



BUSINESSJOURNAL

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 2022



2022 VOTER RESOURCE GUIDE

ELECTION DAY: TUESDAY, NOVEMBER 8, 2022

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.



**Mike
Levin**

1. Why are you running for office?

I am running for reelection because we have made incredible bipartisan progress on our local priorities and I want to keep building on that progress. I've introduced 19 bipartisan bills that have been signed into law by presidents from both parties; I've delivered millions in federal support for local small businesses; and I worked to pass legislation like the Bipartisan Infrastructure Law and the CHIPS and Science Act to grow our economy.

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

The 49th District hosts vibrant biotechnology, IT, clean energy, and tourism industries. I have worked across party lines to bolster these fields and grow our economy. That includes the bipartisan CHIPS and Science Act to make America the world leader in microchips, which will significantly benefit many local companies.

3. What are you going to do to encourage the creation of affordable workforce housing?

I support federal investments in new affordable housing development, particularly near public transit and

places of work. I have cosponsored legislation that would make significant investments in new affordable housing across California.

4. In light of COVID-19, how do you propose we all move forward so businesses can succeed while simultaneously keeping the community safe?

I worked to pass bipartisan relief packages to bolster the nation's public health response to the virus, support those who lost their jobs, and help local small businesses stay afloat. Thanks to the relief we provided, the pandemic is largely behind us and businesses can operate normally again.

5. Identify the top three problems your district is facing today.

Accelerating Sustainable Energy and Environmental Protection - I will continue to work to put my district at the forefront of clean technology job growth developed right here by Carlsbad's innovation economy.

Providing Affordable Healthcare Coverage for All - I was proud to vote for the Inflation Reduction Act to expand access to affordable healthcare and lower prescription drug costs. I will continue to work to achieve af-

fordable healthcare options for all Americans, lower prescription drug costs, protect those with pre-existing conditions, and protect and strengthen Medicare.

Honoring Our Veterans - I have authored and passed 18 bipartisan bills in the House to support our veterans and their families. I will continue to work to make veteran homelessness an issue of the past.

Mike Levin

Bringing people together, across party lines, to make a difference for our community.

- ★ SECURED hundreds of millions in pandemic relief to support small businesses, schools, cities and law enforcement.
- ★ HELPED PASS legislation to grow our economy, lower costs for families, reduce gun violence and provide our veterans with the care and services they earned.
- ★ WILL ALWAYS DEFEND our democracy and a woman's right to reproductive choice.



Paid for by Mike Levin for Congress



1. Why are you running for office?

I am running for Congress because our country is headed in the wrong direction. Government is failing us, and people are suffering as a result. I am a businessman who worked my way through college washing dishes and doing overnight janitorial work, became a Certified Financial Planner™, and managed billions in client assets. I also started a nonprofit that teaches financial literacy to underserved communities. The middle class are getting priced out of prosperity. In Congress, I will work to bring immediate relief to working families by stopping the spending, suspending the gas tax, and supporting term limits. I will work with anyone who has good ideas, and if we put people before politics, the future is bright.

2. What does a strong local economy look like to you? How would you encourage 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. New businesses are established as residents pursue their version of the American dream. We can encourage

this by offering tax breaks to business owners, and limiting the amount of red tape entrepreneurs must navigate. I will also support legislation to bring home American jobs that have been outsourced.

3. What are you going to do to encourage the creation of affordable workforce housing?

It's clear that the demand for housing is outpacing the supply. Inflation is making it harder for homebuilders to source affordable goods and burdensome regulations have made creating new housing an inefficient and costly process. We must roll back government regulations that make it difficult to build housing, without sacrificing the character of our communities. I will also fight to freeze and then cut federal spending. The spending spree by the government pushes interest rates higher and makes home ownership far less affordable for new families.

4. In light of COVID-19, how do you propose we all move forward so businesses can succeed while simultaneously keeping the community safe?

We learned a lot about this virus in the past 2 years. We have high vacci-

nation rates and people have largely gone back to normalcy. Government should stay out of the way. We have lost thousands of businesses due to government overreach, and that is a tragedy. We should trust individuals to take precautions and allow business owners to run their businesses, not the government.

5. Identify the top three problems your district is facing today.

Inflation and high gas prices. We must suspend the gas tax, pass tax relief for families and individuals, and stop the reckless government spending. Third, we must reduce wait times at the VA. The Oceanside VA has wait times of 64 days for mental health care and 167 days for GI procedures. The VA MISSION Act created an abundance of options for veterans to seek care outside of the VA healthcare system to meet their individual needs. It's vital that the VA follow the guidance in the MISSION Act. As your Congressman I will work diligently to ensure that veterans receive excellent quality care, whether within the VA or Community Care.



Brian Maryott

BRIAN MARYOTT

— FOR CONGRESS —

People Before Politics.



- ✓ **Decrease Inflation**
- ✓ **Suspend Federal Gas Tax**
- ✓ **Support Term Limits**
- ✓ **Immigration Reform**
- ✓ **Lower Taxes**



WWW.MARYOTTFORCONGRESS.COM

Paid for by Maryott for Congress FEC ID #C000666859



Matt Gunderson

1. Why are you running for office?

As a businessowner and father, I am concerned about the direction our state is headed. When I sold my businesses last year, I knew I had a choice. I could either sit on the side lines and idly complain about the disappearing California dream, or I could dive in and do something about it. I chose the latter. As a State Senator, I will put my decades of business experience to work and pass common sense solutions to our challenges like growing unaffordability, homelessness, and crime. I will work with anyone who's serious about making California a better place to live, work, and raise a family.

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

A strong local economy is one that works for everyone. When small businesses, medium businesses, and large businesses flourish and provide good paying jobs in our local communities, everyone benefits. We must invest in California businesses by opposing measures that threaten their success: tax increases, bigger government, and more regulation.

3. What are you going to do to encourage the creation of affordable workforce housing?

I think everyone can agree that affordable housing is a challenge that must be addressed. There are many contributors to the lack of housing supply in California, which in turn drives up cost. One of the main contributors is overburdensome regulation like the California Environmental Quality Act, also known as CEQA. Our state only permits about 100,000 new housing units per year. Nearly half of those were targets of CEQA lawsuits in 2020 alone. We must reform laws like CEQA that benefit trial attorneys and hurt housing supply.

4. In light of COVID-19, how do you propose we all move forward so businesses can succeed while simultaneously keeping the community safe?

California small businesses have faced significant hardship over the past few years. The worst of the pandemic is now behind us. Over 80% of San Diego County residents have received at least one Covid-19 vaccine and nearly 100% of those over 65, the most vulnerable age group, are fully vaccinated. It is time for us to move forward with a return to pre-pandemic operations.

5. Identify the top three problems your district is facing today.

My district, like many in California, are facing a growing affordability crisis, a growing homeless crisis, and a growing crime crisis. My main priorities are passing a targeted tax cut that benefits low- and middle-income Californians to increase affordability, building more homeless shelters and requiring homeless people to use them, and increasing public safety budgets to keep our communities safe.

★ ★ ★ M A T T ★ ★ ★
GUNDERSON
STATE SENATE

**A Businessman
NOT a Politician**

Matt knows firsthand how overbearing taxes and regulations hurt our small businesses. He'll be your voice in Sacramento.



GoWithGunderson.com

PAID FOR BY MATT GUNDERSON FOR SENATE 2022 | FPCC ID #1441367

1. Why are you running for office?

My experience in local government, as a small business owner, and as a mom makes me the most qualified candidate to be the leader our coastal district needs. During my three terms as mayor, I cut red tape and secured emergency grants to keep small businesses open during the pandemic, banned ghost guns and passed safe firearm storage requirements, made Encinitas the first city in San Diego County to provide 100 percent renewable energy to residents and businesses, and improved transportation options, with a particular focus on biking and walking infrastructure.

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

A strong local economy looks like the one we have now! California is the 5th largest economy in the world, and every year I'm amazed at the growth in Encinitas, Carlsbad, and other cities in the 38th District. As for how I would promote a strong economy, I see the government's role as being more than just a facilitator. Yes, we have to make sure the trains run on time, but our role is to identify problems and come up with solutions, like awarding grants or changing the zoning to allow outdoor dining.

3. What are you going to do to encourage the creation of affordable workforce housing?

I will fight to create more housing for people at all income levels, especially people at low and very-low income levels. As mayor, I've been working — and succeeding — at providing more housing options, which includes creating a housing plan that provides for low-income housing. Less than one year after getting state approval for the city's housing plan, the city of Encinitas has approved more than half of our total assigned goal for the next eight years. It's worth noting that the Housing Element Update has resulted in 334 new affordable housing units that are already built or currently underway in Encinitas.

4. In light of COVID-19, how do you propose we all move forward so businesses can succeed while simultaneously keeping the community safe?

The scientists and the doctors who developed, administered and educated the public about the COVID-19 vaccine are the heroes of the decade. We would not have been able to get here without them.

As we enter the endemic stage of the virus, it's important to note that

COVID-19 likely will not be eradicated. The rate of infections has fallen to a point where interventions such as indoor mask mandates and lockdowns are not worth the social and economic costs. Governments should learn the lessons they can from this pandemic, and hopefully we will never experience anything like COVID-19 again.

5. Identify the top three problems your district is facing today.

As your state senator, I will firmly support the reproductive rights of every woman in California, protect our communities from gun violence, and champion small businesses, which are the engine of our local economy. Those are my top three issues, though of course, our state has more problems, including rising rates of homelessness, that also demand our attention.



Catherine Blakespear

Vote Democrat Catherine Blakespear

OUR Choice for State Senate to Protect Choice, Fight Gun Violence, and Stand Up for Small Businesses.



Getting Results

- ▶ **Banned ghost guns, passed tough safe gun storage requirements and red flag laws,** and made her city one of the safest in the state.
- ▶ **Cut red tape and secured emergency grants to help local small businesses,** and will strengthen our economy and create good-paying jobs.
- ▶ **Delivered 100% renewable power for her city** and adopted a gold-standard climate action plan.



Standing Up for Us

- ✓ **Protect choice and fight for the reproductive rights** of every California woman.
- ✓ **Ensure a clean, reliable water supply** for ourselves and generations to come.
- ✓ **Fight gun violence** to save lives and reduce crime.

CADEM.ORG/Blakespear

VOTE FOR CATHERINE BLAKESPEAR BY TUESDAY, NOVEMBER 8



**Dan
Downey**

1. Why are you running for office?

As a financial advisor, I just know we could be spending our tax dollars more efficiently. I am a Stanford Alumni with 17 years of experience in business and investments and a former Charles Schwab Managing Director. Now that I am the owner and founder of my own business, I have the freedom to run for office and try to bring some sound financial management to Sacramento. Whether you are Republican or Democrat, no one wants to just waste our tax dollars. As an MBA-trained investor, I think I bring the results oriented approach that our State Legislature needs.

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

A strong local economy needs an economic environment that does not have doubling gas prices and energy prices 80% higher than the rest of the nation. The state gas tax is a major culprit of the high fuel prices. At a staggering 51 cents per gallon - the gas tax costs Californians \$9 billion per year. This is a highly regressive tax that hits working families much harder than everyone else. Now is the time to repeal the gas tax for good - reducing the cost to transport EVERYTHING! There is no better invest-

ment California could make to encourage a strong state and local economy.

3. What are you going to do to encourage the creation of affordable workforce housing?

The Legislature wants us to live in city centers with government-controlled trains taking us to work. They unfairly pick winners and losers when it comes to housing. If you are a government worker or you pay union dues, California will build subsidized housing for you. For any other industry, they make your housing more expensive. I think that is wrong. Rent control or forcing taxpayers to pay hotels to create some type of universal housing is not the answer either. Worse yet, the Legislature passed a radical bill to allow multi-unit housing to be built right next door to suburban homes - essentially gutting decades of agreed on local zoning laws. Instead, I'd cut the taxes, fees and regulations on home building.

4. In light of COVID-19, how do you propose we all move forward so businesses can succeed while simultaneously keeping the community safe?

Trusting people to navigate COVID safely is far better than destroying busi-

nesses with more government-mandated shutdowns. However, a strong local economy can only happen when business owners and residents feel safe from COVID - and crime! Politicians can't keep using COVID as an excuse to release prisoners onto our streets. We also need to admit that the state's current strategy of "housing first" is a complete disaster and return to enforcing property crimes. The best start would be to repeal Prop. 47, which downgraded many property crimes from felonies to misdemeanors and thus removed a mechanism to get people the help they need through the criminal justice system and court-mandated rehabilitation.

5. Identify the top three problems your district is facing today.

Out-of-control homelessness (1) and crime (2) are starting to drag down the community - and part of the reason I am running is to stop that trend. The other reason I'm running is to bring some sound financial management to our California State Legislature! (3) We can not continue to destroy the family budgets of working people with high electricity bills and high gas prices. For businesses, those costs are exponentially crippling. As a financial advisor, I just know we could be spending our tax dollars more efficiently.

It Is Time To Bring Sound Financial Management To Our California State Legislature!

California has been on the wrong track for far too long. The leadership in Sacramento must be held accountable. As an MBA-trained investor, Dan Downey brings the results oriented approach that San Diego and California need. Whether you are Republican or Democrat, no one wants to just waste our tax dollars. Nevertheless, that is what Sacramento politicians are doing everyday. It is time to bring some financial expertise to our California State Legislature!

Dan's Pledge To YOU:

- ☒ To Be A Voice For Sound Financial Investment With Our Tax Dollars & To Repeal The Gas Tax!
- ☒ To Be Tough On Crime and Criminals!
- ☒ To End The BILLION\$ Spent On A Failed Homelessness Strategy!



Downey4Assembly.com

Paid for by Dan Downey for Assembly 2022 - FPCC # 1446506

1. Why are you running for office?

I have served as your councilman and Mayor pro tem for 14 years. With the retirement of Matt Hall, I am stepping up to be Mayor. My goal as Mayor is to bring our council back to a cohesive working group. I acknowledge that differences of opinion are healthy, that's why we have five council members who bring differing opinions to the council. My goal is to encourage our council to work more collaboratively for the benefit of our city.

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

I have often heard that money doesn't buy happiness, but in our city, money does buy the quality-of-life services that we all want. Best police/fire, libraries, roads, and parks, all have a price tag attached to them. Carlsbad spends more on quality-of-life services per capita than any other city in San Diego. That's why I support our businesses, and our tourism.

3. What are you going to do to encourage the creation of affordable workforce housing?

Carlsbad requires 15% and 20% inclusionary housing be built with every

housing project. Carlsbad has built several low-income housing projects, and more are on the way. I have had preliminary conversations with local large employers about workforce housing.

4. Identify the top three problems your district is facing today.

Money. As I said, every quality-of-life service has a price tag attached to it.

Homelessness. The most common complaint was traffic issues. It has now been surpassed with concerns of homelessness. Carlsbad has, within the strict limits imposed by the State of California, done everything we can to help curb homelessness. We have assigned six officers and social workers to the Homeless Outreach Team to identify individual personal issues and connect them with the most appropriate help. It's my opinion that we should spend social services resources on those who want help or have mental/physical disabilities that have caused them to be homeless. However, I also think we need to exercise mere "tough love" to those who chose drugs and alcohol over a home. This is where I support our police enforcement of laws to protect our residents and visitors' quality of life.

Traffic. Traffic issues affect every-

one's quality of life, no matter their economics, age, gender, or ethnicity. It is a leading cause of stress and air pollution. Many hours of productivity are wasted in traffic. I shared my solution with the council 13 years ago, and all five council members agreed to invest many millions of dollars on modernizing our traffic signal technology. When completed, our signals will communicate with each other and become more efficient. Our goal is to reduce red-light wait times by 30%.

5. How will you collaborate and work with people from different political parties, cities, etc. for the greatest good?

Carlsbad's city council is a non-partisan position. This makes our job less political and directed more to benefit of our residents and visitors. All our council members have regional assignments such as SANDAG, County Water, League of California Cities, Encina Wastewater, etc. This gives each of the council members the opportunity to have input to regional resources as well as building a working relationship with representatives from other cities.



Keith Blackburn

"Carlsbad's strong financial recovery from the Covid-19 pandemic has required in-depth knowledge of city finances as well as extensive business experience. I have that knowledge and experience."

**Elect Mayor Pro-Tem
Keith Blackburn for Carlsbad Mayor**

"Since my election in 2008, I have and I will continue to donate my city council salary to local non-profit organizations."

Remember to Vote November 8

**For more information visit:
Keith4Carlsbad.com**

PAID FOR BY: KEITH BLACKBURN FOR MAYOR 2022, FPPC# 1437542



**PRESERVING
PROTECTING
ENHANCING**

Carlsbad



Carlsbad Mayor



KEITH BLACKBURN I have served as your councilman and Mayor pro tem for 14 years. With the retirement of Matt Hall, I am stepping up to be Mayor. My goal as Mayor is to bring our council back to a cohesive working group. I acknowledge that differences of opinion are healthy, that's why we have five council members who bring differing opinions to the council. My goal is to encourage our council to work more collaboratively for the benefit of our city.



MIKE CURTIN I am a native Californian whose character and values are a product of the Carlsbad community and ultimately refined by a host of business and globally-lived experiences. As Mayor, I would bring to the table a fresh set of eyes of a lifelong businessman/entrepreneur to address my hometown issues through an unparalleled combination of unique multicultural perspectives and in-depth local knowledge.

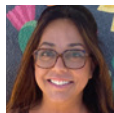
Carlsbad City Council - District 1



SAM WARD As a 20-year resident who moved to Carlsbad to raise my family, I know that District 1 deserves a Council member who shares Carlsbad's values and has the knowledge, experience, and collaborative skills to effectively represent its residents. I'm running for City Council because I share the voters' vision of a safe, affordable, and prosperous city, and know how to make it a reality.



MELANIE BURKHOLDER In the last several years, we have experienced too much turnover in District 1. We need consistency in leadership and representation. We need someone who is committed to being a voice of reason and common sense. As a mom, wife, business and property owner, I am committed to the quality of life for Carlsbad residents and to staying in Carlsbad, working for a better future for the next generation.



DEE DEE ROWLETT I am running for District 1 as I feel the growth of my hometown has become concerning. I want to make a difference and feel we've cast aside the non-partisanship and have let greed and politics overcome our commitment to us, the residents who comprise our community. And we, residents and constituents, need to be heard. I am striving for smart growth which will build on the foundations of community and character.



ANTHONY BONA I am running because our precious city is under attack from members within our city council. We have council members who put party-politics and large campaign donors ahead of the best interests of Carlsbad. This led me to my platform; "politics second, COMMUNITY FIRST". For detailed solutions, check out my website www.bona4carlsbad.com



COREY GEIGERT
No answer received.



ALLEN MANZANO I work for the good of our neighborhoods as a Housing Commissioner and a working member of the citizens committee reviewing Carlsbad's General Management Plan. I am a veteran, a retired Navy Commander, a past treasurer of the Agua Hedionda Foundation and the Barrio Fiesta and corporate CEO and Board Member.

Carlsbad City Council -District 3



RAY PEARSON I am running for City Council representing the 3rd District to put residents and businesses first in making decisions. I bring executive business management experience to the city council and will reverse the city budget going into the red without adding any new taxes. For more priorities and solutions raypearson4citycouncil.com



PRIYA BHAT-PATEL I grew up in Carlsbad and am dedicated to serving the community that raised me. As city councilwoman, I've prioritized the needs of Carlsbad residents by reducing homelessness, advocating for sustainability measures, strengthening our local economy, and supporting public safety officials with the resources they need to protect us. I'm running for re-election to continue delivering results that put residents first.

Carlsbad Unified School District - Area 1



MICHELLE WARD
No answer received.



SHARON MCKEEMAN I am stepping up to serve on our Carlsbad School Board in order to ensure resources are implemented in the classroom, not lost in bureaucracy. As a military family of twenty years we worked hard to make Carlsbad our home so that our four children could attend the excellent CUSD schools. After standing up for student rights and creating a non-profit, I am running for office to help our academic communities recover and thrive again.

Carlsbad Unified School District - Area 4



GRETCHEN VURBEFF I am running for school board to ensure that CUSD remains a school district known for educational excellence. As a mother of two CUSD children and a classroom volunteer for the past 18 years, I am a hands-on parent with deep ties to Carlsbad and a vested interest in every student's success. As a wellness educator and small business owner in Carlsbad, I am passionate about the physical and emotional health of our community.



JENNIFER FORMAL My leadership in Carlsbad schools as President of the Pac Rim PTO, President of AOMS Site Council, PTA VP of Legislation, grant writer, and Board member of the Carlsbad Educational Foundation, along with 20+ years working with non-profit youth development organizations and school districts across CA, has prepared me to serve as a School Board Trustee and work to improve outcomes for students in Carlsbad.

Carlsbad Unified School District - Area 5



SCOTT DAVISON I am running to restore trust in Carlsbad Unified after the harm to our students from school closures, by first making sure our students and teachers have all of the resources needed to recover from the disruptions to school over the past two years, and second by ensuring that we have independent board members not influenced by outside political interests that don't reflect our community.



KATHY ROLLINS During my time in office, my priorities have been to build partnerships and make responsible decisions for our students, parents, educators, and community. I want to continue improving student achievement, school safety, and provide "Every Student with an Extraordinary Education in an Inspiring Environment."

U.S. Congress - 49th District



BRIAN MARYOTT Government is failing us at every level, and people are suffering as a result. Washington DC's out of control spending is causing the highest inflation in over 40 years. I want to go to Congress to bring immediate relief to working families by stopping the spending, suspending the gas tax and supporting term limits to get rid of the career politicians. I will work with anyone who has good ideas, and if we put people before politics, the future is bright.



MIKE LEVIN I am running for reelection because we have made incredible bipartisan progress on our local priorities and I want to keep building on that progress. I've introduced 19 bipartisan bills that have been signed into law by presidents from both parties; I've delivered millions in federal support for local small businesses; and I worked to pass legislation like the Bipartisan Infrastructure Law and the CHIPS and Science Act to grow our economy.

State Senate District 38



CATHERINE BLAKESPEAR My experience in local government, as a small business owner, and as a mom makes me the most qualified candidate to be the leader our coastal district needs. During my three terms as mayor, I secured emergency grants to keep small businesses open during the pandemic, banned ghost guns and made Encinitas the first city in San Diego County to provide 100% renewable energy to residents and businesses.



MATT GUNDERSON As a business owner and father, I am concerned about the direction our state is headed. As a State Senator, I will put my decades of business experience to work and pass common sense solutions to our challenges like growing affordability, homelessness, and crime. I will work with anyone who's serious about making California a better place to live, work, and raise a family.

State Assembly Member - District 77



DAN DOWNEY As a financial advisor, I just know we could be spending our tax dollars more efficiently. I am a Stanford Alumni with 17 years of experience in business and investments and a former Charles Schwab Managing Director. Whether you are Republican or Democrat, no one wants to just waste our tax dollars. As an MBA-trained investor, I think I bring the results oriented approach that our State Legislature needs.



TASHA BOHNER HORVATH
No answer received.



**Melanie
Burkholder**

1. Why are you running for office?

Carlsbad is a slice of paradise along the San Diego coast. It is a beautiful place to live, work and play and I want to help keep it that way. I believe you have to get involved if you want to see positive change and doing so at the local level can make the biggest impact in our day-to-day lives. City government plays an important role in what makes Carlsbad so great. In the last several years, we have experienced too much turnover in District 1. We need consistency in leadership and representation. We need someone who is committed to being a voice of reason and common sense. As a mom, wife, business and property owner, I am committed to the quality of life for Carlsbad residents and to staying in Carlsbad, working for a better future for the next generation. When Councilmembers listen to the residents of the community they serve, they improve everyone's quality of life.

2. What does a strong local economy look like to you?

Small businesses are the backbone of our community. They are the majority of our employers and were hit the hardest the last couple of years. I actively advocated for businesses to stay open so they could pay their employees and provide food and shelter for families. While Carls-

bad enjoys many streams of income to keep it's residents safe through hotel transient occupancy taxes, property taxes and sales tax, we need to continue to generate revenue to ensure the most basic level of government's role, which is safety of residents. How would you encourage and promote it? We need to reduce unnecessary government regulations to promote economic growth and job creation. I promise to promote economic development that will reduce rising costs and ensure that Carlsbad families don't have to leave the only home and community they know.

3. What are you going to do to encourage the creation of affordable workforce housing?

Carlsbad has streamlined the permitting for additional dwelling units and I believe that is a good first step. We want our police, fire and educators to be able to live where they work. It reduces transportation and is better for the environment and grows a deeper sense of community. While I recognize there needs to be a broader solution, we have made a first step. Public input is crucial in these types of decisions and creative and critical thinking in problem solving will be a key asset for anyone genuinely interested in solving this problem as I am.

4. Identify the top three problems your district is facing today.

My contract with Carlsbad is that I will be pro safety, pro business and pro family. The three most important areas of concern in this district are homelessness, traffic and crime. Traffic enforcement, while having amped up, has been lagging due to the police having to allocate so many resources to the homelessness and crime issues. We need to find balance in our approach to the main goal of keeping residents safe and putting families first.

5. How will you collaborate and work with people from different political parties/cities for the greatest good?

I will do what I have done in the city: collaborate in a bipartisan way that improves the quality of life for all residents and promotes the residents of Carlsbad. I will listen to others and critically think about what will serve the people of Carlsbad in the best possible manner. And I will be available to residents.....not 2 hours per week..... but 24/7. My personal cell phone number (760-828-8420) is on my walk pieces because I want residents to know I am available to them anytime. www.melanie@forcarlsbad.com



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 - FPPC #1419740

1. Why are you running for office?

As a 20-year resident who moved to Carlsbad to raise my family, I know that District 1 deserves a Councilmember who shares Carlsbad's values and has the knowledge, experience, and collaborative skills to effectively represent its residents. I'm running for City Council because in the next few years, Carlsbad will be making major decisions – addressing homelessness, public safety, the economy, housing, and climate change – that will significantly impact our community and quality of life. I share the voters' vision of a safe, affordable, and prosperous city, and know how to make it a reality.

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

In a strong economy young workers and families can afford to get a foothold in our real estate market and build lives in our community. I will fight for the infrastructure vital to futureproofing, maintaining, and growing our economy. I will champion policies to attract companies and invest in industries that provide jobs that support a life in Carlsbad.

3. What are you going to do to encourage the creation of affordable

workforce housing?

I will work to promote affordable and accessible homeownership for working families, helping families build the generational wealth provided by homeownership. I will also support policies that increase housing density only where it makes sense, without disrupting existing communities.

4. Identify the top three problems your district is facing today.

1. Homelessness & Housing - The high cost of housing is keeping current and future generations from building wealth and making it harder for our businesses to find employees. Carlsbad is home to a growing population of unhoused people, creating a strain on our community and our businesses. As Councilmember I will: make home ownership more accessible and ensure families who live and work in Carlsbad can afford their mortgage or rent. I will provide law enforcement and social service agencies with the tools necessary to address people who are a threat to themselves or our community and work to shift away from treating homelessness as a criminal issue.

2. Local Economic Development - A thriving local economy is the backbone of District 1. As Councilmember I will work with local business owners

to ensure their voices are heard, and provide access to grants, loans, and administrative help and pursue public-private partnerships, non-profit partnerships, state, and federal funding.

3. Public Safety & Crime – Our community is well-served by an effective and professional police department, but many communities are seeing an increase in property crime. As Councilmember I will support increased patrols where property crime is spiking, and enhance coordination between police and social services agencies to address mental health and drug abuse problems before they become criminal problems.

5. How will you collaborate and work with people from different political parties, cities, etc. for the greatest good?

As your Councilmember, Carlsbad will always come first. It is important to build relationships so that you can work effectively with your colleagues and regional partners. I will roll up my sleeves and focus on finding workable compromises that address Carlsbad's issues and maintain our community values. If I disagree with someone on 90% of issues, I will focus on the 10% so we can get things done.



Sam
Ward



“Carlsbad gave my family a place to raise our kids and a chance to thrive. It's time for me to use my experience to give back and deliver for the community. Together, we can make our neighborhoods safer, healthier, and more prosperous.”

Sam

- ✓ **Taxpayer Watchdog** on Carlsbad Unified's Independent Oversight Committee
- ✓ **Attorney with 20 years of experience** protecting consumers and **prosecuting fraud**
- ✓ **Real solutions** for Carlsbad's homelessness, crime, and housing challenges.
- ✓ **Champion for Carlsbad's local economy** and small businesses

www.WardforCarlsbad.com

Paid for by Sam Ward for City Council 2022 FPCC ID 143301





**Sharon
McKeeman**

1. Why are you running?

As a military family of 20 years we worked hard to make Carlsbad our home so that our four children could attend the excellent CUSD schools. During the challenging past two years I stood up for student rights and founded a non-profit. Now I am running for office to help our academic communities recover and thrive again. I am motivated to bring my experience and skill in education, administration, leadership, and community-building to the Carlsbad School Board in order to ensure resources are implemented in the classroom, not lost in bureaucracy.

2. What does a strong community look like to you? How would you encourage and promote it?

Strong community is both diverse and unified. Motherhood, non-profit work and twenty years in education have equipped me to promote community by fostering dialogue and finding common ground. We are stronger when we respect each other's differences, and at the same time we create belonging in our community through shared experience. Area 1 encompasses some of the oldest schools in the area. I will honor my community's heritage while leading us into the future.

3. What are your top priorities and how do you plan to accomplish them?

My top priority is putting students first because they deserve an excellent education in a caring environment. I will be a voice for parents on the school board so that they never feel unheard and ignored again. We must help families recover from the challenges of the past two years and equip their students to succeed in universities and careers. As an educator myself I am committed to supporting teachers. Through fiscal responsibility we can streamline expenses and explore additional avenues of funding in order to reduce class size, fairly compensate staff, and equip cutting-edge classrooms.

4. Identify the top three problems your facing today.

1) Our students have incurred drastic learning loss due school closures and restrictions during the pandemic. Our district saw over a 300% increase in failing grades after just a semester of distance learning. We must help students recoup this learning loss and regain their motivation for education.

2) Students mental health and social development is suffering and we must help students re-engage with peers and teachers and most importantly heal emotionally from the many ways

the past two years impacted them.

3) We must address concerns over campus safety while also making sure to welcome and empower parents to be involved and contributing in our academic communities. We can not wait for more accidents to happen before traffic patterns, education, and increased bike lanes at drop off and pick up are implemented.

5. In light of COVID-19, how do you propose we all move forward while simultaneously keeping the community safe?

It is so important to honor individual choice. We are a kind and unified community and in order to protect this culture we have to move forward with respect for each other's differences. While individuals now have many options to personally respond to the virus, we have also learned that many of the precautions being pressed upon folks initially were far less effective than they were represented to be. As we move forward there also needs to be a focus on repairing mental health in order to keep our community safe.



**Parent,
Educator,
Community Leader**

"Every student deserves
an excellent education.
Together we can provide it."
- Sharon

★ **PUTTING STUDENTS FIRST** ★
SERVING FAMILIES
SUPPORTING EDUCATORS

CARLSBAD SCHOOL BOARD AREA 1

sharon4carlsbadschools.com

PAID FOR BY MCKEEMAN FOR SCHOOL BOARD 2022 . FPPC ID 1449644



1. Why are you running?

I am running for school board to ensure that CUSD remains a school district known for educational excellence. As a mother of two CUSD children and a classroom volunteer for the past 18 years, I am a hands-on parent with deep ties to Carlsbad and a vested interest in every student's success. As a wellness educator and small business owner in Carlsbad, I am passionate about the physical and emotional health of our community and welcome the opportunity to bring my experience to helping students. As an educator, parent and school volunteer, I want to be a bridge between parents, teachers and the district, particularly to repair the divide from school shutdowns. We need board members who are not influenced by special interest donors or in a position to award large contracts to their foundations. My mission is to address academic loss, implement evolving practices for safety on and near our campuses, facilitate collaboration between parents and educators to inspire confidence in families looking to return to CUSD, protect your tax dollars, and restore our commitment to the success of each student.

2. What does a strong community look like to you? How would you encourage and promote it?

Strong communities embrace transparency, trust and cooperation. A strong community provides a sense of belonging and meets challenges together. Good schools are the cornerstone of a strong, healthy community because schools provide a gathering place for the community and instill pride. The more families, the more businesses grow which contributes to the economic stability in the community. We need transparency from the District and cooperation between the Teachers/Parents/Students/Staff/District. These habits will bring confidence back to ensure Carlsbad remains a strong pillar of education.

3. What are your top priorities and how do you plan to accomplish them?

My vision is to address the academic and emotional learning losses suffered by students during school closures by prioritizing resources in these areas. I will inspire confidence in the district by bringing parents back to the table, and explore best practices for safety on and around our campuses. I will spend your tax dollars wisely by creat-

ing a fiscally responsible budget that meets the needs of our community in an ever-changing world.

4. Identify the top three problems you are facing today.

Many students are behind academically and emotionally. They need extra support to get back on track. CUSD lost hundreds of students during campus closures as students left CUSD for better options. We need to invite these students and families back to CUSD. Fiscal responsibility is necessary to maintain high-quality education and our future budgets will need to withstand future shortfalls.

5. In light of COVID-19, how do you propose we all move forward while simultaneously keeping the community safe?

After reopening campuses in March 2021, our district has been moving forward safely. Our campuses underwent extensive upgrades to ensure our campuses can operate safely. We all need to recognize that keeping our community safe means allowing our students to remain in school and get back to their normal childhood experiences.



**Gretchen
Vurbeff**

GRETCHEN



VURBEFF

CARLSBAD SCHOOL BOARD

**Supporting
Students, Parents, Teachers**

paid for by vurbeff for school board 2022 fppc #





**Scott
Davison**

1. Why are you running?

I am running to restore trust in Carlsbad Unified after the harm to our students from school closures, by first making sure our students and teachers have all of the resources needed to recover from the disruptions to school over the past two years, and second by ensuring that we have independent board members not influenced by outside political interests that don't reflect our community.

2. What does a strong community look like to you? How would you encourage and promote it?

A strong community has strong public schools. Over 600 families left CUSD during the pandemic and our academic performance, career and college readiness, and parent surveys all dropped significantly. This is a black mark on our entire Carlsbad community, affecting our families and businesses. Our school leaders didn't listen to parents and students who were struggling, so many just left. Strong communities have school boards who listen to parents and prioritize the needs of our students. I represented those parents when I successfully fought to reopen our schools, and I will continue to do so on the school board.

3. What are your top priorities and how do you plan to accomplish them?

My top priority is to rapidly identify all students who need help recovering from school closures - whether academically, emotionally or mentally - and devote as many resources as we can to catch them up. That means additional assessments and interventions, plus modern, data-driven curriculum like The Science of Reading to ensure our K-3 students meet critical literacy benchmarks. We can restore trust with parents by publicizing these resources and invite them back into the classrooms to again partner with teachers. We must eliminate conflicts of interest - like my incumbent, who is employed by the teachers' union but still votes on their compensation - so parents are confident their students will be put first.

4. Identify the top three problems your facing today.

Learning loss and the mental health crisis from prolonged school closures is by far the biggest problem, particularly since our schools were closed longer than any state in the US. Next up is a looming budget crisis due to the massive enrollment decline. Finally, academic standards are being eroded,

which means our graduates are less prepared for college and careers.

5. In light of COVID-19, how do you propose we all move forward while simultaneously keeping the community safe?

It's time to put our COVID-19 policies in the ash heap of history. Essentially everyone has immunity, and not only did these efforts fail to contain the virus, they caused immense harm in the process - particularly to our children, who were at the least risk but bizarrely bore the brunt of the most damaging restrictions. We must acknowledge these mistakes to move forward, because keeping the community safe really means giving our students a normal school experience and doing our best to restore their childhoods.

Parent
★
Husband
★
Carlsbad Business Owner

- ✓ **Expand Resources:** address lagging academic and mental health recovery.
- ✓ **Restore Trust in Public Schools:** eliminate union special interests on the Board; increase parent involvement.
- ✓ **Commit to Excellence:** push for increased standards to improve declining college and career outcomes.
- ✓ **Improve Student Safety:** on bikes, on campus, and in the community as a whole.

Enrollment Crisis = Budget Cuts & Layoffs

11,481

(2020)

(2021)

10,863

PAID FOR BY DAVISON FOR SCHOOL BOARD 2022 FPCC #1448041

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@scott4carlsbad

www.Scott4Schools.com



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

YES **NO**



PROP 29

Requires On-Site Licensed Medical Professional at Kidney Dialysis Clinics and Establishes Other State Requirements. Initiative Statute

YES **NO**



PROP 30

Provides Funding for Programs to Reduce Air Pollution and Prevent Wildfires by Increasing Tax on Personal Income Over \$2 Million. Initiative Statute

**Description of propositions have been taken from the California General Election November 8, 2022 - Official Voter Information Guide - <https://voterguide.sos.ca.gov/>*

