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Humboldt County Democratic Central Committee
bkenn202@att.net

July 2, 2018

Dear Humboldt County Democratic Central Committee Members,

Thank you for considering an endorsement of me for the position of Mayor of Eureka in November 2018.

At age 21, I started my career -- and my adult life with my new husband -- in Eureka. My first job out of school was in the role of Public Information Director at our local PBS Station, KEET-TV, where I worked for 15 years. There, I was able to do outreach in throughout region with groups like local child care providers, schools and libraries, the Eureka Symphony Orchestra, Sequoia Park Zoo, local hospitals, and chambers of commerce.

Following my time at KEET-TV, my husband and I owned a general store in Fieldbrook which gave me a completely new perspective on the role of business in our community. We owned the store for seven years, but continued to live in Eureka when we ran it.

Then, about eleven years ago, I found my job at Arcata Economic Development Corporation. Central to my job is working with local governments to see what opportunities they have to support sustainable local business, and talking to business owners about their successes and struggles. Also, I look at trends and statistics to identify ways to support a healthier economy not only for business owners, but also for the workforce that makes up the bulk of our population. This has encouraged me to dig deep into issues of workforce, housing, infrastructure and more -- for both Eureka specifically and our regional area including Humboldt Del Norte as well as counties to the east and south. Another part of my job is to simply nurture, grow and celebrate the entrepreneurial culture in Humboldt County with programs like Lemonade Day and Spotlight on Success, an annual celebration of small business.

My husband, Richard, and I have spent the last twenty seven years becoming part of this community. Both of my kids attended Eureka City Schools from elementary through high school. One attended college locally and the other moved to the Midwest for college and was thrilled to graduate and return home to Humboldt, where she has every intention of settling.

My husband Richard and I volunteered at our kids' schools and we shuffled them to clubs and activities around the community. Everyday we walk through the neighborhoods and shop at our local stores. I've been involved in local organizations most of my years here, from Humboldt Roller Derby, to the Humboldt County Children's Author Festival and Food for People. Eureka is our home.

I currently sit on the Eureka Economic Development Commission, which I have served on since its inception in 2016. I also served on the City of Eureka's Economic Development Committee to work on their Economic Development Strategic Plan and on the Eureka City Schools Community Oversight Committee for school bonds in 2002-2006.

I have decided to run for office at this time because after nearly three decades in Eureka, there is finally some forward momentum in our city. For years, Eureka seemed to govern by nostalgia. We finally have people on the Council, and in city staff, who are working to create a more vibrant, progressive and inclusive future. The position of Mayor was the most ideal for me because I think one of my greatest strengths is helping to set a tone that nurtures participation and optimism. Additionally, the mayor can appoint diverse members on commissions and committees that help set policy that reflects the whole community. And, the Mayor can assure that the agenda stays focused on moving forward.

My platform is this: Create an economic development strategy that supports Eureka now and into the future; Engage and retain young professionals from tradesmen to the creative class; and Promote effective democratic engagement. There are more specifics on my website www.votesusanseaman.com, or we can talk more about it when we meet.

My campaign team is using social media (Facebook and Instagram) and newsletters as two primary media to reach out to voters. We also plan regular press releases for fundraisers and campaign events.

I have a list of community supporters and endorsers on my website, but some of the names you might know include: Julie Fulkerson, past Mayor of Trinidad, supervisor and community leader; Peter LaVallee, past Eureka Mayor; Jessica Pettitt, diversity and social justice educator; Denise VandenBos, (former Executive Director of Planned Parenthood); Tom Wheeler, Executive Director of EPIC.

My campaign is being run by a small, inexperienced, but highly competent team: Jenna Catsos, a local artist, business owner and program consultant, is my campaign manager and Sarah West, an associate planner, is my treasurer.

To date, we have raised nearly \$2,500 and we have several events upcoming including house parties; a fundraiser at the Humboldt Bay Social Club, and a Madaket Cruise fundraiser. Our goal for the campaign is to raise between \$18,000-\$20,000.

We have the funding now to purchase data, which we will begin using for canvassing right away. We are already scheduling group canvassing weekend events, and smaller evening events. (As well as lots of additional canvassing by me.) Our goal is to knock on 5,000 doors -- with the help of volunteers -- before the election. We have been collecting a list of volunteers, and will be having them sign up in the next

couple weeks. As I mentioned, we are all new to campaigning, but we have been seeking advice from experienced candidates, like Linda Atkins, who have been very helpful. We will support the Democrats in their efforts, as well.

Thank you again for the opportunity to seek your endorsement. I'll look forward to meeting with you and speaking in more detail about any of the questions you have about my campaign. I can be reached at (707) 834-4730 or susanseamaneureka@gmail.com.

Sincerely,

A handwritten signature in cursive script that reads "Susan Seaman". The signature is written in black ink and is positioned below the word "Sincerely,".

Susan Seaman, Candidate
Mayor of Eureka