

Juan M. De Lara

Juan Manuel De Lara was born on Mother's Day (May 10th) 1961 in Sunnyside Washington during Asparagus season. He has lived in Coachella all his life. He has been married to Juliet Arias De Lara for 31 years. They have four children: Melina Teresa 30, Juan Manuel Jr. 27, Gabriela Belen 25 and Ariel Sacarias 23. His family is committed to public service and has provided hundreds of hours of community service in the Coachella Valley. As an elected official Juan served 3 four year terms and one 5 year term on the Coachella City Council. He was first elected in 1989 and was re-elected in 1993, 1997 and 2001. He served as Mayor 4 terms in 1993-1994, 1994-1995, 2001-2002 and 2002-2003. He also served two years on the Planning Commission from 1987-1989 (also served as an alternate in 1994 and 1995). The following is a current list of memberships:

- Salton Sea Action Committee-Board Member-President
- Desert Golf Association- Member
- Knights of Columbus Coachella Chapter- Member
- Salton Sea Infrastructure Finance Committee-Committee Member
- Riverside County Workforce Investment Board
- FISH Food Bank of the Lower Coachella Valley-Board Member-President

The following is a partial list of past positions:

- Coachella Valley Association of Governments (CVAG) Committees; Executive (Vice-Chairman), Transportation, Public Safety (Vice-Chairman), Energy and Environment and Conservation Commission
CVAG Chairman-1994-1995
CVAG Transportation Chairman – 1992 and 2006
- Coachella Valley Enterprise Zone Authority-Chairman, many years
- Desert Resorts Regional Airport Authority-Board Member, President 2005
- American Diabetes Association “FERIA”- Founding Chairman
- Coachella Valley Mosquito and Vector Control District – Vice-President
- Riverside County Transportation Commission-Commissioner

- Coachella Valley Boxing Club-Board Member
- Salton Sea Authority – Ex-Officio Board Member CVAG Representative
- Salton Sea Authority Public Policy Committee
- Southern California Association of Governments Transportation and Communications Committee
- Coachella Valley Economic Partnership – City Representative
- Coachella Valley Mexican American Chamber of Commerce- Board Member and President 1997 and 1998.

Juan is employed by Federated Mutual Insurance, a Fortune 1000 company headquartered in Owatonna Minnesota, as Risk Manager here in the Coachella Valley. He manages over 2,700 acres of farmland and two multimillion dollar homes. He is also in charge of the Travertine Point Project; a 5,000 acre Master Planned New Town Concept approved in Riverside County in February 2012 and currently in the entitlement process in the County Imperial.