

## Rosemary Balsley

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**From:** Pete Shanks <pete@wordsontheweb.com>  
**Sent:** Thursday, May 29, 2014 4:50 PM  
**To:** City Council  
**Subject:** Campaign Finance

I understand that the City Council will shortly be revisiting the question of campaign finance reform, as it pertains to city elections.

I strongly support adapting the current rules to encourage more voluntary compliance with the suggested limits. It's beginning to seem that we are developing a two-tier system of electioneering, in which some candidates spend far more than others. That cannot be good for our local democracy.

The proposal I have seen discussed, involving matching funds (in steps) for candidates who accept an expenditure limit, seems worthy of consideration. I urge you to discuss it seriously, improve it if you can, and vote for it.

Frankly as a voter I find the flood of expensive mailers becoming tedious; they don't tell me much. Anything that encourages substantive debate and discourages expensive sloganeering is likely to help.

To those who claim that "money is speech" I suggest that we do not want our local elections to become yelling matches, in which whoever shouts loudest gets the most votes. (Besides, I doubt that Supreme Court ruling will last.) Let's encourage discussion, debate and the exchange of ideas.

We are a fairly small community; let's talk the issues over.

Pete Shanks  
410 Dakota Avenue  
Santa Cruz, CA 95060

## Rosemary Balsley

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**From:** Gail Jack <gailsharon4.5@gmail.com>  
**Sent:** Saturday, May 31, 2014 9:22 AM  
**To:** City Council  
**Subject:** Campaign Finance Reform

As a resident of the City of Santa Cruz, I am an ardent supporter of Micah Posner's and Don Lane's proposal to limit campaign spending in the City with half the maximum amount of +\$26,000 to be awarded to the candidate by the City. I will consider my votes for City Council candidates on their willingness to vote for this proposal. It's time to end the power of money in our elections.

Thank you,  
Gail Jack

## Rosemary Balsley

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**From:** Manu Koenig <manu@civ.io>  
**Sent:** Thursday, June 05, 2014 10:31 AM  
**To:** City Council  
**Subject:** SC Election Reform Initiative  
**Attachments:** scElectionReform\_list.pdf

Dear City Council,

Below is a list of 104 people or organizations who recorded a YES vote on Civinomics and were willing to publicly be known as supportive of the Santa Cruz Election Reform proposal ([santacruzelectionreform.org](http://santacruzelectionreform.org)). They care about limits in the City Council race and will base their decisions in November in part on who has agreed to the limits.

9 people or organizations recorded a NO vote, of which 4 supplied a name (also listed below).

Attached is a complete list including comments and zip codes of respondents, who chose to supply one. Civinomics collected 19 of these responses at the Downtown Santa Cruz Farmers's market. The rest were collected independently.

Please feel free to contact me with any questions about the results.

Sincerely,  
Manu Koenig  
Founder, Civinomics

### *Supporters:*

Dr. Simmons  
tawn kennedy  
Kaitilin Gaffey  
Andy Carman  
karin grobe  
Lynda Marin  
Jude Todd  
Ezekiel Bean  
Cherie Bobbe  
Angelita breiter  
Joel Isaacson  
James Edward Weller  
sheila carrillo  
Louise Drummond  
mike dicker  
Manutea Reasin  
Therese Ebert  
curtis swain  
Julie kimmel  
Marilyn Cahn

Susan gurga  
Christine King  
Christian Gomes  
John C [Jack] Bowers  
Elizabeth (Lisa) Johnson  
Tom Batley  
Joyce Malone  
Jane Weed Pomerantz  
Steve Pleich  
Jennifer Balboni  
Ed Frey  
Daniel Etler  
Sandino Gomez  
Max Perrey  
Tony Milgram  
Fred j geiger  
Susan Martinez  
Marceya Kagan  
Bodhi Crandall Rus  
Paul Johnston  
H reed Searle  
Barbara riverwoman  
Stephen bosworth  
Joe Jordan  
Michael Levy  
Christi Voenell  
Erin Higgins  
Sharon Parker  
jaime garfield  
Steve Principe  
Jodi Koumouitzes -Douvia  
Juliana Kang Robinson  
Nora Hochman  
William Baker Pool  
Dulce Maria Jacinto  
Glenda Benevides  
John Barron Roberts  
Ramon Garcia  
Juanita Mora Malervi  
Keven Martin Cook  
George Duncan  
Henderson  
Patricia A Henderson  
Laulette A Edwards  
Heather Cahill  
Adam Siria  
Michelle Lopez  
Leta Beth Jussila  
Michelle Bean  
Cabell McCormick  
Leonie Sherman  
Don Webber  
Paul Elerick  
Jay Campbell  
Motherwell Bowerman  
Bodhi Rus  
David Stearns  
Darragh Lawrence  
Paul Johnston

Gabrielle Stocker  
Sue Remoldsen  
Pete Shanks  
Stacey Falls  
Barbara Riverworan  
Audrey Stanley  
Alene Smith  
Mary Champagne  
Akiko Minami  
L. Yasmiene Mabrouk  
Brian Murtha  
Bill Malone  
Judy Geer  
Rico Baker  
Greg Gludt  
Thomas Milearek  
Daniel Speke  
Paul Gratz  
Lindsay Hinck  
Peter Haut  
UAW 2865  
Les Gardner  
Karl Heiman  
Jodi Koumouitzes -Douvia  
Janna Rudolph  
David Hall

*Opponents:*

Amy  
Jascha  
Lee  
Myob  
Westso

Full Name	Affiliation	Vote	Do you support the idea of putting limits on campaign spending?	Add a comment..	My comment	Email address	Zip code
	Doctor, Plaza Lane						
	Optometry	YES	Yes			dr.simmons@plaza.lanecoptometry.com	0
Tawn Kennedy	Director Green Ways To School	YES	Yes		Pro	tawn.kennedy@gmail.com	95062
		YES	Yes	Politics should be about governance, not fundraising.	Pro	tylersg@live.com	
		YES	Yes	Every other political issue that we value depends on keeping money from undermining our democracy. It starts here.	Pro	longinotti@baymoon.com	
Kaitlin Gafney		YES	Yes		Pro	kgafney@oceancanconservancy.org	0
	Campus Democrats	YES	Yes		Pro		0
	People's Democratic Club	YES	Yes		Pro		0
Andy Carman		YES	Yes		Pro	okamano@baymoon.com	95060
Karin Probst		YES	Yes		Pro		95060
Linda Marin	Fund for Nonviolence	YES	Yes	Thank you for addressing this critical issue in Santa Cruz.	Pro	lmarin@cruzio.com	95060
Erica Goff		YES	Yes		Pro	ecgoff@ucsc.edu	95062
Zeké Sean		YES	Yes		Pro	zeker@zekesean.com	95060
		YES	Yes	Long, long overdue. Now if we could just have a court to rehear the Citizens United case. Cherie Bobbe	Pro		
Cherie Bobbe	Desal Alternatives	YES	Yes		Pro	cbobbe@me.com	95003
		YES	Yes		Pro	gazz@baymoon.com	
Angelita Breitar		YES	Yes		Pro		95060
Joel Isaacson		YES	Yes		Pro	erimaha@mac.com	95060
James Edward Weller	Peace United Church of Christ	YES	Yes	This is a no-brainer.	Pro	jweller@cruzio.com	95060
		YES	Yes		Pro		
Shela Camilo	None	YES	Yes	Thank you!	Pro	daveshawstevens@gmail.com	95060
		YES	Yes		Pro	esobul@baymoon.com	95060
		YES	Yes	I am in favor of public support for political campaigns and limits on total spending. In my view spending should be limited, too. Please vote in favor of this ordinance. Thank you, Louise Drummond, Santa Cruz, CA	Pro	ldrummond@yahoo.com	95060
Louise Drummond		YES	Yes		Pro		95060
Mike Dicker		YES	Yes		Pro	mikedicker@hotmail.com	94002
		YES	Yes	There's just too much money. We have to do something about it.	Pro	mr@mail.pl	95076
Martina Resin		YES	Yes		Pro		
Therese Eberl	Self-employed caregiver	YES	Yes	For democracy's sake, people should decide who to vote for and money should not be used to sway elections.	Pro		95065
		YES	Yes		Pro	michspener@cruzio.com	
Curtis Swan		YES	Yes		Pro		95060
		YES	Yes		Pro	dwade@debarwade.com	
Julie Kimmel		YES	Yes	I'd like to get back to a democracy rather than a money driven system.	Pro		95033
Marilyn Cahn		YES	Yes		Pro	marilyn@cruzio.com	9065
		YES	Yes		Pro	bob.rm@comcast.net	
		YES	Yes		Pro	andelicavshera@gmail.com	
Susan Gurpa		YES	No	I think it would be good to have the matching funds.			0
		YES	Yes		Pro	mlbrockman@gmail.com	
		YES	Yes		Pro	zoh-zrd@cruzio.com	
Christine King	UCSC	YES	Yes				95060
Christian Gomez		YES	Yes				95062
		YES	Yes			stevens@sanacruzhub.org	
John C (Jack) Bowers		YES	Yes	This kind of campaign finance policy is a necessity in preserving our democracy!	Pro		95062
Elizabeth (Lisa) Johnson	community member, volunteer, COPA member	YES	Yes		Pro	lisajohnsonsc@yahoo.com	95060
		YES	Yes	Thank You.	Pro	carlsan@ucsc.edu	
Tom Bailey		YES	Yes		Pro	micalposner@cruzio.com	
Joyce Malone		YES	No		Pro	bailev@earthlink.com	0
Jane Weed Pomerantz	EX-Mayor	YES	Yes		Pro	joyce1malone@yahoo.com	0
Steve Fleich		YES	Yes		Pro	webster@earthlink.net	0
Jennifer Balboni		YES	Yes		Pro	stlerich@gmail.com	0
Ed Frey		YES	Yes		Pro	jeniferbalboni@yahoo.com	0
Daniel Etter		YES	Yes		Pro	danelter@gmail.com	0
Sandino Gomez		YES	Yes		Pro	theyspome@gmail.com	0
Max Perry		YES	Yes		Pro	max.perry@gmail.com	0
Tony Mioram	SUUX External Vice Chair	YES	No		Pro	suux@ucsc.edu	0
Fred Jensen	Scenarios for democracy	YES	Yes		Pro	fred@sigx.net.com	0
Susan Martinez	Business for Democracy	YES	Yes	great idea and about time! Thank you!	Pro	frj@earthlink.net	95060
		YES	Yes		Pro	christagains@gmail.com	95060
Marcaya Kogan		YES	Yes		Pro	gwade@gwade.org	95060
		YES	Yes		Pro		95060
Bodhi Crandall Rus	Santa Cruz Treasurer Peoples	YES	Yes	What is the maximum amount of public financing a candidate can obtain?	Question	bodhi.biz@gmail.com	95060
Paul Johnston	Democrat Club	YES	Yes		Pro	pauljio@gmail.com	95062
Tiffed Seale	Democratic Club	YES	Yes		Pro	tfseale@earthlink.net	95060
Barbara Riverton	PA	YES	Yes		Pro	barbarariv@earthlink.net	95060
Stephen Bosworth	None	YES	Yes		Pro	stepbosworth@earthlink.net	95060
Joe Jordan		YES	Yes		Pro	jjordan@sky-power.org	95060
Michael Levy	Teacher	YES	Yes		Pro	levyan@ucsc.edu	95060
		YES	Yes		Pro	splich@gmail.com	95060
Christi Voennell		YES	Yes		Pro		95060
Erin Higgins		YES	Yes		Pro		95060
Sharon Parker		YES	Yes		Pro	urielus1@gmail.com	95062
				Let's set a national trend for real campaign finance reform right here at home. Please vote to improve the way we do our democracy by changing the rules: anyone should be able to run for elected official.	Pro	jaimegarfield@gmail.com	950604625
Jaimie Garfield		YES	Yes		Pro		95062
Steve Principe		YES	Yes		Pro		95062
Jobi Koumouitzes	Self Employed Full	YES	Yes		Pro		95062
Douvia	Spectrum Douvia	YES	Yes		Pro		95062
Juliana Kang Robinson		YES	Yes		Pro		95060
Nora Hochman	POC	YES	Yes		Pro	nolden98@comcast.net	95073
William Baker Hood		YES	Yes		Pro	poolwb@gmail.com	0
Chloe Marie Garcia		YES	Yes		Pro	lamenton@earthlink.net	0
Shirley Benavides		YES	Yes		Pro	shen@earthlink.net	0
John Barron Roberts		YES	Yes		Pro	sbarron@earthlink.net	0
Stamon Garcia		YES	Yes		Pro	stamon@earthlink.net	0
Quantia Mora Matervi		YES	Yes		Pro	qmora11@ucsc.edu	0
Keven Martin Cook		YES	Yes		Pro		0
George Duncan		YES	Yes		Pro		0
Henderson		YES	Yes		Pro		0
Patricia A Henderson		YES	Yes		Pro		0
Louette A Edwards		YES	Yes		Pro	louette@gmail.com	0
Heather Cahill		YES	Yes		Pro	cahanheather@yahoo.com	0
Adam Sims		YES	Yes		Pro		0



## Rosemary Balsley

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**From:** Thomas Leavitt <thomleavitt@gmail.com>  
**Sent:** Monday, June 09, 2014 12:52 AM  
**To:** City Council  
**Subject:** Campaign fundraising/donation limits, and public matching funds

Dear City Council Members,

I wish to express my support for Micah and Don's proposal to put some substance into the current, largely symbolic, and (in the case of total expenditures) often ignored campaign finance limits. Specifically, I both support making the current individual and organizational donation limits mandatory, and incenting compliance with the total expenditure limit by providing matching public funds (though I'd like to see a lower initial trigger for matching funds of \$2500, and a requirement that a broad base of small donors be demonstrated to qualify, say 100 donors of at least \$5). The current total expenditure limit provide a more than adequate envelope within which to make your case to the citizenry of the city as a whole, as has been demonstrated by the many successful campaigns over the last decade (alone) compliant with it. Please give their proposal careful consideration when brought before you on Tuesday.

Regards,  
Thomas Leavitt



**Rosemary Balsley**

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**From:** Russell Brutsche <russellb@baymoon.com>  
**Sent:** Saturday, June 07, 2014 10:20 PM  
**To:** City Council  
**Subject:** voluntary campaign expenditure limits

Dear Council,

I think the Voluntary Campaign Expenditure Ordinance is a great idea. It really levels the playing field, and would help make Santa Cruz the forward-thinking community it aspires to be.

Thanks,  
Russell Brutsché

## Rosemary Balsley

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**From:** Joel Isaacson <emmaho@mac.com>  
**Sent:** Saturday, June 07, 2014 10:28 PM  
**To:** City Council  
**Cc:** Wendy King  
**Subject:** Spending limits in elections

Dear Council Member,

I strongly urge you to support the proposal put forth by council members Lane and Posner, to make voluntary campaign contribution limits mandatory, and to match funds raised by candidates who agree to limit their campaign spending. It is wrong for wealthy citizens to have a stronger political voice than other citizens. I'll be at the meeting on the 10th urging you to limit the influence of money in politics. And I pledge to NOT vote for any candidate who does not agree to limit campaign spending.

Sincerely,

Joel Isaacson  
143 Mason St.  
Santa Cruz, CA 95060

## **Rosemary Balsley**

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**From:** Alison Woolpert <awool@cruzio.com>  
**Sent:** Saturday, June 07, 2014 10:58 PM  
**To:** City Council  
**Subject:** City's Voluntary Campaign Expenditure Ordinance

Dear Council Members,

I ask that you support the amendment of the City's Voluntary Campaign Expenditure Ordinance, proposed by council members Don Lane and Micah Posner. It is critical that campaign expenditures and contributions not be excessive.

The limits of the amendment are a reasonable start to help rectify these problems.

Thank you,

Alison Woolpert

## Rosemary Balsley

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**From:** Wendy King <wking108@mac.com>  
**Sent:** Saturday, June 07, 2014 10:07 PM  
**To:** City Council  
**Subject:** money in local politics

Dear City Council members,

I request that you support the amendment to the City's Voluntary Campaign Expenditure Ordinance as proposed by Councilmembers Lane and Posner. As a democracy, the recent Supreme Court ruling in Peoples' United is a travesty. Please lead Santa Cruz as an example in true democracy where wealth does not control our political process and outcomes.

Sincerely,  
Wendy King  
143 Mason street

Dear Council Members,

Please support the amendment to the City's Voluntary Campaign Expenditure Ordinance proposed by Lane and Posner. This measure is an important safeguard that wealth will not have an outsized impact on our local political process.

Thank you,

*Be happy for no reason.*

## Rosemary Balsley

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**From:** Jazz Society of Santa Cruz/ <jazz@baymoon.com>  
**Sent:** Saturday, June 07, 2014 4:57 PM  
**To:** City Council  
**Subject:** finance election reform

hello coouncilpeople-  
please support the posner/lane proposal for campaing spending limits.

thank you

steve & annie newman  
220 san jose ave  
sc 95060

**Rosemary Balsley**

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**From:** David Shaw <daveshawlistens@gmail.com>  
**Sent:** Saturday, June 07, 2014 9:26 PM  
**To:** City Council  
**Subject:** Voluntary Campaign Expenditure Ordinance

Dear Council Members,

Please support the amendment to the City's Voluntary Campaign Expenditure Ordinance proposed by Lane and Posner. This measure is an important safeguard that wealth will not have an outsized impact on our local political process.

Thank you,  
David Shaw

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**David Shaw :: UCSC Common Ground Center, Co-Director**  
**daveshawlistens@gmail.com :: 831-207-4206 :: Connect on Facebook**

**Rosemary Balsley**

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**From:** Marcia Heath <marcia2435@gmail.com>  
**Sent:** Saturday, June 07, 2014 10:21 AM  
**To:** City Council  
**Subject:** election reform

I am in favor of the proposal put forward by Micah Posner and Don Lane regarding financing of elections in Sant Cruz. I am unable to attend the meeting on June 10th, but would like to have my position on this taken into account.

Thank you,  
Marcia Heath  
464-8442

## Rosemary Balsley

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**From:** Bill Malone <billmalone@pacbell.net>  
**Sent:** Saturday, June 07, 2014 2:01 PM  
**To:** City Council  
**Subject:** I urge you to vote for the Ordinance Governing City Council Campaign Contributions and Expenditures.

I urge you to vote for the Ordinance Governing City Council Campaign Contributions and Expenditures.

We are all aware that in elections Nationwide spending big money can buy elections. I don't want to see that happen in Santa Cruz. Let's keep local elections affordable.

Existing City ordinances have not proven to be a strong incentive to control maximum expenditures, and the most costly campaigns are getting more costly with each election cycle. Let's stop that trend.

Let's help the best candidates win - not just the candidates with the most money to spend.

--Bill Malone



## Rosemary Balsley

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**From:** Rick Longinotti <longinotti@baymoon.com>  
**Sent:** Saturday, June 07, 2014 4:52 PM  
**To:** City Council  
**Subject:** campaign reform

Dear Council Members,

Please support the amendment to the City's Voluntary Campaign Expenditure Ordinance proposed by Lane and Posner. This measure is an important safeguard that wealth will not have an outsized impact on our local political process.

Thank you,

Rick

## Rosemary Balsley

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**From:** Doug Engfer <doug@engfer.org>  
**Sent:** Friday, June 06, 2014 6:30 PM  
**To:** City Council  
**Subject:** [engfer] campaign spending limits & public funding

Madame Mayor and Council Members—

Greetings. I hope this note finds you all well. Regrettably, I will be out of town on 10 June, when I understand you will be considering a proposal to limit campaign contributions and expenditures, and provide public funding for candidates who comply with the limits.

I write today to voice my strong support for this measure. While Santa Cruz has been fortunate to avoid the corrosive effects of big money contributions, we owe it to ourselves to work to prevent those effects in the future, and to join other cities in the country who are leading the way to more-fair elections and more-representative government, nationwide. This is a Think Globally, Act Locally moment that we should seize. As Matt Miller argued persuasively in [The 2% Solution](#), public financing of elections is a key part of The Way out of the political morass we are in as a country (if you haven't read his book, I recommend it highly). Please take this small step on behalf of Santa Cruz, and help steer the country in the right direction.

Thank you for your thoughtful consideration of this matter.

Best,

Doug Engfer

[doug@engfer.org](mailto:doug@engfer.org)

119 Linden St  
Santa Cruz CA 95062

## Rosemary Balsley

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**From:** Willow <kohenet@sbcglobal.net>  
**Sent:** Friday, June 06, 2014 6:59 PM  
**To:** City Council  
**Subject:** Vote Tuesday to Limit Campaign Spending

Please make Santa Cruz part of the solution when it comes to money in political campaigns. Vote for the the proposal sponsored by Don Lane and Micah Posner to provide a one to one public match of campaign expenses for candidates who agree to limit their campaign expenditures and to make current voluntary limits on individual contributions mandatory. This is the best practice currently available to cities and counties who want to level the playing field. It is used by over 40 cities including New York, San Francisco, Ventura, and Boulder.

This is a chance to put best practices in place and guard against future problems. I want Santa Cruz to be part of the solution to this national problem.

Thank you.  
Willow Katz

## Rosemary Balsley

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**From:** Christi Voennell <christi@coho.org>  
**Sent:** Friday, June 06, 2014 7:20 PM  
**To:** City Council  
**Subject:** Campaign Spending Limits

Dear Council Members,

I wholeheartedly support campaign spending limits in political campaigns. This practice will make it a more even race and make it possible for more people to move into city leadership, who may otherwise not be able to afford it.

Thank you,

Christi Voennell  
854 Western Drive  
Santa Cruz, CA 95060

## Rosemary Balsley

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**From:** Bob Rottenberg <bob.r@comcast.net>  
**Sent:** Friday, June 06, 2014 2:18 PM  
**To:** City Council  
**Subject:** Campaign Spending

Dear Council Members:

I am in total support of the proposal limiting spending on local elections.

I am especially supportive of efforts to strengthen the Voluntary Expenditure Ordinance by making the donation limits mandatory, rather than voluntary.

I will not be able to be at the June 10 Council meeting to voice my support in person, as I will be out of town.

Thank you,  
Robert Rottenberg  
1010 Pacific Ave  
#508  
Santa Cruz 95060  
[bob.r@comcast.net](mailto:bob.r@comcast.net)