



## CITY OF DESERT HOT SPRINGS

65950 Pierson Boulevard, Desert Hot Springs, CA, 92240 • [www.cityofdhs.org](http://www.cityofdhs.org) • P: (760) 329-6411 F: (760) 288-3129



# CITY COMMISSION/BOARD APPLICATION

### GENERAL / CONTACT INFORMATION

NAME: Burke Michael Ray  
LAST FIRST MIDDLE  
ADDRESS: [REDACTED]  
STREET ADDRESS  
Desert Hot Springs CA 92240  
CITY STATE ZIP  
PHONE: [REDACTED]  
HOME WORK CELL  
EMAIL: [REDACTED]

DATE: 01/04/2017

Appointed Commissioners must be a resident and registered voter of the City (DHSMC §2.24.040)

Length of Residency in Desert Hot Springs:

27

Registered Voter in Desert Hot Springs since:

15

Indicate the following Commissions/Committees/Boards in which you are most interested in serving.

Number in order of preference (Example: #1 for 1st choice, #2 for 2nd choice, #3 for 3rd choice, etc.)

Select One Planning Commission

Select One Oversight Board to the RDA Successor Agency

➔ (Members not subject to residency requirements)

Select One Public Safety Commission

Select One Architecture and Landscape Review Committee

1st Community & Cultural Affairs Commission (CCAC)

See attachment for Commission/Committee/Board descriptions or visit the City's website at [www.cityofdhs.org](http://www.cityofdhs.org) for more information

Occupation and Employer: BurkeMedia Productions

(If retired, indicate last occupation/employer)

The following information consists of some of the factors used by the City Council, and/or subcommittee thereof to select final applicants: 1) Background, education, experience to demonstrate sound judgement; 2) Diversity in commission membership; and 3) attendance at commission meetings prior to interview

### Background / Work Experience / Civic Involvement:

See Attached.

### Education / Training:

See Attached.

Have you served on a City Commission or Board in Desert Hot Springs or any other City?

☐ No ☒ Yes If yes, complete below:

Desert Hot Springs	Community Cultural Affairs Commission	2016	1 Term (Two years)
CITY	COMMISSION/POSITION	WHEN	LENGTH OF SERVICE
Desert Hot Springs	Planning Commission	2011	1 Term (Two years)
CITY	COMMISSION/POSITION	WHEN	LENGTH OF SERVICE
CITY	COMMISSION/POSITION	WHEN	LENGTH OF SERVICE

Have you ever attended a City Council Meeting? ☐ No ☒ Yes

Have you ever attended a City Commission Meeting? ☐ No ☒ Yes If yes, list which commissions and approximately how many.

Describe your knowledge of the functions, regulations and procedures of the Commission (1st choice) on which you would like to serve:

See Attached.

What specific skills, attitudes, and experience do you think you have that will enhance the work of the Commission?

See Attached.

What specific issues or problems face the commission? Do you have suggestions to address these issues or problems?

See Attached.

Appointed Commissioners may be required to submit a Fair Political Practices Act, Statement of Economic Interests (pursuant to Government Code §87200 and/or Desert Hot Springs Municipal Code Section §2.20.050

NOTE: This document is a public record and is subject to disclosure pursuant to the California Public Records Act. Personal contact information will not be released without consent. Your Application will be considered by the City Council, provided that a vacancy exists on a Commission or Board for which you have applied. If there is no vacancy, your application will be kept on file for two years, to be considered when an opening does occur.

I hereby certify that the above statements are true and correct to the best of my knowledge:

Michael R. Burke 01/08/2018  
Applicant's Signature Date

#### SUBMISSION INSTRUCTIONS

→ Save the application for your records →  
AND → Submit the application to [jsoriano@cityofdhs.org](mailto:jsoriano@cityofdhs.org)  
OR → Print and mail to: City of Desert Hot Springs  
Office of the City Clerk  
65950 Pierson Boulevard  
Desert Hot Springs, CA 92240 →



## **Background / Work Experience / Civic Involvement:**

I was raised in Desert Hot Springs since the age of seven years old, and community pride and involvement have been in my blood since a really early age. My expertise has been in technical creative fields helping me exercise both the left and right brain, preparing me to be both artistic and organized, to apply both out of the box thinking, yet to be logical in my decision making. My jobs and community involved not only have put me in a position where I must strive to be diverse, but to also be able to work well with people.

My community, civic and volunteer involved really starts at high school with anything prior mostly being church or sport involvement. During my four years at Desert Hot Springs High School, I was involved in student government eventually becoming Student Body President my senior year. This put me in a position organizing several dances, pep rallies, spirit themed days and running meetings. My other involvement included AP English and Honors science classes, playing football and track, and serving the community through the Interact Club.

As an adult, I have been active serving on the board of Covenant Church in 2006-2008, actively voting on nonprofit decisions. In 2007 until 2009 I helped organized various events with "Hands of Christ Ministries". I was a part of the Desert Hot Springs Relay for Life committee back in 2010 and 2011, running PR and web based applications.

My real civic involvement began In 2011, when I was appointed to the planning commission for two years, giving me an opportunity to study plans, and make complex and diplomatic decisions, learning to work respectfully and productively with staff, fellow commissioners and applicants. I have been an active member of the Chamber of Commerce as an Ambassador from 2012 until today, helping set up and prepare for Chamber of Commerce mixers, breakfasts and other events. I was also a part of the 2013 Salsa Blast committee and Desert Hot Springs 50th Year Anniversary committee, helping marketing and organization of the events.

In 2013, I joined the Desert Hot Springs Noon Rotary, and currently serve as the PR Chair and am the acting President-Elected to take over in July of 2016, preparing me for running board meetings, creating structure for committee meetings and regular Rotary meetings, and of course working with people respectfully and productively.

I have also served on the Desert Hot Springs Holiday Parade committee in 2013, 2014 and 2015, the Beach Party committee, and the Art Stroll committee for PR and as a webmaster - and always have included me to take on several other hands-on tasks, such as helping plan, setting up, breaking down and more.

Professionally, I started a career working in local television in 2006, as an Operation Technician, giving me the responsibilities as the weekend news editor, running audio of live newscasts for weekday newscasts, and setting up of cameras and lights when need be. In 2007 I was hired at KMIR6 as a overnight Master Control Operator setting up satellites, inputting commercials and syndicated shows into the system, giving control to network signals and to the studio for live newscasts, having the responsibilities of making sure the right programs and commercials aired at the right times.

On January 20th of 2011, I officially started my business, BurkeMedia Prodcutions, where I have created television commercials, paid programs, live internet feeds, internet promotional videos, music videos, have built websites for several businesses local and beyond, both in coding and design, Search Engine Optimization and have ran and executed strategic social media campaigns. My business also offers photography and videography, and I have had my work published on several print and web publications and local television stations.

BurkeMedia Productions was a nominee of the Desert Hot Springs Chamber of Commerce "Small Business of the Year" in 2014 and 2015.

## **Education / Training**

I studied Television and Motion Picture Production at College of the Desert in 2006. I took a job at KESQ and learned on the job with my future endeavors.

Most of my training from a professional or volunteer standpoint, has been a balance of autodidacticism and on the job training.

My filming and editing skills were obtained on the job at KESQ, my web development & photography skills were obtained through studying and practice, my organization came from being in several committees from an early age.

**Describe your knowledge of the functions, regulations and procedures of the Commission (1<sup>st</sup> choice) on which you would like to serve:**

Having former experience on several committees and on the planning commission, I am quite familiar with the Robert's Rules of Order, so I understand the role of the chair and co-chair, how to properly comment and make or second a motion, when to communicate with the public and whomever may be giving a presentation.

The Community Cultural Affairs Commission is to help bring civic pride and culture to the city, including creating and organizing family-friendly city events and programs for members of the community to reach residents who are particularly in need of representation, such as youth, seniors, veterans and all ethnic groups. To help create plans to beautify the city with developing, maintaining and preserving public art to the city, that also properly represent the city and the diversity of the city's residents. We are to create these plans to deliver recommendations to the city council.

Meetings must be ran in an organized, respectful and diplomatic manner to be productive, and laws such as the Brown Act must be practiced and respected to ensure the city stays safe from a legal standpoint.

**What specific skills, attitudes, and experience do you think you have that will enhance the work of the Commission?**

Both my professional and volunteer skills have guided me to organize several events and artistic projects. I have had positions on every end of creating events - from being in the front as a master of ceremonies, to hands on in the middle of developing plans or marketing the event, to all the way in the back as a guy who picks up trash before and after they begin. My professional skills revolve around having to create aesthetically pleasing content that works, and is to reach a certain target audience - the audience that is most in need of the client's product or service. I am able to balance both the left and right brain to help discern what makes an event fun, what makes art beautiful, yet properly apply how to make it happen and engage the right people - which is often times quite diverse,

Working on several committees, attending several council and commission meetings, and having a wide verity of clients - some of which are quite particular, while others are not - I feel confident in saying I am able to fairly see all sides of an issue, properly value what each contributor has to say, weigh it out and how to properly convince others of my point if need be - respectfully. I feel I am able to make my colleagues feel comfortable, and to help these colleagues and the city's staff work along side with any applicants or individuals proposing business and vice-verse, to almost always come to a neutral, fair and productive decision.

**What specific issues or problems face the commission? Do you have suggestions to address these issues or problems?**

I think the current commission as I write this does an absolutely extraordinary job. The city has had a huge increase in art, events and community involvement the last year or so, and the CCAC has been a huge role in making that happen. Now that the momentum has been built, the question is... how does it continue and move forward at even faster rate? I feel now that the involvement has grown and more pay attention, a good goal of the CCAC should be to create awareness of its existence and mission to the general public to increase the amount of public interest in both contacting us to inform us of what they desire to see in arts, culture, events and representation, and to help get involved when there is a need. I would love to work my team on CCAC if I am appointed to help work with and guide the staff, and current active members of the community, to help spread the word of our role and how members of the community can play a part of it - instantly bringing more diversity to our decision making and input.