

# 🌿 Neighbors Building a Better Altadena 🌿

## 2013 Altadena Town Council Candidate Survey

On Saturday, May 18<sup>th</sup>, 2013, the day after Town Council Candidates were announced, NBBA forwarded an invitation to all candidates to participate in our Candidates Forum on 5/29, and asked each person to respond to seven survey questions. Below are the responses received from all candidates.

NBBA hopes that these responses and the additional forum encourage broader community participation, as well as provide for more transparency and accountability for our town governance.

If you have any questions, feel free to call us at (626)344-7806 or email us at [mail@buildingabetteraltadena.org](mailto:mail@buildingabetteraltadena.org). For an electronic copy of this document, see our website at [www.buildingabetteraltadena.org](http://www.buildingabetteraltadena.org).

**Election day is Saturday, June 8<sup>th</sup>, 2013.** There are seven polling sites throughout Altadena, each with their own schedule. Information is on the Altadena Election website listed below. ***If Saturday is not a good day for you, you can vote early on Tuesday, June 4, from 5-9 PM at the at the Altadena Community Center, 730 East Altadena Drive, just west of Lake.*** If you are a 18 years or older and a resident of Altadena, you will be able to vote for a candidate in your Census Tract (CT). For more information on the election and your closest polling place, please see [www.altadenelection.org](http://www.altadenelection.org).

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### CT 4601 CANDIDATE

Gretchen Seager

No survey response received.

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### CT 4602 CANDIDATES

**Anny Liu:** 626-826-6848, [annyl@att.net](mailto:annyl@att.net)

*1. Why are you running for Town Council, and what skills or strengths will you bring to the position?*

In the three years of my residence here, I have developed a love for and a deep connection with my neighborhood. I'd like to encourage more communication between the residents of Tract 4602 and the council.

I have run a successful small business for 16 years. Over these years, I have developed the skills and strengths necessary not only for successful private business endeavors, but those same and likewise essential qualities which an effective council member must possess. From vision, innovation and creativity to sustain a competitive edge in the market place; to leadership and supervision over personnel; and to insight and analysis necessary for profit and financial health, I will bring all these skills and strengths to the position.

For example, as the position of treasurer for California Diabetes Foundation, my experience gave me the ability to maximize limited resources for the benefit of a targeted group.

*2. What do you see as Altadena's priorities that you expect to act on as a Town Council representative?*

My first priority will be to preserve and further extend the sense of safety in Tract 4602. As council member, I would consistently maintain communication directly with law enforcement in order to keep abreast of any innovative ideas

that provide increased support and participation for community involvement. Although there is some participation in Tract 4602's Neighborhood Watch program, I would like to see more. Therefore, one of my top priorities is to expand participation into neighborhoods that have not partaken in the program.

Another priority would be to promote dialogue for implementing bike lanes to ensure neighborhood safety and provide recreational opportunities. Bike lanes also have been proven to benefit small and local businesses according to studies conducted by the Department of Transportation.

*3. What is your vision for economic development in Altadena, and what actions do you think the Town Council could take to bring about that vision?*

By working with our local Chamber of Commerce, I would work to encourage shopping or dining at locally owned and run businesses. This is what makes our community special. Franchises or proposed developments should be reviewed to see whether they are in keeping with the local neighborhood character.

*4. What are the special characteristics or resources of our Altadena community, and how can the Town Council help support and capitalize on those?*

Altadena has a great community support system; I would take advantage of the shared pride to increase neighborhood participation in special events, and Neighborhood Watch programs. In addition, Altadena has many points of interests that can be used as a lure into our city. From Christmas Tree Lane to The Cobb Estate, these attractions, with more promotion, would entice residents from outside neighborhoods into our town.

*5. How do you see Town Council's relationship with County functions and government?*

Most importantly, whether for fiscal or policy support that affects Altadena and its infrastructure and public resources, the council member is the advocate for the needs and requests of our constituents. Since the Town Council's main function is an intermediary to express to county, state and federal agencies the will of Altadeneans, participation in County meetings, forums, and gatherings should increase.

*6. How do you plan to inform and involve the residents of your Census Tract?*

I would first use the conventional methods of communication. Newsletters, emails, and face-to face gatherings are channels I'd use for outreach efforts. I'd make sure an updated city website would be ideal in keeping the community informed. In an effort to create a welcoming and inviting environment of communication for constituents, I'd ride my bike into my census neighborhoods and allow the opportunity to meet community members. This would allow them the chance to directly voice their concerns and needs in an informal setting.

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**William Malone:** 626-893-0878, ban1997@sbcglobal.net

*1. Why are you running for Town Council, and what skills or strengths will you bring to the position?*

I truly believe that most people's intentions are good and most people wish to do the right thing. There are as many good ideas as there are good people who have them. If you visit any of the neighborhood blogs or websites it does not take long to discover the extent of public involvement by concerned citizens over the future of our unique community. The problem with abundant ideas is that at some point they become counter intuitive to each other. Just like the vast variations in the architecture of our homes, Altadena residents are a wonderful eclectic bunch. This makes for a vast variance in ideas, beliefs, culture and politics, and with such variability, it is the tolerance and understanding we have for each other that makes this such a beautiful place. However, with differences also comes disagreement. And often, that disagreement impedes progress. I am running for Town Council because I realized that my opinion and my voice is just one out of many, and to truly make a difference in a community I do not need to be a single voice with a single opinion but an ear to our differences and a voice of moderated reasoning. For me, getting involved and being an integral part of change is an important part of being a good citizen, being on the Town Council would give me an opportunity to do this. My greatest strength is understanding that my own personal agenda is not as important as the collective whole and in

appreciating that collective whole. I am able to search through our differences, focus on the things we have common, and then facilitate the dialogue and action necessary to advance. In general, I do not think that there are enough ears in local politics as a whole and it is only through listening and then responding that the true priorities of the community, not those of individual agendas, can be achieved.

*2. What do you see as Altadena's priorities that you expect to act on as a Town Council representative?*

I believe one of Altadena's highest priorities is to start working together collectively, because it is an extensive problem that involves economics, business, education, and essentially any personal or community issue. One of the positive characteristics about our city is the amount of involvement we get from its residents. We now have so many social groups that are either splintered from other groups or initiated because of personal or community concerns. We only need to look at this current election with the amount of candidates and the interest in having a candidate forum to understand how involved we have all become. Having so many groups is a wonderful problem to have in that it means so many people wish to make changes for the better, or to preserve the current integrity of our community. Having so many separate groups also means that each group may not have enough members to accomplish the goals and make the impact that they had hoped. By bringing these groups together, understanding we might not always agree, but supporting each other in the areas in which we can unite is going to be our biggest strength. Individually we can move stones, collectively we can move mountains.

*3. What is your vision for economic development in Altadena, and what actions do you think the Town Council could take to bring about that vision?*

If you build it they will come? This is not always an accurate statement. All you have to do is look around Altadena and see all of the empty storefronts and empty lots that already exist. Along with modern technology, the internet, and big box stores it is difficult enough for local retail stores to compete in today's market without having to deal with the demographics of Altadena being removed, miles uphill away from the main core of both auto and foot traffic. It is not enough to just wish we had some kind of downtown core where we can all go shop, eat, and hang out in the evenings and the weekends without having to drive down the hill. We have to first look at what kind of businesses we would like to see establish in Altadena and then how to attract that small business investor. Study the barriers our community and city present, as well as the county, and develop methods of facilitating business development. As a community it would be in our best interest to support those entities that already promote our local businesses. Developing a rapport with county officials can be catalyst for change. We already have a large pool of home businesses. What can we do to promote and assist in their growth? It should be one of the Town Council's positions not to stand on different sides of this fence, but to support the decisions of our neighbors, our investors, and our businesses, existing and new. Only then will we start seeing positive changes in our local business environment, less empty stores and more places to shop. Support and shop our local business should be a motto for us all.

*4. What are the special characteristics or resources of our Altadena community, and how can the Town Council help support and capitalize on those?*

Despite the obvious decline of the standard bricks and mortar retail businesses, Altadena is well known for its small business community, in particular its artists. There are so many small home businesses originating every day. I myself have more good friends and neighbors with home businesses than I can count. These businesses, along with our strong artistic influx, have become one of our biggest resources. They should not be ignored but encouraged. Community events supported and sponsored by home businesses are successfully popping up everywhere: Altadena's Farmers Market, Webster's food truck events, Aveson's June Jubilee, Art on Palm, etc. The Town Council needs to work more closely alongside other local groups, including the Chamber of Commerce, in reaching out collectively, encouraging, creating and approving more of these local events and assisting in their promotion. These businesses do not need to be encouraged to invest in Altadena--they are already here. With the right support and growth, these are the new businesses that can and will fill our empty retail spaces. We just need to let them know that we are there to support them if they make that transition. In addition, the Altadena community has fabulous educational resources through Loma Alta Park and Farnsworth Park, the Senior Center, the libraries, the Community Garden, and a multitude of other free and low-cost programs. I believe these programs are underutilized and need better promotion and support. The Town Council, in conjunction with other local organizations should do more to advocate and promote these programs by

reaching out to local organizations (for example, MOMS Club of Altadena), particularly to specific groups that they aim to serve.

*5. How do you see Town Council's relationship with County functions and government?*

No matter whether we like it or not, Altadena is an unincorporated city. This means that our tax dollars are not ours to keep. We pay taxes to the county and then we hold out our hand and ask the county for our share. Unless we have a good relationship with the county we will not get what we deserve. It is not just taxes, it is all services including building and planning that answer to the county. A close working relationship between the Town Council and county is not just a good idea, it is a must. We need to make sure that we show the county that we not only care about our city but that we need the county to stand by its commitments and support us both administratively and financially. We need to be taken seriously, make strong clear decisions and not back down. With a positive relationship, we can be more influential in determining our needs and potentially where our tax dollars go. The Town Council is the mouthpiece of the community—of the people—it is necessary that it has members who understand the necessity of diplomacy, collaboration, and representation.

*6. How do you plan to inform and involve the residents of your Census Tract?*

Making myself available to the people of my census tract and promoting myself as their representative is a priority. I will do this by walking the neighborhood and talking with friends and neighbors, both before and after the election. I will also go to as many community events as possible in order to introduce and meet my constituents. I am already fairly active in my community, regularly attending various community events (Christmas Tree Lane Lighting, Webster Food Truck events, Altadena Farmer's Market, Farnsworth Park events, etc.). I have become involved either directly or indirectly with community organizations such as MOMS Club of Altadena and RIPE. I know the strength of social media and plan to have a Facebook page for easy access and regularly updated information on my involvement in local activities. Local blogs through the Patch and if necessary altadenablog, can help disseminate pertinent information regarding my census tract and the surrounding community. If my name and information is out there with the knowledge that I care and I am approachable, then a continuous dialogue should not just start but remain for as long as I hold a position and beyond. If someone needs a question answered, all they need to do is ask.

*7. Anything else you would like to share with voters?*

Over 8 years ago, on the first day we moved into our current home, we were tired from the move, started to relax in our cluttered home, when there was a knock at the door. The neighbor across the street was having a bbq and invited us over to join them. That evening we did not just meet them for the first time, but all the neighbors that surrounded us. There was conversation on who had been there the longest; 17 years, 30 years, 14 years, what a wonderful way to meet everyone. That evening was full of good food, good people, and good conversation. Since that first day, these people have not just become good neighbors but good friends, friends whose doors are always open for each other. When the recent big storm hit and left most of the city without power for as much as a week, everyone came together in unbelievable ways. We shared generators and refrigerators, and when one neighbor got their power restored days before the rest of us, they had extension cords running in all directions including through our window and into our living room. This city is not just the place I live, it is my family. We have differences, just like any family, but we also watch out for each other and care for each other. I believe that I am lucky to live here and believe this is a magical place. I would never criticize someone for thinking differently, it is what makes us unique and the experiences in our lives is what shapes us and our way of thinking. I have always realized that there is always room for improvement and I am open to different perspectives. We do have our work cut out for us, but like any family, together we are strong and we have a great foundation. I would be proud to represent this community. I cannot imagine living anywhere else.

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## CT 4603.01 CANDIDATES

**Nicole Ford:** 626.676.7309, nicole\_ford@charter.net

### *1. Why are you running for Town Council, and what skills or strengths will you bring to the position?*

I am running for Altadena Town Council out of my love and commitment for the community in which I grew up. I am a 32 year resident and a proud product of the PUSD starting in Elementary and graduating from John Muir High School. The skills and strengths I will bring to the position include:

- a) Community service experience, within and beyond the Altadena Community, developing, implementing and growing multiple mentorship and educational programs within both the Altadena community and PUSD
- b) Working in the public and private sectors, including my service working for Supervisor Antonovich in his Pasadena Field Office during and after completing college where I had the opportunity in servicing the Altadena Community.
- c) I also have professional experience as a result of establishing an organization, Stepping in the Right Direction, which promotes education and the arts amongst both Middle and High School students.

### *2. What do you see as Altadena's priorities that you expect to act on as a Town Council Representative?*

- a) Community Involvement: I would like to see more residents attend the ATC meetings. The more involvement from the Altadena residents, all issues regarding: local businesses, resident safety, services for our thriving senior community and after school and youth leadership programs, the more changes can be made to ensure Altadena is receiving all of the resources provided by the County of Los Angeles.
- b) I would like to implement a Local Business Night Highlight Program: Every month a local business will be highlighted at the ATC meeting. The business will have an opportunity to come in and speak to the residents about what they provide and who they are. I feel this will bridge the gap between the businesses and the community and ensure more investment.

### *3. What is your vision for economic development in Altadena, and what actions do you think the Town Council could take to bring that vision?*

Maintaining our small-town atmosphere is important, as it is my concern that we continue supporting our local businesses, impacting economic growth together through positive partnerships. The Town Council needs to work consistently with the County of Los Angeles and their departments to provide an attractive atmosphere where businesses will want to establish. This can be accomplished by reforming some of the current restrictions which will make Altadena a more feasible community for smaller businesses to thrive.

Also, continuing to partner with the Pasadena Unified School District, the Town Council can invest in our youth and make our community a desirable town to allow families to continue to reside, knowing their children will obtain a quality education.

An internship partnership program with the local businesses in Altadena would be a great opportunity to involve the community, High School students, Local High Schools and the Pasadena Unified school District in showing our investment in both our youth and local businesses.

### *4. What are the special characteristics or resources of our Altadena Community, and how can the Town council help support and capitalize on those?*

Our small-town atmosphere, natural resources, including the hiking trails, community parks and recreational facilities and our unique homes and residents are what makes Altadena a special place to live. By continuing to support and promote our local businesses, maintaining our streets and facilities and partnering with local organizations, the Town Council will have an impact on the community at large.

*5. How do you see Town Council's relationship with county functions and government?*

It is the Town Council's responsibility to proactively and consistently collaborate with the Office of Supervisor Antonovich and the departments within the County of LA to ensure Altadena and its residents are receiving all resources available.

*6. How do you plan to inform and involve the residents of your Census Tract?*

I plan to contact my census tract residents through all forms of communication including social media, mail, door to door and personal phone calls. I understand everyone doesn't have internet access, so it is very important to reach out with all afore mentioned methods of contact.

I plan to involve my census tract by touching on issues that impact their interest. By assuring the community their concerns and ideas are significant, I know that together we can build a greater Altadena.

*7. Anything else you would like to share with voters?*

I want to make sure our community needs, wants and concerns are heard, accounted for and implemented. I possess the commitment, motivation, creativity and leadership skills needed to keep Altadena great!



**Damon Lamont Hobdy: Cellular 818-370-8455, Office 626-798-2409, DLHOBDDYESQUIRE@AOL.COM**

*1. Why are you running for Town Council, and what skills or strengths will you bring to the position?*

In 2013, my parents home in Altadena was burglarized. As a 42 year resident of Altadena I want to decrease crime to increase Altadena's beauty and economic development. I am an attorney of 17 years. I know how to work with the public and resolve issues. I will use my skills to be the voice of residents.

*2. What do you see as Altadena's priorities that you expect to act on as a Town Council Representative?*

Property crimes are increasing. Sidewalks along Altadena Drive are necessary to increase safety. Times along Altadena Drive and other areas should be imposed when parking is not permitted – which will cut down on crime and identify cars or persons that should not be in certain areas. These priorities are tied to safety, economic stability and beauty of Altadena.

*3. What is your vision for economic development in Altadena, and what actions do you think the Town Council could take to bring that vision?*

Altadena should be incorporated as a city. The Council with the community can achieve this goal. This will increase revenues and bring businesses to the area causing it to be more vibrant.

*4. What are the special characteristics or resources of our Altadena Community, and how can the Town council help support and capitalize on those?*

We have people in the community who have lived in Altadena for 10 plus year. These are long-standing residents who love and have ideas about making Altadena better. We have to get these people involved.

*5. How do you see Town Council's relationship with county functions and government?*

Until we are incorporated, the Town Council needs to become more actively involved concerning municipal services provided by Los Angeles County.

*6. How do you plan to inform and involve the residents of your Census Tract?*

Through fliers, posters and community fundraisers those of my census tract will be informed and involved. Residents will have access to my e-mail and I will respond.

*7. Anything else you would like to share with voters?*

My parents, brothers, nieces and family members live in Altadena. I'm committed to the community. Vote for me!!!!

**Richard R. Jerez:** 818-432-2188, nocar911@netzero.net

*1. Why are you running for Town Council, and what skills or strengths will you bring to the position?*

I believe in the economic growth Altadena has and I have experienced the changes in the last three years. What I bring to the table is 23 yrs of knowledge and experience in the field of residential real estate. Three years of remodeling, design and landscape. My work is dedicated to the Altadena Pasadena area. I am aware of my surroundings and aware of the potential Altadena has to offer to the community.

*2. What do you see as Altadena's priorities that you expect to act on as a Town Council representative?*

- To have a safe area for children to play, to have more signage for horse riding, hiking trails and other area landmarks.
- To work with landlords, homeowners and banks on homes which seem to be abandoned.
- To strengthen/promote the neighborhood watch program and stabilize our neighborhoods.

*3. What is your vision for economic development in Altadena, and what actions do you think the Town Council could take to bring about that vision?*

Promote existing small town businesses by exploring new ideas in getting the community involved, addressing property/business maintenance and absentee owners. Further promote the farmers market so that it becomes a place to meet on Wednesdays.

*4. What are the special characteristics or resources of our Altadena community, and how can the Town Council help support and capitalize on those?*

The diversity in our ethnic make up, the hiking trails and landmarks that is unique to the Altadena community. To support and capitalize, the town council could work closer with neighborhood groups and community leaders.

*5. How do you see Town Council's relationship with County functions and government?*

By becoming more visible and responsive to the concerns of the residents. Encouraging a working relationship between the County and the Town council.

*6. How do you plan to inform and involve the residents of your Census Tract?*

I will go door knocking introduce myself define and address issues, concerns, have a block party, Promote neighborliness.

## **CT 4603.02 CANDIDATES**

No one is running.

## **CT 4610 CANDIDATES**

### **Carrie Eastman**

*1. Why are you running for Town Council, and what skills or strengths will you bring to the position?*

The idea to run for Altadena Town Council came from my son. He asked me if he could run for Council, but as he is only 10, I told him he couldn't. Before I could even think about it, I told him I would run.

I acknowledge Altadena as an extremely special, unique and amazing place. My children go to public school here and I feel lucky to live here. I have been an activist for change and improvement my whole life - from growing up in Berkeley, to working for The Children's Defense Fund in Washington DC during college, and helping people with disabilities find work in my career after college. Lately my career has been centered around economic stability for my family. I miss being that advocate - I want to be that voice of change for Altadena.

*2. What do you see as Altadena's priorities that you expect to act on as a Town Council representative?*

When talking to my neighbors, the main concern for our Tract is the corner of Lincoln and Figueroa. Safety is an issue, as is quality of businesses. I would like to find the best way to improve that corner, as well as the block between Figueroa and Woodbury.

I would also like to work with Jackson Elementary to help where I can; address the issue of feral/stray animals, as well as develop and work on beautification projects (and involve local resources such as Tree People).

*3. What is your vision for economic development in Altadena, and what actions do you think the Town Council could take to bring about that vision?*

I am still in the process of learning policy and procedures for the Council. There is so much potential for Lincoln Avenue to grow and develop. I would like to promote local business development – pulling from the area around us. Now that Walmart is here, I believe they should commit to neighborhood improvement and development.

*4. What are the special characteristics or resources of our Altadena community, and how can the Town Council help support and capitalize on those?*

The most wonderful asset of my Census Tract is the diversity of the residents. We need to nurture the relationships of the different cultures and people to strengthen the voice of the community as a whole.

*5. How do you see Town Council's relationship with County functions and government?*

Supervisor Michael Antonovich and the County Supervisors have so much ground to cover. My three children have taught me the art of the squeaky wheel. I would be that squeaky wheel for Altadena.

*6. How do you plan to inform and involve the residents of your Census Tract?*

To inform and involve the residents, I would use Social Media (Twitter and Facebook especially), and email. I would also attend SENCH meetings and walk the neighborhood.

*7. Anything else you would like to share with voters?*

I strongly believe in the aphorism “a rising tide lifts all boats” – not only with economics, but more importantly with community involvement and improvement.



**Brent Musson:** [brent.musson@altadenatowncouncil.org](mailto:brent.musson@altadenatowncouncil.org)

*1. Why are you running for Town Council, and what skills or strengths will you bring to the position?*

Town Council's primary work is done in Land Use Committee. I am a construction industry consultant and licensed general contractor with three years experience on Land Use and two years on Town Council. I enjoy a great working relationship with the Supervisor and his Field Reps as well as key members of the departments which relate directly to what we do on ATC. Additionally, I've lived in tract 4610 for over 40 years, attending local public schools and playing in local parks.

My deep experience with both the community and the governing municipality are critical to doing the job.

*2. What do you see as Altadena's priorities that you expect to act on as a Town Council representative?*

After decades of neglect, West Altadena began a rapid recovery when the Lincoln Crossing development replaced three



liquor stores, a bar and a chop shop, along with a host of other run down eyesores. The loss of the Redevelopment Agencies, through Sacramento budget cuts, stifled our recovery. As a homeowner in 4610, a high priority is to revitalize the recovery of the Lincoln corridor, and finish the west side of the street from Woodbury to Figueroa.

As a member of the Town Council, what will impact 4610 the most will be the reworking of Altadena's CSD. County parking ordinances make our business districts all but un-leasable. Finding a compromised balance between the needs of prospective businesses and surrounding residents, around the parking issue, will be a critical function of the ATC/LUC representative.

*3. What is your vision for economic development in Altadena, and what actions do you think the Town Council could take to bring about that vision?*

My answer to question #2, above addresses one impediment to economic development from inside the ATC; but also, as a member of Neighbors Empowering Youth's (NEY's) Board of Directors, one of my top initiatives provides free skills training for disenfranchised youth and underemployed adults. Unemployment in 4610 is more than double the national average, even higher among Black and Latino males (especially those under 30 years old.) Carefully targeted training reduces unemployment and increases disposable income.

*4. What are the special characteristics or resources of our Altadena community, and how can the Town Council help support and capitalize on those?*

Altadena is blessed with a great many special characteristics and resources, ranging from the many miles of nature trails in the Angeles National Forest, to it's central positioning between LA, the Valley and the Inland Empire. Our proximity to Pasadena affords us access to city life while retaining our quasi-rural atmosphere. BUT, without question, our greatest resource is our residents! Our commonalities and our diversity are the heart and soul of Altadena. One recent program that I am implementing to support and capitalize on our human resource is through a comprehensive weight loss and fitness program which provides free juicers to local residents and supervised live food programs. Our goal is to reduce chronic obesity in West Altadena. Stay tuned for more details!

*5. How do you see Town Council's relationship with County functions and government?*

Town Council exists at the pleasure of the Supervisor. Our function is to act as an ombudsman for the neighborhoods of Altadena, conveying the needs and wishes of the residents to any county, state or federal governmental body or agency, and to provide a forum for a town meeting in which to discuss issues of concern to the Altadena Community. As long as we stay in our lane, the County is pleased. When we try to be something that we are not, the County is displeased—it's very simple.

*6. How do you plan to inform and involve the residents of your Census Tract?*

Unfortunately, the ATC provides no budget for communication with constituent residents; so, I visit neighborhood watch meeting and use the following online resources to stay in touch:

- a. Facebook.com/BDMusson
- b. BrentMusson.com
- c. Twitter.com/bmusson (@bmusson)

*7. Anything else you would like to share with voters?*

To effectively advocate for your Cesus tract on the Town Council, it's necessary to understand three critical things: how Altadena works, how Town Council works and how the County works. Having grown up in Altadena since 1972 and logged thousands of volunteer hours, over many years, working with County agencies, the Town Council, the PUSD and many local organizations, I know how to get things done! ...and just as important, I know what needs to be done.

## CT 4611 CANDIDATES

### Amy Cienfuegos

No survey response received.



### Michael John May-Devey

*1. Why are you running for Town Council, and what skills or strengths will you bring to the position?*

I feel confident that I would be a strong in representating issues that residents of my census tract are requesting attention directed toward.

*2. What do you see as Altadena's priorities that you expect to act on as a Town Council representative?*

- Maintaining the culture and private nature of our community.
- Ensuring better safety awareness and preparedness for our residents.
- Continuous development of new business opportunities that benefit our community.

*3. What is your vision for economic development in Altadena, and what actions do you think the Town Council could take to bring about that vision?*

I see an abundance of economic development opportunities that could be implemented in our community. The council needs to move toward a more proactive marketing to new entrepreneurial risk taking in Altadena.

*4. What are the special characteristics or resources of our Altadena community, and how can the Town Council help support and capitalize on those?*

Altadena is occupied by a diverse group of well educated and disciplined residents who if called upon will rise to the occasion to protect what we all have in common while living in Altadena – but who will also recognize requires our concerted dedication toward maintaining and improving for the future.

*5. How do you see Town Council's relationship with County functions and government?*

This is an area where I would need more direct exposure to the Town Council to make appropriate comments about.

*6. How do you plan to inform and involve the residents of your Census Tract?*

Direct contact via phone, email, Altadena Blog, NBBA resources and any other method required to gain their attention and commitment toward improving our community.

*7. Anything else you would like to share with voters?*

I feel confident that it is critical right now to save and develop all we hold sacred about Altatdena. We need new business to resume the proper level of commerce to sustain the great place we are. We need new blood and young talent to infuse our community without sacrificing any of the noble and valued components of what make us whole here. We need additional efforts to bring forth a healthy renewal of Altadena.



**Dale Alan Parks:** 626-253-5905, daparks2@gmail.com

*1. Why are you running for Town Council, and what skills or strengths will you bring to the position?*

I prefer to participate rather than watch from the sidelines. When my son was in little league I volunteered to be his team scorekeeper and attended every game. When I see Wal-Mart, huge empty lots preparing for development, vacant lots on Lake waiting for the right developer, I want to know what's going on and participate in the process. My role in

the printing industry was to guide businesses away from old methods and introduce them to new technologies. Communication and problem solving are two key skills I would bring to my role on the Council.

*2. What do you see as Altadena's priorities that you expect to act on as a Town Council representative?*

Altadena is a diverse community loosely defined as East of Lake, West of Lake. But no matter which side of Lake you live on we all have one thing in common---we love living in Altadena. I want to maintain Altadena's character as an independent, eclectic community. So my first priority is not to become a "me too" community with a Starbucks on every corner. The Council needs to support the businesses we have with an eye to bringing in new businesses that complement our community identity.

*3. What is your vision for economic development in Altadena, and what actions do you think the Town Council could take to bring about that vision?*

Altadena needs to become a destination. Ralphs should expand and build on the vacant lot next to it. Mariposa/Lake should become our town center with an information center that hands out pamphlets on hiking trails, famous homes, bike rides, and local businesses. This is a "bottom up" process that the Town Council has to identify and implement.

*4. What are the special characteristics or resources of our Altadena community, and how can the Town Council help support and capitalize on those?*

There is a lot going on in Altadena: car shows, plays in the park, art exhibits, home tours. The problem is that not everyone hears about these events. I think the Altadena Blog is a treasure of information about Altadena. It is current information which can't be said about many other sites, including the Town Council's own site. The Altadena Blog is a great source of information but you have to log on to it. I have spoken to residents of Altadena that have never heard of it. The Town Council should work to get the word out.

*5. How do you see Town Council's relationship with County functions and government?*

I am not sure how the Town Council and County interface. I think we have a great deal of support from Mike Antonovich's office. I imagine the Town Council works with the County on an advisory level.

*6. How do you plan to inform and involve the residents of your Census Tract?*

This is an important question. Aside from going door to door, which is very time consuming and not always productive, I think dividing up the tract into separate sections and send postcards introducing myself with the goal of getting an email address. Once I have that I can send out informative newsletters quarterly to all that sign up.

*7. Anything else you would like to share with voters?*

Altadena is a great place to live and I hope we all can work together to make it even better.

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## **CT 4612 CANDIDATES**

**Jamie Bissner:** 626-794-4435, [contractinginfo@sbcglobal.net](mailto:contractinginfo@sbcglobal.net)

*1. Why are you running for Town Council, and what skills or strengths will you bring to the position?*

My involvement with ATC over 14 of the last 17 years has permitted me to become knowledgeable about, and cultivate relations with, both our Supervisor & his Deputies as well as with the County agencies that we rely upon.

I have also been involved in, and a member of, the Colts Commission mandated Sheriff's Community Advisory Committee, Volunteer's on Patrol, Land Use Committee, Community Center Advisory Committee, Trustee for the Mosquito and Vector Control District and the Sheriff's Support Group.

As a third generation resident I am intimate with our town, its evolution and its issues. I will continue to use this knowledge and my 29 years as a construction consultant during which I have dealt with many facets of County government to have our needs met and improve the community throughout.

*2. What do you see as Altadena's priorities that you expect to act on as a Town Council representative?*

My larger focus the past couple of years has been on revitalization of our business districts town-wide while promoting the easing of restrictive residential codes on existing homes. That is what the Community Standards District Committee I was charged with establishing is conducting right now. I want to continue to aid that committee through my Council position.

*3. What is your vision for economic development in Altadena, and what actions do you think the Town Council could take to bring about that vision?*

While some tools have been lost related to economic development as a result of a California Supreme Court ruling, we have an ally and partner in Mike Antonovich, and his senior staff, and we have 3-1/2 years to avail ourselves of this relationship after which, because of term limits, the relationship ends. In my analysis of who will succeed Mike; they will probably come from the area in the 5th district with the largest voting bloc which is in the Santa Clarita Valley. It will be there that the largess will be distributed and a new Supervisor from that region simply will not be cognizant of the needs of a long established community such as ours. My established relationship with 5th district personnel will continue to be beneficial for us.

*4. What are the special characteristics or resources of our Altadena community, and how can the Town Council help support and capitalize on those?*

Flora, fauna and foothills. Hiking, biking and study of nature. Support events related to aforementioned while promoting our town and businesses as a destination.

We have unique buildings, neighborhoods and homes here and must work toward promoting our current "Village Associations" and establish many more. This will aid in preserving, maintaining and improving those enclaves while improving communication between neighbors which simultaneously helps in crime prevention.

*5. How do you see Town Council's relationship with County functions and government?*

I see its relations as pretty good when those on the Council have an understanding of the process and a comprehensive knowledge of our issues relative to the agencies that must be employed when action is necessary.

*6. How do you plan to inform and involve the residents of your Census Tract?*

I'll continue to communicate the concerns and needs for Altadena, confer & inform community members & fellow council members, illustrate our problems with Mike's staff and Deputies and guide residents to become involved and communicate. I will continue to correspond with Tim Rutt/Altadenablog about these concerns and needs as his venue is truly the only community wide disseminator of information.

*7. Anything else you would like to share with voters?*

In the recent past there are some who have invested in our town and have suffered the burden of arduous and costly code compliance matters. I will continue to seek easing these requirements and tailoring them based on the unique aspects of our business districts. Along with that I envision a stronger alliance with our community organizations such as Chamber of Commerce to establish a clearinghouse for those who wish to locate here so that they may establish their business without impediment.

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**Bill Ward:** atc@billward.net. [I check email throughout the day and it provides a record of all contacts. If I am successful in the election, I will also set up a dedicated telephone number for all issues related to my role on the town council.]

*1. Why are you running for Town Council, and what skills or strengths will you bring to the position?*

I have been a resident of Altadena since 2001 and have felt for quite a while that I would like to engage in public service to benefit the community. Professionally, I work as a civil engineer on large public works projects like the Expo Light Rail project, municipal water distribution systems, and CEQA permitting projects. As a result I spend a lot of time thinking about municipal services issues and working with staff at various cities. I am also trained as an environmental lawyer, so I understand the way local governments operate, the nature of civic duty and the ways our legal structures can positively influence our communities. Given all that, I believe a great way for me to serve the community is representing my census tract on the Council, working to preserve and enhance the quality of life we have here in Altadena.

I am a bit concerned that we do not give the encouragement, advice and feedback to the County Supervisors that enables them to manage and develop Altadena as well as it would be managed if there were an organized and informed group of local citizens managing the town the way a typical city council does. In particular, I am concerned that commercial development controlled by the Los Angeles County Department of Regional Planning is currently permitting changes to Altadena that will make it a more congested and unattractive community, particularly in light of the Wal-Mart project.

I believe the Council would benefit from an infusion of new blood, so this year I decided to offer my services to the community for the first time.

*2. What do you see as Altadena's priorities that you expect to act on as a Town Council representative?*

First, the Council needs to find a way to work together to come up with a single, consensus-driven, informed position on every issue it brings to the County. Without that the Council is easily disregarded. Since the council is an advisory body, it needs to operate as efficiently as possible to maximize the limited authority it has.

Second, the council has to pay careful attention to the special qualities of the community, and be sure it consistently works to protect them. These are qualities like the small-town charm of the Mariposa/Lake area, the sense of community that is created every weekend morning at Patticakes, and the quiet pace on most of our residential streets. I know from my work before planning agencies and city councils in Los Angeles that developers are well-funded, organized, and well-prepared to exercise their ability to transform communities over the wishes of residents. It is only by properly organizing and responding to those threats that communities have the ability to resist unwelcome intrusions from developers.

I have also seen the great work that an organized, informed, forward-thinking local government can do in rehabilitating a community- and I don't only mean Old Town Pasadena. This happens again and again- Santa Monica's Third Street Promenade, Main Street San Dimas, downtown Claremont, Foothill Blvd in La Canada or Honolulu in Montrose.

Altadena deserves the same quality, business-friendly, pedestrian-friendly main streets in our commercial zones that those other communities have.

*3. What is your vision for economic development in Altadena, and what actions do you think the Town Council could take to bring about that vision?*

I propose we follow proven formulas for success in developing business in Altadena: identify our goals and then create a strategic plan to achieve those goals. The town council must come to a consensus on how it sees future development and then it must work consistently to promote those visions. Our town is a uniquely representative microcosm of Los Angeles, in that it really is a collection of small towns. The Lincoln, Lake/Mariposa, Allen/New York and the Altadena/Washington commercial corridors are all distinct from one another and they are all potential engines of

commerce that can provide jobs, goods and services to the community. Each can be Main Street USA and I would work to develop those areas into vibrant, pedestrian-friendly destinations that can support small businesses from morning through evening with multiple uses. Each should have a variety of complementary uses including office space, retail shops, businesses, services and restaurants that invite customer traffic.

I would work with neighbors in 4612 to identify the issues they would like to address here and I would work with neighbors in the other tracts to envision what they see in theirs.

As for my personal view, I would like to see more commerce on Allen by New York. I have had the pleasure of dropping my car at S&J Auto, walking across for coffee and chat at Patticakes, and shopping at Altadena Food Fair Market before walking back to S&J pick up my car, but I would like there to be even more reasons to conduct business in that area. I especially would like to bring in more high-margin artisanal businesses like Bulgarini Gelato. These types of businesses generate revenue, while giving the community a sense that it is someplace special, and they offer opportunity for our young people to get that important first job.

*4. What are the special characteristics or resources of our Altadena community, and how can the Town Council help support and capitalize on those?*

Since the days Angelenos escaped summer heat and city smog via the Eaton Canyon Railway, Altadena has always been one of the more bucolic, natural communities in Los Angeles- a small town in a large metropolis set high against the hills. We need to recognize those qualities and work to keep the town small town feel, fresh air, and car traffic under control. We should also promote healthy activities, like walking, hiking and biking for more of our community. The town council can support those characteristics by working with the County as they create general plans, bicycle plans, traffic plans and commercial development.

Altadena has an existing economic base that also needs Council support. As I indicated earlier, the Council should come to a consensus and work to that end. The most involved I have heard the Council becoming engaged with a small business was the hullabaloo surrounding the mural on Patticakes. This represented the community poorly in the local press because the Council was on the wrong side of the discussion. It also cost Patticakes time and money to address that situation. That is not the kind of involvement we want to see in the future.

*5. How do you see Town Council's relationship with County functions and government?*

It is paramount that the Town Council engages actively with the County- this relationship cannot be overstated. The Altadena Town Council is the eyes and ears for the County, providing the information the county requires to act in the Town's best interests. The Council should therefore solicit feedback on the performance of county-delivered services and make recommendations for improvement when necessary. This includes emergency assistance during fire season, help for our most vulnerable neighbors when the blackouts occurred after the 2011 wind storms, and flood control work during heavy rain. I have worked with County staff on power, water and flood control issues, so I have firsthand knowledge that they are engaged and willing to help the community.

The Council should also be engaged with County staff to solicit the County's assistance on more strategic, long-term issues that the county could help with. Land Use Planning and economic development are among them, and I would engage that staff in the dialogue taking place here in Altadena by visiting with the staff – an easy thing for me to do, as my work often brings me in contact with County Staff at their offices already.

*6. How do you plan to inform and involve the residents of your Census Tract?*

In my work I spend a great deal of time meeting new people, delivering information to them and soliciting their feedback. I would extend that practice to my neighbors in 4612.

To that end, I would collaborate with existing neighborhood associations like "Neighbors Building a Better Altadena" to conduct public meetings where we discuss current issues we care about, and hope that encourages more people to join the discussion.

Recognizing that Town Council meetings are not always convenient for people with jobs and families, I would plan to make myself available periodically at the local farmers markets - I already attend the one at Victory Park on Saturdays and Mission on Thursdays, so that would be simple! Such community events enable busy people to participate while accomplishing other work.

Email and telephone make 24 hour contact possible. In the event I win a seat, I will establish a telephone line and voicemail dedicated to Town Council business and create an email account for the same purpose.

I will create and maintain an email list of neighbors who wish to receive periodic updates from me and distribute information there. In addition I will share those mailings with community groups for inclusion in their own newsletters.

*7. Anything else you would like to share with voters?*

Since we do not have our own municipal water agency here in Altadena, our residents are served by multiple retail water suppliers which makes us vulnerable to divide and conquer strategies on the part of the agencies. It is important that we work as a cohesive city to receive fair treatment when it comes to setting rates. Our water rates are not consistent across the town and they are often higher than the rates paid by members of other communities who receive water from the same agencies. If elected to the Council, I would work to bring order to our pricing and supply.

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## **CT 4613 CANDIDATE**

**Sylvia Vega:** 626-482-8787

As a Realtor I am in touch with my census tract on a monthly basis. Door knocking allows me to connect with my neighbors and understand concerns and desires for the area. While serving on the Altadena Town Council Land Use Committee I have heard from dozens of residents and their desire for local businesses. Altadena is a beautiful community filled with the character of living in the country-from horses being ridden through neighborhoods to trails leading to waterfalls. Attracting businesses that keep in character with our community would be my desire. As far as keeping my census tract informed, I would continue my grass roots efforts of going door to door and listening to what is important to the neighbors.