

From: noreply@civicplus.com
To: City Clerk; Pamela Davila Lopez
Subject: Online Form Submittal: Application for Appointment to City Board, Committee or Commission
Date: Friday, June 12, 2026 9:54:13 AM

Application for Appointment to City Board, Committee or Commission

Visalia News



First Name Cristina

Last Name Gutierrez

Phone Number



Fax Number *Field not completed.*

Email Address



Address



City Visalia

State California

Zip Code 93291

Visalia Resident 12

Are you a Visalia Registered Voter? Yes

[Save Form](#)

Training, Experience and Education

Training/Experience *Field not completed.*

Education University of California, Merced; Bachelor of Arts in Political Science; 2014
California Lutheran University; Master of Public Policy and Administration;
Expected 2027

Additional Information *Field not completed.*

Community Involvement Board Member; The Academies Charter Management Organization
Board Member; Imagine U

Current or Prior Service N/A

[Save Form](#)

Employment Information

Present Occupation Public Information Officer

Name of Employer

Work Address

Work Phone Number

(Section Break)

Conflict of Interest

Rules of law and ethic prohibit members from participating in and voting on matters in which they have a direct or indirect conflict of interest including 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?

Potential Conflicts Yes

If yes, explain in detail any potential conflicts. I would likely refrain from voting on any matters involving the [redacted] district. While the district functions separately from the City, including a separate budget; it would be in the community's best interest to abstain.

(Section Break)

Selection of Committee/Commission Interest

First Choice for City Board/Committee/Commission Planning Commission

Applicable qualifications and experience. As a charter school board member, I understand that governance teams work together to ensure alignment with state laws and regulations as well as maintain fiscal solvency. This nonpartisan experience has taught me how to work with individuals on both sides of the isle to accomplish one mission.

In my current role with the [redacted] district, I have been involved in the outreach and communication around the short-term boundary changes in 2024-2025. This communication included understanding much of the City's development in the Northwest and Southeast; along with looking at creating several maps for the project.

Goals for this appointment. To provide recommendations to the City Council around where and how the City should grow based on previously adopted plans and goals.

Second Choice for City Board/Committee/Commission Parks and Recreation Commission

Applicable qualification and experience. As a parent and cyclist hobbyist who has lived in several places, I have many ideas around our green spaces and how to best utilize bike lanes across Visalia.

Goals for this appointment. To provide recommendations to the City Council around where and how the City should grow based on previously adopted plans and goals. I would also do this based on my own experience as a working parent who often uses bike trails and green spaces.

Third Choice for City Board/Committee/Commission Citizen's Advisory Committee

Applicable qualification and I understand how important it is to continuously communicate with tax payers

experience.

how their investment is being used. I have spent the last couple of years trying to shift our community's perspective on VUSD's Measure A -- an increasing task. Continuous communication and transparency is the key to building community trust. It's important to spend our dollars wisely to ensure the passage of a future bond.

Goals for this appointment.

To help provide thought partnership on where Measure R and continue to grow transparency.

(Section Break)

Certification

I hereby certify that the information contained in this application and any accompany documents is true and correct to the best of my knowledge. I acknowledge that this application will become public information. If I do not agree, I understand that my application will not be considered.

Agree or Not Agree

Agree

(Section Break)

Resume

[Gutierrez_Resume_Planning_Commission.pdf](#)

Additional Documents

[Gutierrez_Cover Letter_Planning Commission.pdf](#)

(Section Break)

Optional Information

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.

Male or Female

Female

Ethnic Category

Hispanic - includes Mexican, Chicano, Latino, and all persons of Puerto Rican, Cuban Central, South American or Spanish descent.

Email not displaying correctly? [View it in your browser.](#)



Cristina Gutierrez

PUBLIC POLICY & ADMINISTRATION

COVER LETTER

Dear Selection Committee,

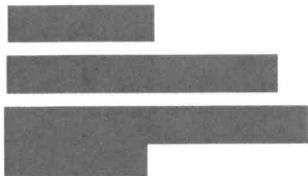
I am pleased to submit my application for appointment to the Visalia Planning Commission. As a longtime public servant, community advocate, and parent of two children attending local schools, I am deeply invested in the future of Visalia and the decisions that will shape our community for generations to come.

Throughout my career, I have worked at the intersection of government, public engagement, communications, and strategic planning. Currently, I serve as the Public Information Officer for [REDACTED] and as Chair of the Board of Directors for The Academies Charter Management Organization. These roles have provided me with extensive experience navigating complex public issues, facilitating community engagement, building consensus among stakeholders, and supporting transparent decision-making processes.

As a charter school board member, I have developed a strong understanding of governance and the responsibility of ensuring organizational compliance with state laws and regulations while maintaining fiscal stewardship. I have always remained committed to making a decision that continues to provide a public charter education to our community, even through controversial federal and state laws. This nonpartisan experience has taught me how to work collaboratively with individuals from diverse backgrounds and viewpoints to achieve a common goal.

In my role with [REDACTED], I have been actively involved in public outreach and communications surrounding the [REDACTED] boundary adjustments and strategic planning. The [REDACTED] boundary work required developing a deeper understanding of growth patterns throughout Visalia, particularly in the northwest and southeast areas of the city, where significant residential development continues to occur. I also worked closely with mapping and demographic data to help communicate potential impacts and gather meaningful community feedback. These experiences reinforced the importance of thoughtful planning, public engagement, and data-driven decision-making when addressing community growth and infrastructure needs.

CONTACT



As Visalia continues to grow, I believe thoughtful planning is essential to maintaining the qualities that make our community a great place to live, work, and raise a family.

Sincerely,
Cristina Gutierrez


Cristina Gutierrez

PUBLIC POLICY & ADMINISTRATION


LEADERSHIP


HUMAN CENTERED 
Team-Development


COLLABORATION 
Professionalism, Data-informed Decision Making


EFFECTIVE COMMS 
Crisis Response, Stakeholder Engagement

SKILLS

GOVERNANCE 
Change Management, Run Meetings, Policy Recommendation, Rview and Adoption

BUDGET 
Fiscal oversight, Review and Approval, Resource Alignment

BOUNDARY 
Data Analysis, Survey Creation, Outreach

STRATEGIC PLANNING 
Process, Communication, and Adoption



REFERENCES

DONYA BALL, Ed. D



ANDRE PECINA


WORK EXPERIENCE


Public Information Officer 2023 - Present


Developed districtwide communications, public relations, and media strategy as spokesperson and advisor to the Superintendent and Board. Advised on crisis response, public messaging, media relations, and digital content for a school district of over 32,000 students. Assisted strategic community outreach and the development of the  first comprehensive strategic plan.

Marketing & Brand Manager 2016 - 2023


Led communications and marketing strategy for a Federally Qualified Health Center (FQHC) in an underserved area. Developed staff facing communications and patient-centered marketing materials for two new counties/market areas. Led a multidisciplinary team in the organization's first rebrand in over 40 years. Promoted from Marketing & Communications Coordinator.

Media & Communications Manager 2015 - 2016


Manage all aspects of the company's communications and media including website and blog content, food photography, print items, social media, print and e-newsletter, and charitable donations. Manage food and photography contractors to the Abundant Harvest Organics (AHO) blog.

VOLUNTEER / GOVERNANCE

Board of Education Chair 2021 - Present

The Academies Charter Management Organization

Nominated and voted Board Chair in 2026. Work in partnership with the Superintendent to set agendas, facilitate productive discussions, and lead meetings. As a governance team, maintain focus by guiding policy-level decision-making, accountability, and improved student outcomes.

EDUCATION

Master of Public Policy & Administration
California Lutheran University
Expected 2027
Thousand Oaks, CA

Bachelor of Arts
University of California
2010-2014
Merced, CA

N/A, Int'l Affairs
University of California
2013-2013
Rome, Italy