



Contest ID: _____
 Candidate ID : _____
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 (no more that 200 words)
 November 3, 2020

Candidate's Statement of Qualifications

CITY OF: LAGUNA BEACH

OFFICE SOUGHT: CITY COUNCIL X
CITY TREASURER _____
CITY CLERK _____

NAME: Ruben Flores

AGE: 59
 (Optional)

OCCUPATION:
Entrepreneur/Designer/Businessman

(Elections Code § 13307)

Laguna deserves artistic, creative vision in leadership. I will use experience from 24+ years as a local business owner / resident to serve Laguna, championing improvements and policies that amplify the extraordinary character of Laguna Beach, respecting needs of residents, and promoting healthy businesses.

With my BS/MBA from CalPoly, I have developed an International clientele, been awarded / published for commercial and residential designs, and experienced value derived from wise decision-making.

Currently Chair of Laguna Beach View Restoration Committee, former President of Laguna Beach Beautification Council, & PMMC Board, my involvement includes LCAD, Laguna Art Museum, & Laguna Outreach for Community Arts. Goals include:

- Ensure all can express concerns freely and are given respect
- Advocate equitable enforcement of regulations / codes
- Enhance canyon, parks, beaches, parkways
- Reposition Laguna's marketing to attract visitors who actually spend in Laguna
- Bolster Laguna's Urban Mosaic
- Address remote parking / incentivize trolley use
- Promote Water-wise California Landscapes
- Advance Quality of Life for all Residents

As our 100th anniversary approaches, Laguna deserves a positive, energetic leader with creative vision and business acumen... a leader connected to the community, with the artistic knowhow to enhance Laguna's desirability.

Let me be your voice on City Council. Website: rubenflorescitycouncil.com

Date 08-07-2020

Candidate's Signature