



**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

  X   Reappointment

       New Appointment

**Name of person replaced:** N/A

**Name:** Jose Barraza

**Address:** [REDACTED]

**Phone:** [REDACTED]

**Appointed to:** Parks, Recreation, and Arts Commission

**Term:** Through July 1, 2027

*City Council 4/18/2024*

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

Parks, Recreation, and Arts Commission: Submitted

Jose

First Name

Barraza

Last Name

Email Address

Home Address

Fresno

City

CA

State

Postal Code

**What district do you live in? \***☒ District 5

Home:

Primary Phone

Alternate Phone

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

The tax-payers of the City of Fresno deserve the best return on the investment of resources to improve existing parks and to build new ones. Parks have a direct impact on the quality of life and the health of Fresno City residents. Parks improve air quality. Additionally, I believe all City residents should have equal access to parks. Most recently good quality parks have been concentrated in North Fresno whereas South Fresno residents who are mostly people of color have not had the same amenities. There should be equal access to parks for all in all parts of our City.

**Educational background, Schools Attended, Degrees and Certifications**

I hold a Master of Public Administration, a Bachelor of Science in Business Administration from California State University, Fresno. And Associate of Science Degree from Fresno City College. I also hold a California license as a Real Estate Broker and General Contractor.

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

I worked 34 years as an Administrative Analyst for the Fresno County Administrative Office where I also held the position of Capital Projects Coordinator and had fiscal oversight for the improvement of existing County parks and the construction of new parks funded with State grants. I also prepared and monitored multi-million operating budgets of the departments of Parks and Recreation and Public Works and General Services. I reviewed and approved agenda items on various policy matters and fiscal recommendations for approval before they were submitted to the Board of Supervisors As the CEO of the SE Fresno Community Economic Development Association, Inc. (SEFCEDA) have adopted a park site at 2155 S. Peach Avenue where new trees have been planted along with an irrigation system and assumed the responsibility to maintain this vacant park site at no cost to the City of Fresno. Have recruited more than 700 volunteers and interacted with youth soccer leagues in this process. Partnered with several community organizations and educational institutions in the development of After School programs a the park for Senior citizens and youth.

**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

SE Fresno Community Economic  
Development Association, Inc  
Employer

Chief Executive Officer  
Job Title

### Work Address

[REDACTED]

**City, State, Zip Code**

[REDACTED]

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

John Leal Nellie Neri Joseph Riojas

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

Jose Barraza

**JOSE LEON-BARRAZA**

**EDUCATION:**

**1978 Master of Public Administration, California State University, Fresno**

**1974 B. S. Business Administration, California State University, Fresno**

**1972 A. A. General Business, Fresno City College**

**OTHER CREDENTIALS:**

California licensed real estate broker and licensed general contractor.

**PROFESSIONAL ACCOMPLISHMENTS/GREEN SPACE, JOBS AND ECONOMIC PROSPERITY**

**Member of Fresno City Parks, Recreation and Arts Commission.**

**Community Economic Development Advocate.** Co-founded the Southeast Fresno Community Economic Development Association, Inc. since 2011 to promote economic prosperity and address the problems of poverty in SE Fresno. As Chief Executive Officer (from 2011 to 2022) provided services and advocacy in areas of job training, employment placement, technical assistance to small businesses, ongoing neighborhood beautification and cleanup projects with volunteers. Assisted small business owners in the preparation of COVID -19 grant applications to relieve them during this pandemic crisis and participated in food distribution programs funded by the City of Fresno. Currently assisting in the implementation of a City of Fresno Façade Improvement Project along the Ventura/Kings Canyon Corridor. Assists small business owners address public safety issues in their Corridor. Currently holds the position of SEFCEDA Chief Financial Officer/Treasurer and Board member.

**Parks, Soccer Fields and Quality of Life.** Has promoted the creation of more green space and sports facilities like Soccer in Southeast, Southcentral and Southwest Fresno in communities of color that historically have been left out in the allocation of park funding. Has recruited hundreds of volunteers to help in park clean up and tree planting projects. Has encouraged residents' participation to provide input in the design of park facilities and programs that best serve their needs. Since 2011.

**Fresno County Director of Economic Development.** Streamlined and facilitated the attraction, retention and expansion of businesses and the creation of jobs in Fresno County. Chaired a Fresno County Blue Ribbon Business Committee and the Fresno County Enterprise Zone Committee appointed by the Board of Supervisors. Interacted with 16 cities, state and federal governments and the Economic Development Corporation Serving Fresno County. From year 2000 To April, 2009.

**Fresno County Administrative Office. Administrative Analyst-34 years.** From November, 1974 to year 2000. Prepared and monitored budgets of County departments. Those departments included Public Works, Parks and Parks State Grants, General Services, and others. Reviewed and made presentations to

the County Administrative Officer and Board of Supervisors on policy recommendations and operational matters, audits and studies.

**Ventura/Kings Canyon Transportation Oriented Study.** Assisted the City of Fresno in the outreach and engagement of business owners and residents of this corridor in a study designed to improve business development of the Corridor.

**RECOGNITION AWARDS:**

Award: Fresno County Municipalities For the Creation of the Fresno County Regional Enterprise Zone (2009). Provided by the Council of Fresno County Governments.

Recognition Award: Five Cities Economic Development Corporation. (2009) Provided by the cities of Sanger, Selma, Reedley, Parlier and Fowler.

Champion For Economic Development Award: Provided by the Economic Development Corporation serving Fresno County (2009).

California State Assembly Certificate of Recognition (2009)