



CITY OF VISALIA

APPLICATION FOR APPOINTMENT

TO CITY BOARD, COMMITTEE OR COMMISSION

PLANNING COMMISSION

Name of Board, Committee or Commission

Name Fred A. Sheriff

Mailing/
Residence
Address

[Redacted]

Visalia, CA

Zip Code 93291

Residence Phone

[Redacted]

Work Phone

[Redacted]

Email

[Redacted]

Cell Phone

[Redacted]

Resident of Visalia for 11 years

Visalia Registered Voter: Yes

No

TRAINING, EXPERIENCE and/or EDUCATION:

See Supplemental Letter. 43 year career in commercial real estate operating at local, regional, and national levels.

SCHOOL	MAJOR	GRADUATION DATE & DEGREE
University of Southern California (USC)	Management	01.01.1971 / MBA

Additional Pertinent Skills, Experience or Interests: See Supplemental Letter

Executive, operations, and transaction experience.

Community activities in which you are involved: See Supplemental Letter

College teaching, YMCA Board, Visalia Country Club.

Current or prior service on a City Board, Committee or Commission: See Supplemental Letter

Civil Grand Jury, LAFCO, Measure R Oversight Committee

Employment Information:

Present Occupation:

[REDACTED]

Name of Firm:

Fred A. Sheriff

Address:

[REDACTED]

Phone:

[REDACTED]

Rules of law and ethics prohibit members from participating in and voting on matters in which they have a direct or indirect conflict of interest including a financial interest. Are you aware of any potential conflicts of interest which may develop from your occupation or financial holdings in relation to your responsibilities as a member of the Board, Committee or Commission to which you seek appointment? (If yes, please explain in detail any potential conflicts) YES NO

(If you should have any questions about this matter or need further information as it relates to your situation, please advise the City Clerk's Office prior to submitting your application.)

FIRST choice for Board/Committee/Commission appointment: Visalia Planning Commision

<p>Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position.</p>	<p>What are your goals in serving on this Board/Committee/Commission?</p>
<p>See Supplemental Letter.</p> <p>43 years of professional experience in commercial real estate operating at local, regional, and national levels. Versed in all types of properties. Extensive executive, administrative, operations, and transaction experience.</p>	<p>To utilize my career professional background, personal background, and civic interest as a member of the Visalia Planning Commission.</p> <p>I have the experience to understand the issues and make a contribution as a member of the Visalia Planning Commission.</p> <p>My interests would be aligned with that of responsible growth and development in order to see Visalia continue to flourish.</p>

SECOND choice for Board/Committee/Commission appointment: Open to Suggestion

<p>Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position.</p>	<p>What are your goals in serving on this Board/Committee/Commission?</p>

THIRD choice for Board/Committee/Commission appointment: _____

<p>Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position.</p>	<p>What are your goals in serving on this Board/Committee/Commission?</p>

PLEASE NOTE THAT THIS APPLICATION BECOMES PUBLIC INFORMATION.

I hereby certify that the information contained in this application and any accompanying documents is true and correct to the best of my knowledge.



Signature of Applicant

03.12.2026

Date

The following information will be used for statistical purposes only. This information is requested on a voluntary basis. If you have questions regarding this request, please contact the City Clerk's Office. Your application *will be* processed whether or not you complete these questions. Thank you for your assistance.

Male Female

Ethnic Category: check all categories that apply:

White

(The category "White" includes White, Anglo-Saxons, Europeans, and person of Indo-European, North Africa or Middle Eastern origin.)

Black

(The category "Black" includes Blacks, Afro-Americans, and persons of Jamaican, Trinidadian, and West Indian descent.)

Hispanic

(The category "Hispanic" includes Mexican, Chicano, Latino, and all persons of Puerto Rican, Cuban Central or South American or Spanish descent.)

American Indian

(The category "American Indian" includes persons who identify themselves, or are known as such, by virtue of tribal associations, including Alaskan Native.)

Asian

(The category "Asian" includes Asian-Americans and persons of Japanese, Chinese, Korean, Filipino descent, Pacific Islanders and Vietnamese.)

You are invited to attach additional pages, enclose a copy of your resume or submit supplemental information which you feel may assist the City Council in its evaluation of your application.

When completed email/mail/submit original to:

Office of the City
Clerk City of Visalia
220 N. Santa Fe St.
Visalia, CA 93292
CityClerk@visalia.gov

FRED A. SHERIFF

P/Text: [REDACTED]

E-Mail: [REDACTED]

March 12, 2026

Members of the
VISALIA CITY COUNCIL
707 W. Acequia Avenue
Visalia, CA. 93291

**RE: Fred A. Sheriff - Supplemental Letter of Qualifications for
Appointment to the Visalia Planning Commission**

Dear City Council Member:

This letter serves as a supplement to the **CITY OF VISALIA APPLICATION FOR APPOINTMENT TO CITY BOARD, COMMITTEE OR COMMISSION** that I am submitting for the vacancy on the Visalia Planning Commission. I am applying for the opening because of my interest, background, and qualifications.

To assist you review my background, this Supplemental Letter details my relevant qualification as they pertain to the Planning Commission position. Based on my background in real estate and organizations, I can make a significant contribution to the Planning Commission in numerous ways and on various initiatives. I feel that I would have a good working relationship with the City Council.

POSTION RESPONSIBILITIES

Based on the Position Posting, the following are the responsibilities of the Planning Commission:

- **Make recommendations to the City Council concerning land use, building, and subdivisions.**
- **Administer the Zoning Ordinance.**
- **Handle matters that affect the growth and development of Visalia.**

The balance of this letter will demonstrate why I feel confident that my business and personal background qualifies me to be a member of the Visalia Planning Commission.

PERSONAL BACKGROUND

I am a native of the Lindsay / Strathmore area and attended schools there. My family has farmed in that area since the 40's. We still farm citrus in Lindsay. My late mother moved to Visalia beginning in 1985, and my brother is also current resident. Even while living in other cities during my career, I traveled to the area monthly until moving permanently here in 2015.

EDUCATIONAL BACKGROUND

- **Bachelor of Science Degree in Business Administration, Fresno State University.**
- **Master of Business Administration Degree, University of Southern California.**

BUSINESS BACKGROUND

After college, I began my business career in Fresno with [REDACTED], and worked for national, regional, and local commercial real estate brokerage firms in senior positions my entire professional career. Prior to moving back to Visalia in 2015, I spent eighteen years in Los Angeles with a major regional company in various management and transaction related positions.

After moving back to Visalia, I focused solely on family matters, family properties, and community involvement (see **ASSOCIATIONS, ORGANIZATIONS, AND ACTIVITIES** below).

My forty-three professional real estate career consists of rich blend of general management, Board level presentations, sales management, corporate marketing, operations, business planning, budgeting, broad based and account-specific business development, training program development, classroom training, and direct transaction activity.

For eighteen years, I was with a national company and did extensive business travel in the United States. I have a career perspective of real estate from a local, regional, and national basis. I am versed in all types of property and regard myself as an expert.

What I bring to you is someone who understands procedural requirements of an organization (management, budgeting, and business plans) and the practical business requirements (business development, marketing, recruiting, and training). It is unique in any enterprise to understand and have done both.

ASSOCIATIONS, ORGANIZATIONS, AND ACTIVITIES

- Past:
 - A.I.R. Commercial Real Estate Association.
 - NAIOP (National Association of Industrial and Office Properties).
 - ICSC (International Council of Shopping Centers).
 - Faculty, University of Phoenix. Taught Graduate Level Marketing Course.
 - Board Member, YMCA of Greater Oklahoma City.
- Recent Former
 - Faculty, Fresno State University, Craig School of Business. Taught Real Estate Principles and Practices, Real Estate Finance, and Personal Finance.
 - Interim Director and Board Member, Fresno State University, Gazarian Real Estate Center of the Craig School of Business.
 - Member, 2019-2020 Tulare County Civil Grand Jury:
 - ✓ Administration Committee (Vice Chair).
 - ✓ Land Committee (Vice Chair).
 - ✓ Justice Committee.
- Member, Tulare County Measure R Citizens Oversight Committee:
 - ✓ Represented the City of Visalia. Appointed by the City Council.
 - ✓ Served two 2-year terms. Termed out in 2024.
- Current:
 - Commissioner, Local Agency Formation Commission (LAFCO):
 - ✓ Alternate Public Member since 2020. In 2nd Term.
 - ✓ LAFCO representative to three Statewide CALAFCO Conferences.
 - Member, Visalia Country Club:
 - ✓ Member, Social Committee.
 - Alumni organization: USC and USC Marshall School of Business.

WHAT I HAVE TO OFFER SUMMARY

- I understand of the goals and objectives of the Visalia Planning Commission.
- Career attributes:
 - The purpose, nature, and requirements of being a member of the Visalia Planning Commission are consistent with my extensive career background in business and real estate.
 - Real estate experience based on local, regional, and national activities.
 - Organizationally astute.
 - Executive experience.
 - Committee experience.
 - Negotiating experience.
 - Excellent Written and Verbal Communication skills.
 - Long term prospective.
 - Interpret laws and documents experience.
 - Extensive business experience with individuals, private and public companies, financial institutions, the government sector, foreign entities, and consultants.
- Personal attributes:
 - Smart and resourceful. What I do not know, I learn quickly.
 - Prefer a collaborative work manner.
 - Very detail oriented.
 - Excellent education (BS and MBA degrees).
 - A Central Valley native, with family, friends, and business interests here.
 - A history of civic and educational involvement.
 - The time and energy to devote all the attention that is needed to the Planning Commission.

This letter is lengthy because you deserve the respect of an appropriate presentation from me for a matter of this importance.

It would be a pleasure to meet with you soon to discuss my skills as they apply to the Visalia Planning Commission.

Thank you again.

Sincerely,



Fred A. Sheriff

FRED A. SHERIFF

██████████
Visalia, CA 93291

P/Text: ██████████

E-Mail: ██████████

June 26, 2026

Members of the VISALIA CITY COUNCIL

707 W. Acequia Avenue

Visalia, CA. 93291

RE: Fred A. Sheriff – A Summary of Background / Qualifications for the Planning Commission

Dear City Council Member:

Thank you for inviting me to again present myself on July 29 for appointment to the Visalia Planning Commission. I appreciate the opportunity to be considered. My letter of March 12, 2026, outlined my interest, background, and qualifications. The following is a summary of the experience and perspective I would bring to the Planning Commission.

- I understand the goals and responsibilities of the Visalia Planning Commission and the importance of thoughtful, balanced decision-making that supports the City's long-term growth and quality of life.
- My professional experience includes more than 45 years in business and real estate, providing me with skills that are directly applicable to the work of the Planning Commission. These include:
 - Extensive real estate experience at the local, regional, and national levels.
 - Executive leadership and organizational management.
 - Service on numerous committees and boards.
 - Strong negotiating and consensus-building skills.
 - Excellent written and verbal communication.
 - A long-term perspective when evaluating issues and opportunities.
 - Extensive experience interpreting laws, contracts, regulations, and other complex documents.
 - Broad business experience working with individuals, private and public companies, financial institutions, government agencies, consultants, and international entities.
- In addition to my professional experience, I offer personal qualities that would benefit the Commission:
 - Bachelor's and MBA degrees.
 - A strong ability to quickly learn and understand new issues.
 - A collaborative and respectful approach to working with others.
 - Careful attention to detail.
 - Deep roots in the Central Valley, with family, friends, and business interests in the region.
 - A longstanding commitment to civic and educational involvement.
 - The time, energy, and commitment necessary to fulfill the responsibilities of a Planning Commission.

I commit to making fair, objective, and well-informed decisions. I would be honored to serve the City of Visalia on the Planning Commission. Thank you for your consideration, and I look forward to the meeting.

Sincerely,

██████████

Fred A. Sheriff