



Contest ID: _____

Candidate ID: 1363063

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(no more than 200 words)

November 6, 2018

CANDIDATE'S STATEMENT OF QUALIFICATIONS

CITY OF: Laguna Beach

OFFICE SOUGHT: City Council

NAME: Robert "Rob" Zur Schmiede AGE: 63
Optional

OCCUPATION: Laguna Beach Councilmember

Laguna Beach residents expect the City Council to do what's best for Laguna. They deserve Councilmembers who have the temperament to consider all viewpoints and the skill to make the right decisions. My track record of leadership based on professional experience and patient listening meets those demands.

My first City Council term confirmed that public safety remains our highest priority. Our police, firefighters and lifeguards are essential to our quality of life. I will continue to prioritize reducing risks to residents.

I will expand my efforts to demystify city hall and broaden participation in civic deliberations. Leadership Laguna, an initiative I originated, has educated close to 100 residents about our city government. Graduates have been taking their places on city committees and commissions.

I will honor our heritage while embracing efficiency and sustainability, support the arts, welcome new businesses, and streamline permitting. I will protect our unique neighborhoods and extraordinary natural environment.

During my 40+ year community development career, I managed large staffs and annual budgets of \$90+ million. I hold a BA in Public Affairs/Certificate in Urban Studies, an MBA, and am an AICP planner.

I am committed to courtesy, transparency, and collegiality.

I ask for your vote.

voterobz.com

INSTRUCTIONS: (Elections Code § 13307)

DATE: 8/4/18 CANDIDATES SIGNATURE: Robert Zur Schmiede