

**City Clerk - Application for Appointment to City Board, Committee or Commission [Request Id: 274976]****◆ Subject Location**

Street Info:

City / Zip

◆ Citizen Contact Information

Citizen Name:

Efrain Becerra

Email:

Phone1 / Phone2:

Address:

City, Zip:

Visalia, CA 93291

◆ Request Details [Information provided by Citizen]

Please review the following handbook:

How many years of being a Visalia Resident?:

24

Are you a Visalia Registered Voter?:

Yes

List any training and/or experience:

Cultural Heritage Leadership: Gained through over two decades of organizing multicultural programs and events that emphasize the preservation of traditional arts, dress, and customs. **Public Policy & Civic Engagement Workshops:** Participated in community leadership training focused on local governance, civic planning, and historical advocacy. **Event Planning & Site Management Certification:** Experience in planning events in historic settings with attention to preservation protocols and cultural sensitivity. **Community Education and Outreach Strategies:** Training in effective communication and educational engagement techniques for diverse populations, emphasizing the value of historic landmarks and stories.

Education-school, major, graduation date & degree:

Relevant Trainings and Certifications – Efrain Becerra
Cultural Heritage Leadership: Gained through over two decades of organizing multicultural programs and events that emphasize the preservation of traditional arts, dress, and customs. **Public Policy & Civic Engagement Workshops:** Participated in community leadership training focused on local governance, civic planning, and historical advocacy. **Event Planning & Site Management Certification:** Experience in planning events in historic settings with attention to preservation protocols and cultural sensitivity. **Community Education and Outreach Strategies:** Training in effective communication and educational engagement techniques for diverse populations,

Additional skills and/or interests:

emphasizing the value of historic landmarks and stories.

In addition to my academic and professional background, I bring a wide range of skills and passions that enrich my contributions to the community. I am an experienced public speaker, event coordinator, and cultural educator with over 25 years of experience in dance instruction, theatrical production, and artistic direction. In my free time, I enjoy historical research, cosplay—often portraying iconic characters like Batman and Wolverine—creative arts, and exploring local history through travel and photography. I am deeply committed to civic engagement and regularly attend Visalia City Council meetings to stay informed and involved in local decisions. I strive to maintain respectful and professional relationships with all five council members, prioritizing unity, transparency, and a shared vision for the city. I care deeply about the future of Visalia and aim to serve in ways that preserve its heritage while fostering inclusive growth.

Community activities in which you are involved:

As an active community member in Visalia, I have dedicated myself to uplifting and connecting diverse groups through service, education, and cultural engagement. I have led and organized multicultural events, volunteered with local nonprofits, and supported youth and family-focused initiatives. My work includes mentoring students, advocating for animal welfare, and contributing to cultural awareness programs during Hispanic Heritage Month and other civic celebrations. I also support neighborhood beautification efforts and have collaborated with local organizations to create inclusive, vibrant community spaces. My passion for the city extends to attending city council meetings consistently and advocating for transparency, inclusion, and preservation. I maintain a professional presence and open line of communication through my LinkedIn profile:

www.linkedin.com/in/efrainbecerra, where community members and colleagues can learn more about my experience, values, and ongoing initiatives.

Service on a City Board, Committee or Commission:

I have proudly served the City of Visalia through consistent civic engagement and volunteerism. I attend every city council meeting to stay informed about ongoing issues, policies, and development plans affecting our community. My approach is rooted in fairness and collaboration, as I strive to maintain positive, unbiased relationships with all five council members while advocating for transparency and inclusivity. I have partic

◆ Staff Request Admin

Request ID: **274976**

Priority: **Normal**

Received/Entered: 5/7/2025 9:02:30 PM

Status: **Received**

Target Complete Date: 5/9/2025 9:02:30 PM

Actual Complete Date:

Color

Flag:

Request Source: Internet (N)

Original Assigned Staff: Dangerfield, Rachel
Rivera, Reyna

◆ Staff / Citizen Action Log

No Staff/Citizen Actions have been added

Efrain Becerra

Visalia, California | [REDACTED] | [REDACTED] | LinkedIn:
[REDACTED]

Professional Summary

Dynamic community leader, educator, and entrepreneur with over 25 years of experience in cultural arts, education, and event coordination. Proven track record in managing diverse teams, spearheading community initiatives, and advocating for heritage preservation and public accountability. Was a Visalia City Council District 1 with a mission to amplify local voices, prioritize child safety, and ensure responsible use of city funds.

Professional Experience

Founder & Director – AMELAT Dance Company

Visalia, CA | 2007 – Present

- Established and currently manage an international dance company promoting cultural unity through folkloric performance.
- Directed over 100 dancers from various cultural backgrounds across North America, South America, the Caribbean, Africa, Asia, and Europe.
- Developed costume inventory systems, event logistics, and team leadership protocols.
- Spearheaded community performances for festivals, schools, and cultural nights, reinforcing Visalia's multicultural identity.

Owner – Event Planning & Decor Business

Visalia, CA | 2010 – Present

- Operate a private business specializing in high-end event planning and artistic decoration for weddings, community events, and cultural galas.
- Coordinate with vendors, design teams, and clients to execute visually impactful events while staying within budget.
- Recognized for creativity, attention to detail, and commitment to client satisfaction.

Social Studies & Political Science Teacher

Visalia, CA | Various Schools | 2015 – Present

- Design and implement curriculum rooted in civic engagement, history, and government.
- Empower students with critical thinking skills and knowledge of political systems.
- Advocate for inclusive education practices, particularly for underrepresented communities.

Community Leadership & Civic Engagement

Candidate – Visalia City Council, District 1

2024

- Campaigning to bridge the gap between city governance and local residents.
- Prioritize child safety, responsible spending, heritage conservation, and animal welfare.
- Engage regularly in community forums, Hispanic heritage celebrations, and city-wide cultural initiatives.

Volunteer & Cultural Advocate

- Speaker at community and women's forums promoting inclusivity, public service, and education.
- Organizer of multicultural festivals, including Hispanic Heritage Month events.
- Supporter of local animal shelters, advocating for adoption over euthanasia.

Education

Brigham Young University–Idaho

Bachelor's Degree in Education, Minor in Social Studies/HHistory

Rexburg, ID | 2010 – 2012

College of the Sequoias

General Education & Transfer Studies

Visalia, CA | 2007 – 2009

Additional Skills

- Bilingual: English & Spanish
- Public Speaking & Advocacy
- Cultural Program Development
- Education /HHistory Education
- Community Outreach & Grant Writing
- Political Strategy & Campaign Management
- Artistic Design, Dance Instruction, & Cosplay (Batman & Wolverine) special events

**Committee's and Commissions Application
Supplemental Information**

Efrain Becerra

Schooling

Brigham Young University, Idaho

University Studies, Composite Education – Emphasis in History, B.A.

Employment Information

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Conflict of Interest

No conflicts of interest.

Choice of Committee

1st – Historic Preservation Advisory Committee

2nd – Parks & Recreation Commission

3rd – Any other open committee/commission

Certification

Agree with statement.

Gender Identification

Male

Ethnic Category

Hispanic – Mexican descent

To Whom It May Concern,

It is my pleasure to recommend Efrain Becerra for your organization. He is a passionate individual, able to organize and lead groups with precision and care. I have known Efrain for over 10 years as a mentor within our church organization. During this time, I have been consistently impressed with his enthusiasm for cultural activities and his care and concern for the well-being of others.

Efrain consistently demonstrated a strong commitment to executing planned events on time and an exceptional ability to inspire team members to perform to the best of their ability. His technical expertise of the culture of most Hispanic nations was particularly noteworthy, and consistently played a key role in annual multi-cultural activities.

I was particularly impressed by Efrain's knowledge of native cultural dances. For instance, he was able to instruct, lead, and even participate in dances from several countries and cultures within succession during the events.

Efrain is always eager to learn and take on new challenges, and he consistently exceeds expectations. I am confident that he will be a valuable asset to your organization or program.

I recommend Efrain to your organization. Please do not hesitate to contact me if you have any further questions.

Sincerely,

Geoff Howard

Stake President, The Church of Jesus Christ of Latter-day Saints (2013-2022)

Email: [REDACTED]

Cell #: [REDACTED]

Redaction Log

Reason	Page (# of occurrences)	Description
no reason	1 (3)	---
	4 (3)	
	6 (2)	
	7 (2)	