

I reside at 803 Pine Street, Eureka, CA 95501

Profession: I am a graphic designer.

Professional Affiliations:

Longtime member of Eureka Chamber of Commerce,

Humboldt Convention and Visitor's Bureau, and

Humboldt Arts Council in the Morris Graves Museum of Art

Utility Rates Taskforce Committee Member

Contractor SBDC



Why are you running for office? What goals do you have should you be elected?

I want to see Eureka move forward economically, starting with the preliminary clean-up of the Balloon Track which will be a jump start for our city, bringing new jobs at living wages. Clean-up will increase revenues to the city through tax increment monies accruing when blighted, low value land is rehabilitated to higher use, as well as bringing jobs and people to the area which will then enhance Old Town.

The optimism I bring to my clients I will bring to city government, seeing the possibilities of helping small business through a more helpful, positive permitting process. This is where many lose heart or become disenchanted right at the start of their endeavors.

Waterfront Drive needs to be extended, opening Palco Marsh to all the residents of the city, adding a jogging, riding, skating and walking path adjacent to it, which will enhance quality of life. Also, completion of the already designed path from Bayshore Mall to Elk River.

The Food Digester will be a boon to our solid waste collection system, and to our Waste Water Treatment Plant.

Street sweeping needs to be reinstated ASAP for all the environmental benefits to the storm sewers and bay.

What have you done for your community? Please be specific.

For over 30 years I have helped hundreds of small businesses prosper through my designs. Design is the first step in giving a business an identity to use in marketing and sales. I helped at the start-up of Holly Yashi, working with Holly for about ten years; also with Natural Selection, Pacific Flavors, Arcata Recycling Center, Fire and Light, Humboldt Convention and Visitor's Bureau, Old Town Coffee and Chocolates, Bear River Casino, Cherae Heights Casino in their beginning phase. I worked with First 5 Humboldt, Humboldt County Parks, Center Arts, Mad River Hospital, City of Rio Dell, Loleta Cheese, and many more.

In my neighborhood, as a young recently divorced parent I participated in Redevelopment with a low interest loan to fix up my then dilapidated Victorian and in so doing have seen my seed project inspire and effect positive changes in the area. Landscaping my yard has been a gift to the neighborhood, inspiring others to do the same.

I recently served on the Utility Rates Taskforce working on the proposed water and sewer rates for Eureka for the next 5 years with a panel of eleven citizen volunteers.

I was a Girl Scout leader when my daughter went to Jefferson School.

I designed the first bus system graphics in Humboldt County, A&MRTS in Arcata which is still being used today.

The boardwalk banners I created are an example of public art that enhances our bayfront.

Relevant platforms/issues you support

I have lived and worked in the 1st Ward for over 30 years!

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Relevant platforms/issues you support.

I support funding our Public Safety departments and we can begin now by getting our economy moving again as I described in my goals earlier.

The Zoo is a great resource for our community and we cannot let it close. It is an educational, family and child oriented facility that enriches our city. We must dialogue with the county to get regional support for it since it serves the county and beyond.

Historic preservation is very important, the living fabric of our city, and efforts like those to rescue the Old Town Bar and Grill and other historic buildings should be encouraged and rewarded.

We must support the TUT in the short term as it is the only way to fund essential services since we have lost potential jobs these last few years and with that decline, the financial security we could have had with a more positive approach to economic development.

Explore short sea shipping, the placement of containers and other cargo onto barges and smaller vessels for the purpose of transporting them along the coast as a way to utilize our harbor and bring economic benefits to Eureka as well as lighten the load on our highways.

The use of the Bay for shipping, fishing, and recreation for the benefit of *all* Eurekaans.

Addressing the negative impacts of the Ridgewood Development on Eureka.

How do you plan to get your message out to the voters?

Through TV, radio, door-to-door walking, guest speaking to clubs and at voter forums, direct mail, newspaper ads, and public events as walking allows.

List of endorsers: (partial list only as I seek more endorsements)

Virginia Bass, Mayor of Eureka	David Bradley	Olivia Mills
Lora Canzoneri, former Humboldt County Clerk of the Board	Kathleen Bryson	Sara Moore
Mike Downey, Humboldt County Sheriff-Elect	Bob & Jane Burchit	W. John Moore
Frank Jäger, Eureka City Councilmember	Michael Burkhardt	Jeff Pauli
Richard Marks, Humboldt Bay Harbor Commissioner, Division 4	Joel Canzoneri	Ann Poole
Robin Marks, Northern Union High School District Board Member	Tom Cave	Linda Pozel
Loretta Nickolaus, former Humboldt CAO	Bonnie DuMond	Don Reed
Gary Philp, Humboldt County Sheriff	John Ford	Jan Rowen
Mary Beth Wolford, former Eureka City Councilmember	Ray Glavich	Bettie Rutan
Rio Aeryn	Mitzi Goodrow	Jeremiah & Mary Scott
Ericka Barber	Christian Hill	Chad Smith
Jack Beelar	Jack Hopkins	Patti Stammer
Becca Blanc	Gloria Johnston	Al Steer
Macie Boughton	Jeff Katz	Margaret Stevens
	Mike & Linda Kears	Ann Stewart
	Rick (Mr. & Mrs.) Knapp	Don & Susan Trepanier
	Dottie Lee	
	Chris Lehto	

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Campaign committee:

I'm running my own campaign with friends and volunteers helping as needed for fundraisers and advice, and I have a Treasurer.

Type of financial support you have available:

I plan to raise money through fundraising letters, fundraisers already done, and those being planned. I capped my donations at \$500 per individual and have challenged others running for city offices to do the same, anticipating campaign reform that will be implemented Jan. 1 2011. Many of my donors are small businesses, like a lawn care company, a contractor, a retired teacher and some larger businesses that I have worked for and who believe I am the candidate that will look for solutions to healthy growth.

Will you, the candidate, and your supporters actively work to get elected by walking precincts, phoning to ID voters, doing data entry into the HCDCC database in order for us to be able to provide needed get-out-the-vote (GOTV) information that you will then be able to use on election day?

Yes. I am committed to walking all of Eureka, identifying voters who support me, and asking for help through donations, volunteering and getting out the vote.