



Cathedral City

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MAY 30 2024

CITY CLERK DEPT

**CITY OF CATHEDRAL CITY  
COMMISSION/BOARD/COMMITTEE APPLICATION**

Commission/Board/Committee  
on which you would like to serve: Finance Advistory Committee

(One Application for each Commission/Board/Committee)

NAME: Danielle Mead

HOME ADDRESS:



(Applicants must be a Registered Voter in Cathedral City)

HOME PHONE:



CELL PHONE: same

E-mail ADDRESS:



LENGTH OF RESIDENCY IN CATHEDRAL CITY: 3 years

IF EMPLOYED, PLEASE LIST WHERE YOU WORK AND POSITION YOU HOLD:

Self employed web design and consultant

**PLEASE ATTACH A LETTER OF INTEREST INCLUDING, BUT NOT LIMITED TO, THE FOLLOWING:**

- Why you wish to be considered for appointment to the Commission/Board/Committee
- Your relevant experience and knowledge

The information provided will be used by the City Council as part of the application process and will be considered by the City Council upon receipt, provided a vacancy exists on the Board, Commission or Committee for which you have applied. If there is no vacancy, your application will be kept on file for one year for consideration should an opening occur.

Please keep in mind that State Law requires specific Commission/Board/Committee members to file a Financial Disclosure Statement.

Please return application to:  
City of Cathedral City  
Office of the City Clerk  
68-700 Avenida Lalo Guerrero  
Cathedral City, CA 92234

Submit by email to: [tmartinez@cathedralcity.gov](mailto:tmartinez@cathedralcity.gov)

Thank you for your willingness to serve your local government and community.

I am writing to express my interest in serving on the Cathedral City Finance Advisory Commission. Since moving to Cathedral City three years ago from Los Angeles, I have truly enjoyed the benefits of living in a smaller city. Our government and services are more accessible and more responsive to the needs of residents and businesses.

However, like all cities with a smaller population, Cathedral City is limited by the size of its tax base, which can make it challenging to fund all of the services that residents need and want. Our city is also hindered by a smaller share of property taxes compared to neighboring cities due to its more recent incorporation.

Cathedral City must expand services to maintain its desirability and meet the needs of future population growth. To achieve this, the City can consider increasing revenue (raising taxes or implementing new ones), cutting expenses, or reallocating funds within its current budget. No one likes paying higher taxes, and cutting or shifting funds can also be controversial. However, difficult decisions sometimes need to be made, and that's why I would like to join the Finance Advisory Committee.

In my previous career as a Marketing Director, I was responsible for creating the annual marketing budget, including a full P&L for programs that generated over 70% of the company's top-line revenue. Additionally, as President of my condominium HOA in Los Angeles, I drafted the Association's annual budget and worked with the Board of Directors to ensure that our revenue covered rising expenses. This role involved making difficult and sometimes unpopular decisions regarding cutting services, raising dues and issuing special assessments.

I am a strong advocate for outreach and education to ensure stakeholders understand how their money is spent, what financial challenges exist, and what actions may be needed. I'm very cognizant of the impact that revenue increases can have on residents and believe that any new tax burdens must be applied equitably. If appointed to the Finance Advisory Committee, I would be dedicated to increasing public engagement and ensuring the City's financial decision-making provides the best possible outcome for our community.

Thank you for your consideration.

Regards,  
Danielle Mead