



Submitted application for Economic Development Committee

Email *

[REDACTED]

This Form and its contents may be subject to the California Public Records Act, and as such may therefore be subject to public disclosure unless otherwise exempt under the act.

First Name *

Cesar

MI

Last Name *

Lara

Address 1 *

[REDACTED]

Address 2 (optional)

City *

[REDACTED]

State *

CA

Postal Code *

[REDACTED]

What district do you live in? *

District 4

What district do you want to serve in?

District 4

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts.

Ethnicity

Hispanic/Latino

Gender

Male

Primary Phone *

[REDACTED]

Alternate Phone

Please identify how you prefer to be contacted.

Email

Are you currently serving on a County of Monterey Board, Commission, Committee or other Community Advisory Group? *

Yes

If yes, please list

Interests & Experiences

Please tell us about yourself and why you want serve

My current role with labor unions is Director of workforce and economic development for the California Labor Federation, which includes all unions in California, longtime resident of Monterey County and actively involved in issues around economic development, locally and statewide.

Please state the reason you would like to be a member of this board committee/commission/district.

With my extensive experience in labor advocacy at both the local and state levels, I am confident I can bring significant value to the Economic Development Committee. My involvement in the county's most recent CEDS plan, leadership as a key labor voice in the region's Rising Together initiative, and over a decade of active service on the Workforce Development Board demonstrate my deep commitment to fostering equitable economic growth in Monterey County.

Have you served on an advisory group before?

Yes

If yes, please explain

From time to time, I've been called in to support the county in hiring and advising, along with my current involvement with the Monterey County Workforce Development Board, and was actively engaged when the cannabis department being established. Those are my direct involvements with the County of Monterey, but I've also been involved in local city and state advisory groups before.

How did you hear about the position?

Previous committee member, Jonathan Brown, and supervisor LUIS ALEJO reached out to me about possibly applying.

County of Monterey Policy - states that Commissioners are required to attend meetings on a regular basis. If appointed, will you be able to attend meetings regularly and devote the time necessary to fulfill your duties as a member *

Yes

Background Information

Upload a resume with the names, addresses, and dates of employers for the last five (5) years.

[View Resume](#)

Employer

Monterey Bay CLC

Job Title

Executive Director

Occupation

Labor union

Employer Address



Information Regarding Conflict of Interest and Filing of Statements of Economic Interests (Form 700)

State and local law requires that you abstain from participation in decisions that may affect your financial interest, including sources of income and interest in real property or investments. In addition, if appointed you may be required to fill out a disclosure statement that identifies certain of your financial interest beginning with the immediate 12 months period prior to your appointment.

In accordance with Government Code Sections 87313 and the County of Monterey's Conflict of Interest Code, this Board/commission/Committee/District, you may be required to file statements disclosing certain types of information so that the public can be made aware of potential conflicts of interest. The types of disclosures are:

- Investments
- Interests in Real Property Held by a Business Entity or Trust
- Investments Held by a Business Entity or Trust Income (other than loans and gifts)
- Income – Travel Payments, Advances, Reimbursements
- Income gifts
- Business Positions
- Commission Income Received by Brokers, Agents, and Salespersons
- Income and Loans to a Business Entity or Trust Income from Rental Property

If you have any questions regarding disclosure requirements, please contact the Clerk of the Board's office at 831-755-5066.

Please identify any specialized accommodations needed for equal participation:

N/A

I DECLARE, UNDER PENALTY OF DISQUALIFICATION AND TERMINATION, THAT ALL STATEMENTS IN THIS APPLICATION ARE TRUE AND COMPLETE TO THE BEST OF MY KNOWLEDGE.

Enter Your Initials *

CL

Cesar Lara

Professional Summary: Results-driven leader with 20+ years of experience in workforce development, public policy, and community empowerment. Proven ability to drive initiatives that advance social justice, labor relations, and economic equity. Adept at strategic planning, program management, and fostering collaborative partnerships to achieve systemic change.

Professional Experience:

California Federation of Labor Unions (California Labor Federation, AFL-CIO)

Director of Workforce and Economic Development | May 2023 – Present

- Lead statewide initiatives to strengthen labor relations and economic opportunities.
- Develop policies and programs to support workforce training and equitable employment.

Monterey Bay Central Labor Council AFL-CIO

Executive Director | Aug 2006 – Oct 2024

- Spearheaded advocacy efforts for labor rights and community engagement.
- Managed organizational strategy and partnerships to amplify worker voices.

Motivating Individual Leadership for Public Advancement (MILPA)

Director for Policy and Programs | Mar 2020 – May 2023

- Designed and implemented programs to promote leadership in underserved communities.
- Advised on policy development to advance social justice and equity.

Building Healthy Communities, East Salinas

Policy/Communications Director | Jan 2012 – Jul 2019

- Led policy advocacy and communications strategies to address community health disparities.
- Collaborated with stakeholders to drive systemic change in Salinas.

Central Coast Citizenship Project

Executive Director | Jun 2005 – Mar 2020

- Oversaw initiatives to support immigrant integration and civic participation.
- Secured funding and built coalitions to expand program impact.

Additional Roles:

- Secretary-Treasurer, International Brotherhood of Teamsters Local 890 | Feb 2011 – Dec 2015
- CA State Director, La Union del Pueblo Entero (LUPE) | Jul 2004 – Jul 2006
- Congressional Aide, U.S. Congress (Sam Farr) | Nov 2002 – May 2004
- Administrative Coordinator, United Farm Workers of America (UFW) | Jun 2002 – Nov 2002

Education:

California State University, Chico

Bachelor's degree in international relations

Minor: International Business & Chicano Studies | 1996 – 2002

Key Skills: Workforce Development | Policy Analysis & Advocacy | Strategic Planning | Program Management | Community Engagement

Leadership & Board Memberships:

- Board President, Center for Community Advocacy
- Vice Chair, Monterey County Democratic Central Committee
- Board Member, Californians for Pesticide Reform
- Vice Chair, Monterey County Workforce Development Board
- Board Member, Communities for a New California Education Fund

Who is Cesar Lara from Monterey County?

A Labor Leader and Community Advocate in Monterey County

Cesar Lara stands as a prominent figure in Monterey County's labor movement and community advocacy landscape, serving as the Director of Workforce and Economic Development at the California Labor Federation. His career has been marked by a deep commitment to workers' rights and social justice initiatives across the region, demonstrating a consistent pattern of advocacy for working families and marginalized communities.

Leadership in Labor Movement

As an experienced executive with a strong background in public policy, Lara has established himself as a vocal advocate for workers' rights, particularly in the hospitality and agricultural sectors. His role extends beyond traditional labor organizing, as he has been instrumental in addressing critical issues affecting Monterey County's workforce. During the post-pandemic recovery period, Lara emphasized the importance of ensuring working families could rebuild their lives through safe and timely return to work, demonstrating his practical approach to labor advocacy.

Community Advocacy and Social Justice

Lara's influence extends significantly into social justice and immigration rights. As the Executive Director of the Monterey Bay Central Labor Council, he has been particularly vocal about immigrant workers' rights and community safety. His advocacy has been especially noteworthy in Monterey County, which he identifies as home to the largest population of undocumented immigrants in the state. He has consistently emphasized the critical role these workers play in the agricultural sector, particularly in the Salinas Valley, where they contribute significantly to the nation's food supply.

Policy Influence and Public Service

In his role as a community leader, Lara has been involved in various civic oversight positions, including serving on the Measure G Oversight Committee, which was responsible for auditing the city's allocation of \$20 million in tax revenue. His approach to public service often combines direct action with policy advocacy, as demonstrated by his willingness to engage in civil disobedience when he believes workers' rights are at stake.

Budget Advocacy and Fiscal Oversight

Lara has been particularly active in matters of public spending and fiscal accountability. In his role with the Central Labor Council, he has been a critical voice in discussions about public expenditure, notably pointing out that the sheriff's department budget had grown to equal that of the entire city of Salinas. This demonstrates his commitment to ensuring public resources are allocated effectively and responsibly for community benefit.

Conclusion

Cesar Lara represents a multifaceted leader whose influence extends across various aspects of Monterey County's civic life. Whether advocating for worker rights, speaking out on immigration issues, or providing oversight on public spending, his actions reflect a consistent commitment to social justice and community welfare. His work continues to shape local policy discussions and labor relations in Monterey County, particularly in addressing the needs of working families and immigrant communities that form the backbone of the region's economy.