided training on products and services.
- Worked hand-in-hand with bankers, meeting with their customers and introducing new clients to bankers for additional products and services.
- Created an outstanding customer experience by utilizing centrally managed direct mail, media advertisements, cross-sell efforts, relocation programs, statement programs, electronic newsletters, outbound lead sourcing, and other marketing efforts.
- Delivered strong results in lending products, demonstrated strong interpersonal skills and provided exceptional service throughout the sales process.
- Designed and delivered live sales presentations to prospective clients and developed relationships with individual businesses and brands as critical components of the sales strategy, keeping with companies' touchstones.
- Maintained and built customer relationships to drive customer retention.
- Worked with internal teams to ensure operational efficiencies and service levels met and exceeded customer expectations through strong customer service orientation with excellent follow-up.

Political Consulting

- Hispanic Affairs Consultant for local, state, gubernatorial, congressional, and presidential candidates.
- Strategized and worked collaboratively with campaigns, creative, digital, and management to support the planning and execution of their advertising campaigns at all levels.
- Conducted in-depth Hispanic market research and audience to support media targeting, policies, and segmentation.
- Recruited high-level Hispanic leaders to endorse candidates.

Education and Training

- Developed, reviewed, and evaluated district and school improvement programs and budgets.
- Planned the expenditure of public funds allocated under the "Education Improvement Incentive Program" set by the California State Legislature.
- Decided on the schools' district budget and the academic plan set by the School District Improvement Program budget.
- Determined the types and time percentages for personnel positions set by School Improvement programs' academic planning.
- Responsible for making decisions about parent engagement, safety, and discipline.

- Established local businesses' participation in funding college scholarships.
- Primary advisor for the school's student programming board.
- Liaison between recognized student organizations and the programming board by assisting with and advising all collaborative events.
- Served as an event consultant for student organizations, coaching their leaders through the event planning process and referring them to appropriate campus resources.

Public Service

- Appointed County Commissioner to coordinate its community's efforts to prevent and respond to child abuse.
- Appointed as City Commissioner to create a plan for the city to implement and execute water conservation strategies.
- Serve as Board Member to review expenditures from construction activity associated with Measure G, a \$159 Million General Obligation bond approved by voters.

Employment History

2018-2019	Children's Service Coordinating Commission – San Joaquin County, California.
2015-2018	Water Conservation Citizens Commission, Manteca – California
2015-2016	Citizens' Bond Oversight Committee – MUSD, Manteca – California.
2015-2016	Job! 2016 Presidential Campaign, Coral Gables – Florida
2014-2018	Our Kids Education Plus, Manteca – California
2014-2018	GrowElect, San Diego – California
2011-2013	Comcast, Stockton – California
2010-2015	MUSD DAC/SFP Committee, McParland School, Manteca – California
1998-2000	Bush/Cheney '00 Presidential Campaign, Austin – Texas
1997-1998	1998 Dan Lungren for Governor, Sacramento – California
1986-2011	Washington Mutual Bank et al., Santa Clara – California
1982-1986	San Jose Job Corps Center, San Jose – California

Education

San Jose State University, San Jose – California

- Completed studies toward a B.A. Degree in Political Science (1982-1984)

Evergreen Valley College, San Jose – California

- Completed General Education studies (1981-1982)

Languages

- Spanish, Bilingual – Biliterate