


BUSINESS JOURNAL

CARLSBAD.ORG

A W A R D W I N N I N G P U B L I C A T I O N

OCTOBER 2020



2020 VOTER RESOURCE GUIDE

ELECTION DAY:
TUESDAY, NOVEMBER 3, 2020

DISCLAIMER: For more than thirty years the Carlsbad Chamber of Commerce has produced a section in the Carlsbad Business Journal that highlights local candidates running for office. The 2020 Voter Resource Guide is a free resource for the business community and residents to get some insights into the candidates background, skills and priorities as a public official. The Carlsbad Chamber of Commerce does not endorse any candidates. Candidates are listed in the same order they appear in the county voter guide. This voter guide will also be available online.



Keith Blackburn

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Why are you running for office?

Carlsbad council members, for many years, have built our city to be the envy of the county. My only motivation for continuing to serve on our city council is to protect and enhance what my predecessors have accomplished.

What does a strong local economy look like to you? How would you encourage it and promote it?

Carlsbad enjoys a very diversified source of revenue. Through property tax, hotel tax (TOT), and sales tax we are able to remain financially strong. This fiscal strength allows Carlsbad to provide our residents with quality of life benefits, such as open space, parks, libraries, well maintained roads, and police and fire protection.

What are you going to do to encourage the creation of affordable workforce housing for businesses?

I have shared ideas about workforce housing with a local employer

who employs many service industry employees. The benefits include providing affordable housing to employees, reduce traffic from commuting from other cities, which will reduce traffic and automobile pollution.

Identify 3 unique problems that your district is facing now.

Traffic: Traffic congestion affects everyone's quality of life. I have championed updated traffic signal technology, when complete, will reduce red light wait time by 1/3.

Crime: Our police officers are the best trained and have the best equipment. Unfortunately, with early release of prisoners, and shifting parole responsibilities to local counties, I fear there may be a rise in crime. I will continue to provide our police with the resources they need to keep Carlsbad safe.

Homelessness: We have all noticed increases in homelessness. Carlsbad has developed a homeless outreach team, led by five police personnel who work closely with social workers. They

work diligently with our homeless residents, one at a time, to identify why each individual is homeless and how they can be sheltered. The police and social workers have found creative ideas to help many of our homeless, and will continue to provide these services.

What are ways in which you will collaborate and work together with neighboring cities?

One of the many benefits to working for our city for over 33 years, is that I have built institutional knowledge and formed relationships with neighboring community leaders. I have developed a good working relationship with council members throughout our county, serving with them on regional boards such as the County Water Authority, NC Joint Dispatch, and Encina Wastewater.

“Actively involved with volunteer groups such as the Carlsbad Animal Shelter, Junior Achievement, and Meals on Wheels, I have come to better know the needs and wants of our city.”

Re-Elect Keith Blackburn for Carlsbad City Council

“Since my election in 2008, I have and I will continue to donate my city council salary to local non-profits.”

**Remember to Vote
November 3**

For more information visit:

Keith4Carlsbad.com

PAID FOR BY: RE-ELECT KEITH BLACKBURN FOR
CARLSBAD CITY COUNCIL 2020, FPCC 1301691



**PRESERVING
PROTECTING
ENHANCING**

Carlsbad



Why are you running for office?

I'm running for City Council because I want to safeguard the quality of life that makes Carlsbad a wonderful place to live, work and play and create the best outcomes for our future. The people of Carlsbad want a Councilmember who is accessible and who is in line with their community vision. I will support our small businesses, protect our open spaces, prioritize the safety of our community and help our seniors age in place. I'm committed to working together with all of our citizens -- to listen to their needs, represent their values and deliver results for our residents.

What does a strong local economy look like to you? How would you encourage it and promote it?

Over the last 23 years, I have held senior leadership positions at some of the world's most admired global companies, and at non-profit and community organizations. I've worked at PricewaterhouseCoopers, Ernst & Young, Johnson Controls and Microsoft. What I've learned working for some of the most successful companies is that a strong economy always starts local and is citizen (customer) focused, is adaptable to changing conditions and is collaborative through a strong network of partners working together to innovate and grow. Carlsbad has

the potential and capability to be a leader in clean energy technologies, creating local jobs and strengthening our economy for decades to come. Diversifying our tax base can provide much needed revenue during uncertain economic cycles.

What are you going to do to encourage the creation of affordable workforce housing for businesses?

We need to address our housing/jobs imbalance and ensure that Carlsbad firefighters, police officers and teachers aren't priced out of their homes. It is a disservice to our public servants and educators that they cannot afford to live in the city they work in. There is no silver bullet to solving the housing affordability problem but it's critical that we liaise with experts and get creative by looking at the ways our local policies can help facilitate a mutually beneficial outcome. Recently, thousands of Carlsbad residents responded to a housing survey asking for input on where affordable housing units should be built. The number one response was "at vacant industrial sites that have been converted to residential use." I agree that this is an important opportunity we need to seriously consider. I also want to bring best practices and innovation from across the globe that provide viable solutions to building affordable housing such as modular design and construction.

Identify 3 unique problems that your district is facing now.

The top three issues in district 2 are: supporting small businesses and investing in the local economy; protecting our open spaces from further development; and, mitigating traffic congestion and promoting road safety, especially around schools.

What are ways in which you will collaborate and work together with neighboring cities?

It is imperative that we work together with our neighbors to collectively support a strong quality of life across all of North County San Diego. I am honored to be endorsed by the Mayors of Encinitas and Del Mar. While each city has its own distinctive features, I have started to build critical relationships and have initiated discussions to exchange ideas and focus on priority issues where collaboration is critical to success such as climate change and mobility. More than ever, it is time for leaders to 'lead forward' by proactively engaging with other decision makers to collaborate, innovate and move our communities forward toward a sustainable future.



Lela Panagides

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Brian Higgins

On September 8, Brian Higgins announced he was suspending his campaign.



**BECAUSE
IT
MATTERS**

REGISTER TO VOTE:

Online Voter Registration | California Secretary of State

California Online Voter Registration website.

Register to vote online, save a stamp!

www.registertovote.ca.gov/
registertovote.ca.gov



Teresa Acosta

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Why are you running for office?

In our community, I founded a business, raised a child, taught community college classes, and volunteered for and invested in a variety of local non-profits and causes. Four generations of my family live in my district and I cannot think of a better way to give back to and serve the community that has given me and my family so much. I'm running because Carlsbad's District 4 deserves a representative who is experienced in government, non-profit and business leadership, and is fully committed to serving our community.

What does a strong local economy look like to you? How would you encourage it and promote it?

As a small business owner and the Chair of the Government Affairs and Technology Advisory Committees at the Carlsbad Chamber of Commerce, this is something I think about every single day. A strong local economy for me means a diverse economy that is home to small businesses providing key services and employing local residents. As your Councilmember, I will encourage open, regular communication with our small businesses; flexible, forward-thinking, and nimble governance that will assist our small businesses to adapt and be resilient during

challenging times; streamlined, online processing of city permits and fees; and promotion of our local "mom and pop" shops.

What are you going to do to encourage the creation of affordable workforce housing for businesses?

We must build the affordable workforce housing we need, while preserving the small, beach town character of our community. I recently hosted a virtual meeting to discuss this issue with my District 4 neighbors, and I have been observing the Housing Element Advisory Committee carefully. I will continue to encourage public engagement on the future of housing in Carlsbad, and I will support a combination of strategies, including re-zoning commercial and industrial areas to residential/mixed-use, up-zoning residential areas near transit corridors, and re-developing underutilized properties.

Identify 3 unique problems that your district is facing now.

- 1) Protection of open spaces and our environment
- 2) Street safety and traffic congestion
- 3) Assistance for local businesses so they can adapt and thrive

What are ways in which you will collaborate and work together with neighboring cities?

Collaboration among cities in our region is extremely important, and my extensive experience with negotiations and building partnerships will be very useful. As Councilmember, I will collaborate with neighboring cities on shared issues like infrastructure, public safety, environmental protection, and homelessness. District 4 shares a border with Encinitas, and many of our residents feel very connected to Encinitas because their children attend Encinitas school district schools, and they frequent nearby Encinitas shopping centers. Fortunately, I already have strong relationships with Encinitas city leadership and we are ready to work together. District 4 also includes several major streets that carry through-traffic from I-5 and neighboring communities, including Encinitas, San Marcos, Vista, and Oceanside. I am ready to work on our transportation issues with our neighbors and regional organizations. Collaboration between our neighboring cities and regional organizations that serve our population will result in better outcomes for our children and families.

TERESA ACOSTA

Experienced, Committed Leadership for Carlsbad City Council

- ✓ Small business owner, former professor, MBA
- ✓ Effective city leader, consensus builder, and policy expert
- ✓ Chair, Technology Advisory & Gov't Affairs Committees at Carlsbad Chamber of Commerce
- ✓ Vice Chair, Institute for Local Government Board
- ✓ Specialist in business, nonprofit and gov't partnerships

www.teresaacosta.org



@TeresaForCarlsbad



@TeresaAcosta

Paid for by Teresa Acosta for City Council 2020 FPPC ID 1419056



Why are you running for office?

I want to protect the quality of life in Carlsbad. Carlsbad has always been a place where families and businesses thrive. We have great libraries, parks, roads and police and fire services because previous city councils have exercised long-term planning and responsible financial management. I've lived in Carlsbad for 40 years. I've been chairman of the board of the Carlsbad Chamber, and served as president of multiple non-profit organizations. I was named Citizen of the Year in 2015. I have the proven leadership abilities to serve the business community and residents of Carlsbad.

What does a strong local economy look like to you? How would you encourage and promote it?

A strong Carlsbad economy is where local businesses are thriving, employing many people, and growing. It's where business has access to capital and the skilled workers they need, and there is a mix of local housing options for their employees. It's where businesses can operate with minimal regulatory and tax burdens, and the city is flexible to meet the changing needs of local business.

That is the vision I will work for and support.

What are you going to do to encourage the creation of affordable workforce housing for business?

Carlsbad's Growth Management Plan was approved by voters in 1986 and has served us well. It needs to be reviewed and updated to guide us through the next 30 years. We need to make sure we have a mix of affordable housing so our children can live here, as well as our police officers, teachers, and restaurant workers. We need to protect the character of our neighborhoods by concentrating high-density development near mass transit and along our industrial corridor. We can retrofit decaying strip malls with commercial units on lower floors and residential above. It is possible to accommodate state-mandated, high-density housing without sacrificing the beach community charm that makes Carlsbad such a great place to live.

Identify 3 unique problems your district is facing now.

Emergency response is a bit slower in South Carlsbad and I will work to improve it. We need to increase parks in South Carlsbad. We need to de-

termine if it's feasible to build a park in the Ponto area. Carlsbad needs to work with Encinitas and San Marcos to synchronize traffic signals on El Camino Real and Rancho Santa Fe, so we keep traffic moving when traveling between cities, which also benefits the environment.

What are ways in which you will collaborate and work together with neighboring cities?

We must collaborate with other cities to solve regional issues for the benefit of all. We need to take politics out of these relationships and foster open communication. My background includes training as a facilitator to work with others to brainstorm and find the best solutions possible. The success of our newly formed Clean Energy Alliance depends on our ability to add additional cities. The current alliance of just Carlsbad, Del Mar, and Solan Beach won't provide the economies of scale for rate savings. We need to work with North County cities to make sure SANDAG decisions don't result in our residents paying enormous taxes for mass transit services that will never succeed in the North County. We need leaders other cities can trust. I will be one of those leaders.



Phil Urbina

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Instagram: @phil4carlsbad

- ☒ **Public Safety:** Carlsbad is one of the safest cities in California. As a council member, I will vote to keep our police and fire departments fully funded.
- ☒ **Parks and Open Space:** I support the preservation of our neighborhoods and will keep our parks, trails and beaches clean.
- ☒ **Infrastructure:** I will continue to prioritize investment in our infrastructure and services.
- ☒ **No New Taxes:** The true impact of our economic shutdown remains to be seen. I will resist new taxes on the citizens and businesses of Carlsbad so they can focus on restoring the financial stability of their families and livelihoods.

Healthy families build strong communities!

Phil
URBINA

Visit phil4carlsbad.org for more information.

Paid for by Phil Urbina for City Council 2020
FPCC #1418164

CARLSBAD CITY COUNCIL DISTRICT 4

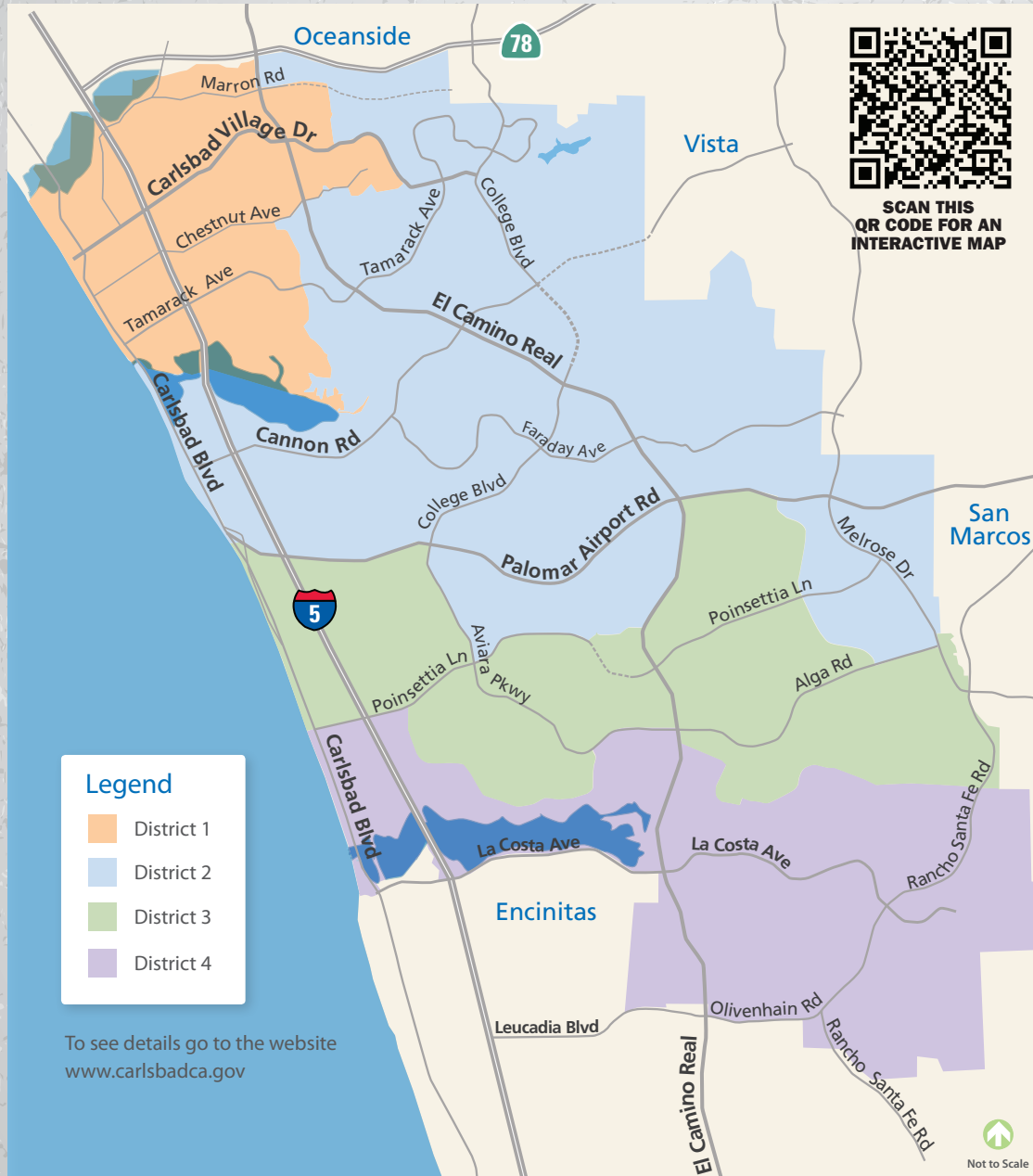


The District Elections in Carlsbad

There are four districts in Carlsbad. Voters in each district elect a councilmember who lives in that same district. City councilmember elections are staggered every two years and councilmembers serve four year terms. This year, District 2 and District 4 will be up for election.

Do you know which district are you in?

Take a look at this map or look up your district online at www2.sdcounty.ca.gov/rov/Eng/Voters.asp



KEY DATES

Sample ballot and voter information guides will be mailed to voters starting Sept. 24.

OCT 5

Early voting begins.

Vote early at the San Diego County Registrar of Voters office 5600 Overland Ave, San Diego, CA 92123 beginning Oct. 5, Monday through Friday from 8 a.m. to 5 p.m.

OCT 5

Vote by mail ballots mailed.

Voters do not need to apply for a mail ballot. Registered voters will automatically receive a ballot in the mail.

(If you haven't received yours by October 19, call the Registrar of Voters at (858) 565-5800)

OCT 6

Mail ballot-drop off locations open through Nov. 3.

Visit https://www.sdvote.com/content/dam/rov/en/pdf/Mail_Ballot_Drop_Off_Locations.pdf

OCT 19

Voter registration deadline.

Last day to register for November election.
Register online, registertovote.ca.gov.

OCT 31

235 super polls open

Oct. 31, Nov. 1 and Nov. 2 from 8 a.m. to 5 p.m.
www.sdvote.com/content/dam/rov/en/pdf/Official_Polls_List.pdf

NOV 3

Election Day.

235 super poll locations and Registrar's office open from 7 a.m. to 8 p.m.
Last day to vote by mail or return mail ballot.

NOV 20

Deadline to receive mail ballots.

Ballots returned by mail—must be postmarked on or before November 3 and received by county elections office no later than November 20.
No postage is required!

Our position on housing and rent

For years, the Carlsbad Chamber of Commerce has been weighing in on propositions and measures that are voted on by the community during the elections. The Carlsbad Chamber does not endorse candidates, but the Board of Directors does evaluate these propositions and measures and seeks to come up with a unified stance.

One of those propositions is Prop. 21. After careful consideration the Chamber's Board of Directors has voted to oppose this proposition also known as the "Rental Affordability Act" or "Local Rent Control Initiative."

If approved, this proposition would amend state law and to allow local government to establish rent control on residential properties over 15 years old. It would allow local limits on annual rent increases to differ from current statewide limit; allow rent increases in rent-controlled properties of up to 15 percent over three years at the start of a new tenancy.

The proposition exempts individuals who own no more than two homes from new rent control policies. In accordance with California law, this proposition would prohibit rent control from violating landlords' rights to fair financial return. The fiscal impact would potentially be a reduction in state revenues in the high 10's of millions of dollars per year. Depending on actions by local communities, revenue losses could be less or more.

The support argument on Proposition 21 is that it would help with more affordable housing. But here at the Chamber, we believe Proposition 21 would not help affordable housing as it would drive investment for affordable housing out of California.

Carl Streicher a loan originator at **PrimeLending** says "Prop. 21 is a miss! There are measures already in place to address much of our housing crisis here in California. A **NO** vote on Prop 21 will



Matt Leonard

CHAIRMAN OF THE BOARD
CARLSBAD CHAMBER OF COMMERCE

help preserve market forces to drive this economy in the right direction. Providing low to moderate income housing is a real concern, but Prop 21 is the wrong solution."

Meanwhile, Jim Scanlon, Broker/Owner of **Scanlon Realty Management, LLC**, says that "if passed, Prop 21 would allow local governments to enact additional controls on rental rate increases that exceed those already established in AB 1482. AB 1482 was passed earlier this year and puts limits on annual rent increases (10% max) while limiting landlord controls over eviction proceedings."

The Chamber position is that Prop. 21 is a second attempt (voters rejected Prop. 10, a similar proposition in 2018) to impose limits on rent increases when a new renter moved in. This will have a negative impact in the marketplace and will push more landlords to leave the market.

By voting, you have the power to decide the future of our community. Please study the issues and vote on November 3, 2020 (or early vote).

U.S. REPRESENTATIVE - 49TH DISTRICT



Mike Levin

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What are you going to do to encourage the creation of affordable workforce housing for businesses?

Too many in our district lack access to affordable and quality housing. Much of our district spends a large percentage of their income on housing – leaving them with nowhere near enough money left over to meet other needs.

We need a national investment in infrastructure and resources to expand access to housing that is affordable, safe and healthy, energy efficient, and located near good schools and with a reasonable commute to their jobs.

I support down payment assistance through a refundable and advanceable tax credit, as well as full funding for federal rental assistance. We are all better off when our workforce can afford to live in the community.

The economy in our district has suffered greatly due to COVID-19. What would you do to make sure our community stays healthy and safe while supporting our businesses?

Since this past March, my colleagues and I have passed four bipartisan relief packages that have been signed into law to address the public health and economic impact of COVID-19. The largest package was the CARES Act, which included \$310 billion for the Paycheck Protection Program. The PPP has provided more than \$613 million in federal stimulus funding for our district, helping to sustain 20,456 small businesses with 241,446 employees.

Most recently, the House passed the Heroes Act, a \$3 trillion bill to support small businesses and working families, including \$875 billion for state and local governments.

Identify 3 unique problems that your district is facing now.

I helped lead the effort to include \$300 million in the bipartisan USMCA to finally clean up the horrific water pollution in the Tijuana River Valley.

With our high population density and earthquake faults, addressing the safe storage and removal of the hazardous nuclear waste at San Onofre from our coast has been one of my top priorities during my first term.

As Chair of the Veterans' Affairs Subcommittee on Economic Opportunity, I've worked towards ending veteran homelessness and passed legislation to get veterans back on their feet. I also secured \$146 million for infrastructure projects here at Camp Pendleton.

Why are you running for office?

Since being sworn into office in January 2019, I've had the privilege to serve on the Veterans' Affairs Committee, the Natural Resources Committee, and the Select Committee on the Climate Crisis. I've had the unique opportunity as a freshman to chair the Veterans' Affairs Subcommittee on Economic Opportunity. I'm proud to have introduced more than 20 bipartisan bills for our veterans, including four that have already been signed into law by President Trump.

I will continue to work tirelessly to improve the lives of our constituents, fight for our small businesses, and uphold our democratic values.

What does a strong local economy look like to you? How would you encourage it and promote it?

Trade is critical for our regional economy. A huge bipartisan win for businesses I fought for was the passage of the USMCA, which will help generate billions in economic activity throughout San Diego and Southern California. We must also invest in our small businesses, especially during these challenging times. I have introduced and co-sponsored a variety of legislation to support our small businesses, including the Paycheck Protection Flexibility Act, to extend the loan forgiveness program from eight weeks to 24 weeks and allow businesses with PPP loans to access payroll tax deferment.

U.S. REPRESENTATIVE - 49TH DISTRICT

Why are you running for office?

As a Certified Financial Planner, I've spent most of my career helping families save for a rainy day, send their kids to college, and retire with dignity. I'm also a local elected official who knows how to use common sense leadership and work with people from all walks of life to get results. As your Congressman, I pledge to always do what is best for our district, not cater to special interests and fringe socialist interests.

What does a strong economy look like to you? How would you encourage it and promote it?

A strong economy is reflected in high workforce participation, high consumer confidence, new job creation, rising GDP, and favorable returns on investments in the markets. These indicators of a strong economy were all present before we were unexpectedly rocked by COVID-19. As Congressman, I will work on a swift economic recovery post-COVID which will include tax relief for our small business owners so they can stay in business and rehire their employees, as well as additional tax relief for American workers to stimulate the economy. I will also support legislation to bring home American jobs that have been outsourced.

What are you going to do to encourage the creation of affordable workforce housing for businesses?

California law already requires 20% of redevelopment funds to be directed towards affordable housing. The Federal government can aid in these efforts by establishing more opportunity zones in low-income areas so businesses there can grow and thrive. Opportunity zones encourage the creation of affordable housing by providing tax incentives to developers. This expansion of this program will be a priority of mine in Congress.

The economy in our district has suffered greatly due to COVID-19. What would you do to make sure our community stays healthy and safe while supporting our businesses?

A recent article stated that 60% of businesses closed due to the COVID-19 shutdown. I find this to be sad and completely avoidable. A brief shutdown was necessary and generally accepted by the



Brian Maryott

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American public. However, this shutdown went on far too long in California. Federal aid was made available but it was not efficiently allocated or easily accessible, which is what normally happens when the Federal government tries to solve a problem. I strongly believe that every business should be allowed to reopen, provided that they make adjustments for customer safety. Our business owners are willing and able to make these health-related accommodations. Government must put their trust in the people, and it has done anything but that.

Identify 3 unique problems that your district is facing now.

Here in California's 49th District, we have unique challenges that present ample opportunity for bipartisan solutions. We must move the nuclear waste from San Onofre to a permanent repository. We must address the sand and coastline erosion in our beautiful coastal cities through partnership with the Army Corps of Engineers, who have pushed this off for far too long. Finally, we must pass legislation to address suicide and mental health in the Veterans community. An excellent bill to address Veterans suicide passed the Senate unanimously (S. 785), yet is being held up in the House due to petty politics from the Democrats. We need to set politics aside and get to work on these issues that affect our district directly, and the country at large.

Why are you running for office?

As a third-generation North County resident, mother, and businesswoman, I bring the right balance to the State Assembly. During this pandemic, my office has worked nonstop to help businesses and residents successfully access much-needed state resources. In light of our economic challenges, I have authored/co-authored legislation to help small businesses manage economic downturns, give tax credits to help businesses grow, and create job retraining programs to provide the talent our region needs to get back on its feet and thrive. It's this type of leadership that I hope to continue as your Assembly-member.

What does a strong local economy look like to you? How would you encourage it and promote it?

A strong local economy develops local talent to create opportunity and prosperity for our region. Businesses and residents feel safe and are able to thrive, and the core of our downtowns and mainstreets is preserved. In the State Assembly, I have worked to strengthen our local economy by securing funding in our region for beachfront improvements, a veterans' service center, and homelessness prevention and outreach programs. In addition, I have authored bills making it easier for

businesses to avoid costly lawsuits and better manage economic downturns.

What are you going to do to encourage the creation of affordable workforce housing for businesses?

Cities know their workforce housing needs better than Sacramento. I strongly oppose the one-size-fits-all housing approach. Instead, our local governments and the state must work together to incentivize the market to create smaller, more affordable units for our local families, seniors, and veterans.

I support matching local dollars with money from the state's affordable housing fund to increase the number of units that are affordable at the moderate and low-income levels. This should also include matching funds for roads, emergency responders, and infrastructure, thereby creating the housing diversity that supports our businesses and protects our neighborhood character.

The economy in our district has suffered greatly due to COVID-19. What would you do to make sure our community stays healthy and safe while supporting our businesses?

Protecting public health means helping our businesses adapt to these circumstances. That's why I authored AB 1731, making it easier for businesses to access the state's Work Share program

and manage the variability of demand caused by the pandemic. I also co-authored SB 1447, helping small businesses grow by providing tax credits for hiring employees. I worked with the Jobs and Economic Development Chair on AB 1457 to provide retraining programs focused on skills local employers actually need. Together, these bills help businesses remain viable while still pivoting to protect public health.

Identify 3 unique problems that your district is facing now.

Dealing with the pandemic and ensuing economic downturn is the biggest challenge facing the district, followed by climate change and homelessness.

I worked closely with the California Chamber of Commerce on policies to support small businesses during this crisis, and helped secure funding for public health and education, ensuring our local schools and colleges are able to fill the crucial talent pipeline.

I voted for funding to expand wildfire protection and address coastal erosion, because protecting our beaches, parks, trails, and open space is critical for local tourism, a vital part of our regional economy.

On homelessness, I secured funding for each of my cities, including Carlsbad, for prevention and intervention programs that ensure our veterans, families, and youth have the resources they need to get off the streets.



**Tasha
Boerner
Horvath**

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Instagram: @tashaboerner



www.Tasha4Assembly.com

The economic and public health challenges we face are serious, *but they are no match for the strength and resilience of North County's residents and businesses.* I'd be honored to earn your vote so that I may continue representing Carlsbad in the State Assembly.

Tasha

TASHA
BOERNER HORVATH
STATE ASSEMBLY

Paid for by Tasha Boerner Horvath for Assembly 2020 • ID # 1414240



Melanie Burkholder

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Instagram: @mgburkholder

Why are you running for office?

I am a wife, mother, and small businesswoman. I have lived in this area for over 10 years and seen the injustices from Sacramento that negatively impact my family. We need to stop punishing our citizens for trying to be successful and stop decriminalizing bad behavior at the expense of public safety. I love my country and my home of Carlsbad; serving my community is more important to me than the accumulation of wealth. It's time for a new wave of leadership.

What does a strong local economy look like to you? How would you encourage it and promote it?

Workers need freedom to start a business, be an employee, or freelance. We must reduce the crushing burden of taxation on business and success, especially considering how poorly those dollars are spent by Sacramento. While paid maternity leave and health care are important, we must stop imposing requirements on small businesses which they cannot afford that place them at a disadvantage to larger corporations with economies of scale.

What are you going to do to encourage the creation of affordable work force housing for businesses?

Sacramento has no idea what the needs of North County are and our local leaders should be the ones calling for affordable housing where it is needed. We have to allow for local control when it comes to serving the affordable housing needs in our district. Green building codes, higher property taxes, and rent control (AB1482) all work against that goal. Also, we need to cut back residential impact fees imposed at the local level which can drive up the cost of new homes by 14% in some areas. State and local governments continuously make it more expensive to build and do business, which leads to higher taxes, which leads to even greater expense, and this damaging cycle must be stopped.

The economy in our district has suffered greatly due to COVID-19. What would you do to make sure our community stays healthy and safe while supporting our businesses?

We MUST allow all businesses AND schools to reopen with appropriate safety restrictions, as every day we wait means more permanent closures and extending an already unnecessarily long

recovery period. COVID-19 has devastated North County. What was once a thriving economy has been destroyed by the Governor's handling of this virus. I will work with local businesses through the Economic Development Department to provide relief and fill the gap for small business owners who are struggling. To ensure the community's health and safety, I would model businesses opening similar to the big box companies that have remained open throughout the crisis. Use what works and fine-tune what hasn't worked.

Identify 3 unique problems that your district is facing now.

First, unemployment has reached 17% in San Diego. We must immediately reopen businesses because low income households are suffering. Second, homelessness continues to worsen because of the 'Housing First' policy. Accountability for people to get the help they need, including housing, should be tied together. Third, anxiety and depression are rising. We will see a mental health epidemic in the near future. Young families are moving out of the district because they cannot provide for themselves in a market where their children are distance learning and parents cannot go back to work.



A new wave of leadership
DR. MELANIE BURKHOLDER
— FOR ASSEMBLY DISTRICT 76 —
Carlsbad Encinitas Oceanside Vista Camp Pendleton

HAD ENOUGH?

**Vote for change.
Vote Dr. Melanie Burkholder
for Assembly.**

Stop Punishing Small Businesses

Paid for by Burkholder for Assembly - FPCC #1419740



The Carlsbad Chamber of Commerce has taken positions on five of twelve ballot propositions that are being placed before the voters in November.

"The Carlsbad Chamber of Commerce is committed to advocating for businesses and their ability to conduct business in the State of California. As our business community tries to recover from the COVID-19 impact, our Board of Directors encourages everyone to think of the impacts these propositions will have on business if enacted."

— BRET SCHANZENBACH, PRESIDENT & CEO

YES NO



PROP 15

Increases funding sources for public schools, community colleges, and local government services by changing tax assessment of commercial and industrial property.



PROP 20

Restricts parole for certain offenses currently considered to be non-violent. Authorizes felony sentences for certain offenses currently treated only as misdemeanors.



PROP 21

Expands local governments' authority to enact rent control on residential property.



PROP 22

Exempts app-based transportation and delivery companies from providing employee benefits to certain drivers.



PROP 24

Amends consumer privacy laws.

*Description of propositions have been taken from the California General Election November 3, 2020 - Official Voter Information Guide - <https://voterguide.sos.ca.gov/>

The image shows two SDGE helicopters in action over a large body of water. In the foreground, a red and blue helicopter with the registration N619GE is suspended in the air, carrying a large orange water bucket. In the background, another orange helicopter is also performing a water drop, creating a misty spray. The background features a rocky coastline under a clear sky.

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taking care of
our community**

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