

CITY COUNCIL AGENDA – FEBRUARY 19, 2013

SUBJECT: PARKS AND LEISURE SERVICES COMMISSION VACANCY

SOURCE: PARKS AND LEISURE SERVICES DEPARTMENT

COMMENT: On February 5, 2013, Mr. James Carson tendered his resignation from the Parks and Leisure Services Commission thereby creating a vacancy with a term due to expire in October 2015. One Request for Appointment remains on file with the City Clerk's Office for this Commission, that being from Mr. Eric Mendoza. Staff has contacted Mr. Mendoza and has confirmed his continued interest in being appointed.

At the Council's direction, staff can provide notice to the public and solicit applications by way of a Press Release. This would allow individuals interested in serving on the Commission the opportunity to submit an application for the Council's consideration at a future meeting date.

RECOMMENDATION: That the City Council:

1. Appoint Mr. Eric Mendoza to fill the seat vacated by Mr. James Carson with a term scheduled to expire in October 2015; or
2. Direct staff to solicit applications to fill the seat vacated by Mr. Carter, and bring the item back to the Council for appointment.

ATTACHMENT: Request for Appointment

M Director N/A Appropriated/Funded

J City Manager

Item No.: 18

RECEIVED

OCT 13 2011

CITY OF PORTERVILLE  
CITY CLERK OFFICE

# CITY OF PORTERVILLE REQUEST FOR APPOINTMENT

Please complete all blanks.

Name: ERIC MENDOZA  
(Please Print)

Appointment to: PARKS & LEISURE SERVICE COMMISSION  
(Name of Board, Commission, or Committee)

Reappointment; or IF NEW, please provide :

Street Address: 1660 W. WESTFIELD AVE.  
PORTERVILLE, CA 93257

Mailing Address: " same "

Name of Business: PORTERVILLE COLLEGE ATHLETICS

Own  Operate

Business Address: 100 E. COLLEGE AVE.  
PORTERVILLE, CA 93257

Telephone: Home (559) 824-5717

Work (559) 791-2460

FAX (559) 791-2487

E-mail ericmend@portervillecollege.edu

City of Porterville resident:

Yes

No

Registered Voter:

Yes

No

ATTACHMENT

Qualifications: PORTERVILLE COLLEGE ADMINISTRATOR  
IN CHARGE OF ATHLETIC DEPARTMENT, STUDENT  
GOVERNMENT, CAMPUS EVENTS/ACTIVITIES, AND  
WELLNESS CENTER. FORMER UNIT DIRECTOR OF  
WEST FRESNO BOYS & GIRLS CLUB - AND  
B&GC OF FRESNO COUNTY SPORTS COUNCIL CHAIR.  
FORMER FRONT OFFICE ASSISTANT FOR  
SAN FRANCISCO GIANTS TRIPLE-A AFFILIATE  
FRESNO GRIZZLIES. FORMER PROGRAM ASSISTANT AT  
CITY OF FRESNO PARKS & RECREATION - CALWA PARK.  
CURRENT MEMBER OF PORTERVILLE BOYS & GIRLS CLUB  
BOARD OF DIRECTORS.

- Resume attached  
 Letter of request attached

Submitted By: \_\_\_\_\_

*[Signature]*

10/12/11  
Date

Received by: \_\_\_\_\_

*[Signature]*

Forwarded to: City Clerk



Date: 10/13/11

City Council



Date: \_\_\_\_\_

City Manager



Date: \_\_\_\_\_

Applicable Dept.



Date: \_\_\_\_\_

Tentative Council Mtg Date: \_\_\_\_\_

10/18/11

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**Eric A. Mendoza**

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(559) 824-5717

ericmend@portervillecollege.edu

**CAREER OBJECTIVE**

An experienced community college professional specializing in campus administration, athletics, student programs, and organizational leadership, seeking a position where these skills will add value to the mission of higher education.

**EDUCATION**

Fresno Pacific University	M.A., Kinesiology/Physical Education
California State University, Fresno	B.A., Mass Communication & Journalism
Fresno City College	A.A., Liberal Arts
Reedley College	Student-Athlete (Golf)

**PROFESSIONAL  
EXPERIENCE**

April 2008 – Present

**Porterville College**

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**Director of Student Programs & Athletics**

College administrator responsible for planning, directing, and coordinating the operations of Intercollegiate Athletics, Student Activities, Student Government, Outreach, and Wellness Center. Duties include implementing program goals and objectives under KCCD policies and procedures. Organize and administer all programs of intercollegiate competition in men's and women's sports. Conduct regular meetings and mandated trainings to promote adherence to conference and state athletic rules, regulations, and codes. Prepare annual budget and monitor all department expenditures in a fiscally responsible manner. Coordinate all activities related to the scheduling of events, facilities, travel, and transportation. Lead the department in the hiring/selection of staff, supervision, evaluation of coaches/support staff/student workers. Plan and coordinate fundraising projects with college president and college foundation board. Oversee all athletic fundraising accounts and related paperwork. Serve as primary contact for media, athletic publicity, marketing and promotions, and special events. Assist physical education division/chair in developing strategic plans, involving curriculum, new courses, scheduling of classes/facilities, faculty assignments, and purchasing equipment. Represent the college in the community, Central Valley Conference, and California Community College Athletic Association (CCCCAA). Prepare local and state reports, and coordinate program reviews. Serve as chair and/or member of various college committees, including Administrative Council (President's Cabinet), College Learning Council (Shared Governance), Budget, Facilities Planning, Accreditation, Marketing and Outreach, Title IX, Athletic Foundation, and Athletic Hall of Fame. Provide leadership in the development of Associated Student Government, Inter-Club Council, student events, recruitment and advising with student clubs and various community groups. Promote a well-rounded educational experience that celebrates a diverse college campus community. Organize committees/events for commencement, student and staff awards, and K-12 partnerships. Participate with outside agencies in outreach activities including career fairs, college nights, and high school presentations. Oversee the college Wellness Center, supervise campus nurse, and provide health-related programs from community such as blood drives, health fairs, and immunization clinics.

Dec. 2005 – Present

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**Central Valley Conference**

**Sports Publicist**

Under the direction of the CVC Commissioner, responsible for compiling and publicizing sports information and news regarding athletics in the conference. Oversee all broadcast projects and coordinate statistics software training for various sports. Attend regular meetings and represent the conference in leadership and committee roles with the CCCAA, Sports Information Association, and several CCC Coaches' Associations. Coordinate media relations and event/venue management duties for various men's and women's CCCAA state championships. Serve as media contact and liaison for the CVC, statewide statisticians, four-year universities, scouts, and conference representatives. Responsible for content on CVC website.

Feb. 2005 – April 2008

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**West Fresno Boys & Girls Club**

**Director**

Responsible for the operations and administration of Fresno County's largest Boys & Girls Club (more than 650 youth, 10 staff members). Oversaw the development of staffing and budgeting. Coordinated and directed a wide variety of activities as a leader in the community. Planned and implemented specific program objectives and goals, and managed the Unit in accordance with the standards of Boys & Girls Clubs of America and the policies of the organization. Employed and trained staff personnel through proper recruitment and evaluation. Compiled monthly statistical and progress reports. Assisted organization with budget planning, fundraising, and financial administration. Conducted seasonal sports programs, recreation, educational and guidance-oriented programs. Established partnerships with public and private agencies, schools, and other organizations. Developed special events for the Club and local K-12 schools. Organized staff meetings, provided leadership, direction, and problem-solving. Chaired the Boys & Girls Clubs of Fresno County Sports Council – the governing body of all athletic teams.

June 2000 – Feb. 2005

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**Fullerton College**

**Assistant Athletic Director, Sports Information & Marketing**

Responsible for daily operations supporting athletic department's 20 intercollegiate sports. Developed and managed projects for sports information, media/public relations, marketing, promotions, game/event management, and community outreach. Coordinated all athletic department publications (game programs, media guides, recruiting materials) and website design. Served as primary media contact, and conducted outreach projects with local schools and youth organizations. Assisted the physical education division dean/athletic director with game management operations, compiling annual reports, and other duties as needed. Secured corporate sponsorships and directed various athletic fundraising campaigns. Hired and supervised game management staff, student workers, volunteers, and photographers. Monitored campus budget accounts under district policies and procedures. Represented the college by working with COA/CCCAA in several leadership roles involving Management Council, Festival Advisory Committee, and Affiliate Organizations Relations Committee. Worked various COA/CCCAA men's and women's state championships as event/venue director, media director, and statistician. Served on various campus, district, conference (Orange Empire Conference, Mission Football Conference), and statewide committees.

Feb. 1998 – June 2000

**Fresno City College**

**Public Information Office News Writer/Reporter**

Responsibilities included writing, editing and preparing news articles for campus newsletter (*City at Large*), website, and other college publications. Wrote and distributed press releases, proofread material (class schedules and catalogs), assisted with layout/graphic design, and processed media requests for public information office and college president's office. Assisted sports publicist and athletic director in media guide/gameday program production and daily operations such as game/event management, coordinating press conferences, handling media requests, compiling statistics, and updating archives. Worked with college administration to organize special events, including homecoming, commencement, graduation ceremonies, fundraising projects, football Hall of Fame dinners, and sports banquets.

May 1999 – June 2000

**Fresno Grizzlies Baseball Club**

**(San Francisco Giants AAA) Promotions & Media Relations Assistant**

Duties included coordinating pre-game events and in-game promotions for San Francisco Giants' Triple-A affiliate. Organized special events for corporate sponsors. Trained new staff members; and assisted media relations director with press releases, website design, writing, editing, statistics and media requests. Fostered relationships with community groups and education partners. Coordinated outreach and fundraising efforts with front office management. Worked with ticket sales staff to attract special events for business clients. Assisted clubhouse staff with hospitality services for visiting teams, players, and coaches.

**RELATED  
EXPERIENCE**

Commission On Athletics/California Community College Athletic Association (State Championship Media/Venue Director, 1998-2008) ... CCC Softball Coaches Association (State Publicist, 1998-2008) ... Fresno City College (Student Aide, Athletic Department, 2006) ... Mission Football Conference (Sports Information Director & Statistician, 2001-2005) ... California State University, Fresno (*The Collegian*, Sports Editor, 1999) ... Fresno State Quarterback Club (Sports Writer, 1999) ... The Fresno Bee (Sports Correspondent/Prep Writer, 1997-98) ... Fresno City College (*The Rampage*, Sports Editor, 1997-98) ... City of Fresno Parks & Recreation (Calwa Park Program Assistant, 1993-94).

**COMPUTER  
SKILLS**

Proficient in PC & Macintosh applications: PageMaker, Photoshop, InDesign, Acrobat, Quark, Illustrator, Front Page, Dreamweaver, StatCrew, Banner, and all Microsoft Office programs.

**CERTIFICATIONS**

Automated External Defibrillator (AED)  
Cardio Pulmonary Resuscitation (CPR)

**COMMITTEES &  
AFFILIATIONS**

Porterville College

Administrative Council (President's Cabinet)  
College Learning Council (Shared Governance)  
Budget Committee  
Accreditation Team  
Facilities Planning Committee  
Student Services Counselors & Directors  
Associated Student Government (Director)  
Inter-Club Council (Director)  
Title IX Committee (Chair)  
Athletic Hall of Fame (Co-Chair)  
Student-Athlete Advisory Council (Founder/Advisor)  
Marketing & Outreach Committee (Co-Chair)  
Academic & Athletic Achievement Awards Committee (Founder/Chair)  
Student & Staff Recognition Awards Committee (Chair)  
"Pirate Madness" (Founder/Chair)  
Luminis/Website Committee  
Commencement Committee  
High School Senior Day Committee  
PC Connection/Freshman Registration Committee  
Community College Survey of Student Engagement (Administrator)  
PC Transition Task Force  
KCCD Supervisory Development Workshop (Graduate)  
KCCD Human Resource Trainings (Various)

California Community College Athletic Association

Gender Equity Committee (Title IX), 2008-Present  
Festival Advisory Committee, 2004  
Affiliate Organizations Relations Committee, 2004-05  
Management Council, Voting Member, 2003-05

California Community College Athletic Directors Association

Social Media Committee, 2011-Present  
Values Committee, 2008-Present  
Vice President Candidate, 2011

California Community College Sports Information Association

Member, 2000-Present  
Vice President, 2000-03  
President, 2003-05

Central Valley Conference

Sports Publicist, 2005-Present  
Women's Basketball Representative, 2010-Present  
Planning Board  
Appeals Board

**COMMITTEES &  
AFFILIATIONS**

Fullerton College

President's Table  
Marketing Committee  
Bond Measure Committee  
Athletic Hall of Fame (Co-Chair)  
Student-Athlete Club (Founder/Advisor)  
Neighborhood Partnership Program (Founder)  
"Hornet Madness" (Founder/Chair)

Fresno City College

50 Years of Athletics Committee  
Guest Speaker, Learning Community; Public Speaking  
"Ram Jam" Committee (Founder/Chair)  
Rampage Newspaper Club (Sports Editor)

Porterville Boys & Girls Club

Board of Directors

Association of California Community College Administrators (ACCCA)

Member

National Alliance of Two-Year College Athletic Administrators (NATYCAA)

Member

National Association for the Advancement of Colored People (NAACP)

Member

American Student Government Association (ASGA)

Member

California Community College Athletic Directors Association (CCCADA)

1st Vice President Nominee (Elections in June 2011)

Member

California Community College Physical Educators (CCCPE)

Member

North Orange County Community College District Latino Faculty & Staff Association

Member, 2000-2005

California Community College Public Relations Organization

Member, 2000-2005

College Sports Information Directors of America

Member, 2000-2005



**CONVENTION  
PRESENTATIONS**

Community College League of California Convention; Anaheim, CA (2004)  
    *"How the Media Can Shape Your Opinion About Your College"*  
Commission On Athletics Convention; Reno, Nevada (2002)  
    *"What Every CEO Needs To Know About Athletics"*  
Commission On Athletics Convention; Reno, Nevada (2002)  
    *"Why Every College Needs A Sports Information Professional"*  
College Public Relations Organization; South Lake Tahoe, CA (2002)  
    *"Using the Athletic Pool to Generate a Mountain of Publicity"*

**BROADCASTING  
TV & RADIO**

Sporting News Radio, AM-1550/96.1 FM (2008-2009)  
    *"Porterville Sports Weekly" (Host/Producer/Sales)*  
Sporting News Radio, AM-1550/96.1 FM (2005-2009)  
    *Various Sports, College/High School/Youth (Commentator/Sales)*  
JC Talk Internet (2004-2006)  
    *CCCAA Basketball Championships (Producer/Commentator)*  
AT&T Broadband Cable Television (2003-2004)  
    *Fullerton College Commentator*  
COA Sports Radio (2001-06)  
    *Various Events/Championships (Producer/Commentator)*

**PUBLICATION  
AWARDS**

College Sports Information Directors of America: 18 "Best In The Nation" honors  
National Council for Marketing & Public Relations: 4 honors (2 Gold)  
Community College Public Relations Organization: 9 honors (3 Gold)  
    — \*All awards led California two-year institutions

College Sports Information Directors of America (CoSIDA)

2004-05

"Best In The Nation" Media Guide, Football

2003-04

"Best In The Nation" Media Guide, Football

"Best In The Nation" Media Guide Cover, Baseball

"Best In The Nation" Media Guide Cover, Softball

"Second In The Nation" Media Guide, Men's Basketball

"Fourth In The Nation" Media Guide, Softball

"Sixth In The Nation" Media Guide, Women's Basketball

2002-03

"Third In The Nation" Media Guide - Football

"Fourth In The Nation" Media Guide - Softball

2001-02

"Best In The Nation" Media Guide - Football

"Best In The Nation" Media Guide Cover - Men's Basketball

"Fourth In The Nation" Media Guide - Men's Basketball

"Best In The Nation" Media Guide Cover - Women's Basketball

"Best In The Nation" Media Guide - Baseball

"Best In The Nation" Media Guide Cover - Baseball

"Best In The Nation" Media Guide - Softball

"Best In The Nation" Media Guide Cover - Softball

2000-01

"Second In The Nation" Media Guide- Men's Basketball