



MAYOR JERRY DYER

NOTIFICATION OF APPOINTMENT BY MAYOR TO BOARD OR COMMISSION

TO: City Council

THROUGH: Todd Stermer, City Clerk

BY: Mayor Jerry Dyer

 Reappointment

 X New Appointment

Name of person replaced: C. Kristina Roper

Name: Elizabeth Laval

Address: [REDACTED]

Phone: [REDACTED]

Appointed to: Historic Preservation Commission

Term: Through 6/30/26

Application Form

Profile

Which Boards would you like to apply for?

Historic Preservation Commission: Submitted

Elizabeth

First Name

M

Middle Initial

Lava

Last Name

████████████████████
Email Address

████████████████████
Home Address

Fresno

City

CA

State

██████████
Postal Code

What district do you live in? *

District 6

████████████████████
Primary Phone

████████████████████
Alternate Phone

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

As president of the Fresno County Historical Society, and the curator of the community's treasured Pop Lava Collection, I am well aware of the need to preserve the city's past but in a practical manner that does not impinge on growth when needed. Sadly, not every historical site can be preserved but, at the same time, the random destruction of assets without a concrete plan must also stop. There is a need for cohesive long and short term plans that serve a community's interests to the best of the Commission's ability. I feel my vast knowledge of local history and current matters on this arena would be of great benefit to the city.

Educational background, Schools Attended, Degrees and Certifications

San Joaquin Memorial High School - attended University of Santa Clara and UC San Diego in the U.S. Moved to Japan and attended school there. Worked in 42 countries and earned on the job for most of my life.

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

I was selected to be president of the Fresno County Historical Society at a time that it was foundering. Within three years, including two dealing with COVID, we have turned into a vibrant, connected partner organization. I would like to help change the perception of the community in regard to the commission as I have done with the FCHS. This is definitely my wheelhouse. While I am not an architect, I would always consult those that know more about the intricate details than I do - which would be often in that area. But I have a big picture view of what we can do to make our city appealing to those who already love history and exciting to those who don't yet know that they love history.

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

Fresno County Historical Society
employer

President
Job title

Work Address

City, State, Zip Code

Fresno CA [REDACTED]

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

Sayre Mer: [REDACTED] Christopher Rocha

Candace Pendergrass: [REDACTED]
[REDACTED]

Question applies to multiple boards

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

Yes No

professional experience

FRESNO COUNTY HISTORICAL SOCIETY, Fresno, California

April 2019 to Present

President

Promoted from Strategic Planning Specialist in September 2019. Leading 100-year-old organization with staff of eight into a new century. Provide critical leadership in fulfilling the organizational mission to collect, preserve and share the history of Fresno County. Oversee the historic site at Kearney Ranch including the Kearney Mansion. Direct all Archives Management, Fundraising and Educational Services. Provide vision for organizational growth and an innovative approach to delivering the mission and service to the community. Act as the face of the organization. Meet all budget requirements annually.

VALLEYPBS, Fresno, California

January 2012 to March 2019

Senior Vice President for Development & Content

Promoted from Chief Development Officer in 2014. Oversees all development and production activity for ValleyPBS. Manage staff of 15 in two departments. Provide strategic direction for the station. Develop and maintain station production and fundraising budgets. Modernized departments to encompass changing technologies and audiences.

Development

Supervises all fundraising activities including: underwriting, major giving, membership/pledge, direct mail, renewals, and production funding. Oversees all web and digital operations including social media. Guarantees grant deliverables for projects involving on-air and/or online components as well as budget adherence and reporting.

Content

Responsible to secure all production funding for local content development both through sponsorship, individual giving and grant funds. Act as the primary grant-writer for production and development projects for the station. Responsible for overseeing content on four channels including on-air production and development activities. Works with consultant to develop monthly programming schedule. Personally, works to develop and produce new specials/series for ValleyPBS annually.

Pop Laval Foundation, Fresno, CA

2005 to Present

Chairman of the Board/Curator/Photographic Historian

Responsible for overseeing the restoration of the Pop Laval Photographic and Film Archive, the largest Collection of its kind in the United States. Personally devised methodology for scanning, restoring and archiving the Collection. Supervise volunteer staff. Secured grant awards from the Fresno Regional Foundation, the Fresno Arts Council and the California State Library. Initiated and organized fundraising activities and events. Designed and oversaw production of Foundation merchandise and orders for photographs. Oversee website. Manage Pop Laval Foundation Facebook page. Created DVD and television content including: visuals, scripts and production. Made public appearances and speeches on behalf of the Foundation. Appeared in weekly segment on KMPH TV over five years.

elizabeth laval

producing credits

Executive Producer, Long Form Documentaries

- *Silent Sacrifice, The Story of Japanese American Incarceration in California's Central Valley and Beyond*
- *Valley of Hope, The Armenian Journey from Terror to Triumph*
- *As Pop Saw It*

Executive Producer, On-Going Series

- *Valley's Gold (five seasons)*
- *ValleyPBS Community Conversations*

Co-Executive Producer, Mini Series

- *Outside with Greg Aiello*
- *Tapped Out: This History and Battle Over Water in the San Joaquin Valley*

on-air talent credits

Fundraising Talent

Pledge Host for numerous fundraising programs on ValleyPBS

Valley's Gold Talent

On-camera historian/expert for Valley's Gold (four seasons)

KMPH News

Hosted weekly segments for morning show (five years)

publishing credits

Authored five books including:

Early Valley Treasures, The Fresno Fair, Sunnyside Country Club at 100 Years, Fresno Athletic Hall of Fame's 50th Anniversary Edition and Celebrating the Journey

awards & recognitions

- Native Daughters of the Golden West California Image Award—2008
- PBS Development Award for incorporation of new engagement activities resulting in increased giving—2015
- Telly Award: Lighting Craft, Promotional—2017
- EMMY Award: Silent Sacrifice – 2019
- EMMY Award: Outside with Greg Aiello – 2019
- EMMY Award: Outside: Beyond the Lens – 2020

grant awards

- National Parks Service Grant (2015); \$373,000 award for Documentary Production
- WETA Community Engagement Grant—The Vietnam War (2016): \$10,000 award for Engagement Events
- WGBH Local Content Grant—RARE: Creatures of the Photo Ark (2017): \$10,000 award for local production
- CPB Outreach Grant—Brown Buffalo (2017): \$10,000 award to support community outreach
- California State Library—CA Civil Liberties Public Information Program; \$100,000 award to conduct and air three Civil Liberty Community Conversations on Japanese Internment and modern-day issues
- Central Valley Community Foundation (2017); \$35,000 award for Stories of Service highlighting Veterans
- Central Valley Community Foundation (2018); \$27,500 award for public awareness program to prevent child abuse
- WNET Local Content Grant —Nature: Spring LIVE (2018); \$25,000 award to train citizen scientist in the Central Valley and produce companion film for broadcast on ValleyPBS
- PBS Local Content Grant —Native America (2018); \$10,000 award to conduct community engagement activity in the Native American Community.

production funding awards

- Funding for Tapped Out: The History & Battle over Water in the San Joaquin Valley; \$140,000 raised from individual donors
- Funding for four seasons of Valley's Gold; \$175,000 per year
- Funding for Silent Sacrifice: The Story of Japanese American Incarceration in California's Central Valley and Beyond; \$300,000 raised in local matching funds

professional and volunteer organizations

- Member (2019 – present) **Greater Fresno Alliance of Museums and Educational Sites**
- Member (2019 – present) **Italian American Museum Committee**
- Member (2019 – present) **Clovis 101 Museum Committee**
- Member (2013 – 2017) **PBS Revenue Innovation Council**
- Member (2016 – present) **PBS National Veterans Advisory Council**
- Board Member (2013 – 2019) **Community Media Access Collaborative**
- Committee Member (2008–2011) **Fresno Assembly Center Memorial & Pinedale Assembly Center Remembrance Plaza**
- Working Member (2005 – 2006) **Fresno County Sesquicentennial Committee**