



Contest ID: _____

Candidate ID: _____

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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: Toni Iseman AGE: _____
Optional

OCCUPATION: City Council Member

Laguna Beach is a coastal town, not coastal resort.

Most of us discovered Laguna, fell in love and moved here not knowing the work done by those before us. Battles were fought to protect the essence of our town. Now we must make decisions to keep us from being loved to death.

Surrounding towns and the County of Orange approved thousands of houses without considering congestion. And Laguna's their beach. We need seasoned leadership and creative solutions to keep the flood of cars off our streets. More lanes are not the answers. We must keep the cars out.

We have welcomed visitors, knowing they're drawn by natural beauty and our seven-mile coastline. But Laguna's being crushed.

The next four years could tip the scale. Meaningful solutions are needed.

Here are examples of my leadership:

The free Trolleys that serve visitors and residents alike.

The Quiet Zone at Mozambique gives neighbors relief. Bar patrons don't disturb the neighborhood.

Traffic directors keep cars moving.

Noise and Lighting Ordinances have been refined.

My record is strong. I will continue to protect our vibrant and unique town.

Your quality of life must come first.

I put residents first.

INSTRUCTIONS: (Elections Code § 13307)

DATE: 8.9.2018 CANDIDATES SIGNATURE: Toni Iseman