

**CITY OF SAN DIEGO  
Member of City Council — District 2**



**SARAH BOOT  
Federal Prosecutor**

**Sarah Boot's Record of Distinction**

As an Assistant U.S. Attorney, Sarah Boot led investigations to dismantle cross-border drug trafficking organizations and prosecuted drug dealers, bank robbers, and criminals who trafficked in the child sex trade.

As President of the 1,200-member women's bar association, Sarah Boot spearheaded initiatives to advance women in the workplace.

As a private-sector lawyer, Sarah Boot represented local technology companies, internet companies, and environmental and community-based non-profits.

**Sarah Boot's Agenda to Lead**

**Sarah Boot** fought the toughest criminals and won. Now she is ready to take on the career politicians and special interests.

**Sarah Boot** will fight to keep our communities safe by increasing resources for public safety, and by making investments to rebuild the aging infrastructure in our neighborhoods.

**Sarah Boot** believes in a *smart government* that invests in clean energy and green jobs, grows our economy by expanding our Port, and redirects resources to maintain the beauty of our beaches.

**Sarah Boot** will make City Government work for all of us and will stand up for our neighborhoods, not the downtown special interests.

**Sarah Boot. A Public Servant Who Will Put Our Neighborhoods First.**

**[www.sarahboot4citycouncil.com](http://www.sarahboot4citycouncil.com)**

**CITY OF SAN DIEGO  
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**JIM MORRISON  
Property Manager  
Business Person  
Community Leader**

A beach area resident since 1959, I am 57 years old, my leadership skills are maturity, wisdom, problem solving and diplomacy, and the abilities to bring together opposing sides and come to an agreement, an independent candidate, with the vision to move the city forward!

The 20 years of civic service, I have invested in the community of Pacific Beach, I feel it is my responsibility to represent you at city hall!

**Jobs, jobs, jobs, my focus from the beginning of all my campaigns was jobs and it will continue to be!**

**City wide community store fronts as job and businesses creations centers!**

**Change our spoke economy to a hub economy, to compete with other cities!**

**We cannot give up, I have to make things right, for you, your family and city hall, there is hope!**

Pacific Beach Town Council member, 12 years

Pacific Beach Planning Group member, 15 years

Pacific Beach Parking Committee member, 5 years

Represented Pacific Beach at the city wide Community Planners Advisory Committee for Transportation (COMPACT)

Volunteered for the Kendall-Frost Mission Bay Reserve

**If you have questions, please call 858 274-7581 or email at [jmorrison.55@att.net](mailto:jmorrison.55@att.net)**

**[www.jimmorrisoncity.com](http://www.jimmorrisoncity.com)**

**CITY OF SAN DIEGO  
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**MARK SCHWARTZ**

**BROTHERS AND SISTERS WE MUST SHIFT DIRECTION.**

**It is time to lower the tax burden on citizens.** Balancing the city budget is not enough, we must cut spending and fix the pension crisis. **I will strongly support small business enterprise by fighting to lower licensure and permit requirements.** Our tourism industry is being taxed out of competition. Property and water taxes are skyrocketing, permits are too expensive and delayed. **The city needs to get to work.** Let's increase our city revenue streams and market our wonderful city to film, concert, convention and cargo industries. As a City Councilman I will fight to protect our constitutional rights to privacy, personal property, and the freedom to pursue happiness.

I will lead with virtue by rooting out corruption, cronyism and waste. **Our liberty will not be stolen; we will not tolerate dishonesty.** I will immediately cut my salary by 50% and establish a secure Whistleblower hotline to protect patriotic citizens. Proposition 215 patient rights will be protected. **I will champion privatization of city services, community gardens, and the provision of safe drinking water.** Let's give parents a choice in their children's education and create voucher systems for schools.

**[www.CityCouncilSchwartz.com](http://www.CityCouncilSchwartz.com)**

**[www.Facebook.com/SanDiegoSchwartz](http://www.Facebook.com/SanDiegoSchwartz)**

**CITY OF SAN DIEGO  
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**LORIE ZAPF**  
**San Diego City Councilmember**

**INDEPENDENT LEADERSHIP & FISCAL RESPONSIBILITY**

I am proud of my record on the City Council as an independent leader committed to real reform and expanded city services.

**ACCOMPLISHMENTS**

- Fiscal reforms that will save \$1 billion for critical neighborhood services, including street and sidewalk repair.
- Authored the Small Business Policy Assistance Package to help businesses grow and add more jobs.
- Increased recreation center and library hours — bringing library hours to the highest level in over a decade.
- Worked with colleagues to develop a five-year public safety plan. The plan was critical in retaining the experienced personnel we need.
- Authored city law that bans sales of pets from inhumane puppy mills.
- Partnered in community cleanups resulting in the disposal of 101.85 tons of waste including 18.17 tons of recyclables.
- Received Humane Society's 2014 Humane Hero award.
- 2014 Latino Champions Civic Leader of the Year award nominee.

**PRIORITIES**

If you reelect me to the City Council, I promise to:

- Continue to strengthen public safety
- Improve foster care and mental health systems
- Protect Mission Bay and our beaches
- Enhance basic services, including fixing roads and potholes

**Endorsed by:**  
Mayor Kevin Faulconer  
Father Joe Carroll  
San Diego Police Officers Association

[www.LorieZapf.com](http://www.LorieZapf.com)

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**CITY OF SAN DIEGO  
Member of City Council — District 4**



**MYRTLE COLE  
City Councilmember**

**Promises Made. Promises Kept.**

We're filling potholes, fixing sidewalks, undergrounding utilities, and painting bike lanes We distributed 220 Turkeys to needy families.

We're opening a Skyline Fire Station, building a new Skyline Hills Branch Library, and renovated the Tubman-Chavez Community Center.

I voted for millions of dollars for infrastructure improvements. I'm hosting Neighborhood Revitalization Days eliminating graffiti, trash, and unsightly conditions to make our communities a clean place to live and work.

**Public Safety.**

I'm committed to fully funding Public Safety, improving emergency response times, and maintaining Community partnerships that prevent crime.

I've supported Jobs for Youth to keep kids off the streets and out of trouble.

**Economic Development.**

New restaurants, businesses and a new Walgreens are coming to the Fourth Council District. We're updating community plans to bring quality retail to our community (Gaslamp East).

Every week, **Myrtle's Job Board** helps people find work.

Together, we are making progress but there is still much to be done.  
I respectfully ask for your support and your vote.

Endorsed by:  
**SAN DIEGO POLICE OFFICERS ASSOCIATION, SAN DIEGO FIRE FIGHTERS**  
Speaker-elect Toni Atkins, Assemblymember Shirley Weber  
City Councilmember David Alvarez  
Council President Todd Gloria

**Re-Elect MYRTLE COLE  
Neighborhoods First!**

**CITY OF SAN DIEGO  
Member of City Council — District 4**



**BLANCA LOPEZ BROWN**

Blanca Lopez Brown was motivated to run for City Council due to her passion for city planning focused on residents, public fiscal responsibility, and an enriched educational system. Blanca is a dedicated servant and respected leader in the community and across the country.

Blanca has an independent and analytical approach to problem solving. She takes the time to research each issue thoroughly, knows how to reach out to the top experts and receive the best advice from her circle of advisors on the major issues. Blanca is conscious about adopting best practices for ecological city planning, business improvement districts supported by innovative incubator programs to provide assistance during businesses start-up phase, sustainable neighborhoods, safe routes to school, creating highly motivating classrooms for ALL students, crime prevention and obesity intervention efforts.

**CORE BELIEFS**

**DIVERSITY IS OUR STRENGTH** for: Economic Development, Educational Pathways to Career and Safe Neighborhoods.

Crime is best decreased through an investment in preventative approaches to a neighborhood's built environment.

The pillars of the city's economic development will be represented in the fourth district, Military, Tourism, International Trade and Manufacturing.

All residents have the right to earn fair wages and to contract.

Read More <http://blancalopezbrown.com/>

**CITY OF SAN DIEGO  
Member of City Council — District 4**



**ANTHONY VILLAFRANCA**

Tony Villafranca has lived and worked in District 4 since 1971, and, for more than 40 years, he has watched the region evolve into the diverse and vibrant community it is today. Every day he talks with people who look out for their neighbors as they work hard to build lives for their families. He can attest to the fact that folks from all backgrounds are developing new solutions to complex problems.

Since his days attending services at St. Michael's and playing football in the streets of Paradise Hills, Tony has built friendships with people of all religions and colors to provide lasting contributions to the community. Tony always has believed in the power of unity. Today he is building a multi-cultural coalition in District 4, and, with his emphasis on unity, he is bringing together African Americans, Asian Americans, and Latino-Americans to develop our neighborhoods.

United we can achieve real, meaningful change in our community—equal opportunity for all, including equal access to resources no matter ethnicity. United we can make history—and usher in a new era of socioeconomic development, an era in which we not only can dream our dreams but also realize our dreams.

**CITY OF SAN DIEGO  
Member of City Council — District 4**



**BRUCE WILLIAMS**  
Community Volunteer

I was born and raised in District 4.

I have spent my adult life fighting for safer neighborhoods, better schools, parks, and to preserve the vibrancy of our communities.

**I am only beholden to our community's interests, not special interests.**

I have worked **harmoniously** and effectively with:

- Concerned stakeholders
- Businesses and labor

**I believe in fiscal responsibility:**

- Supported responsible **pension reform**
- Worked to help reduce the city's budget deficit

**I have fought and continue to fight for our communities:**

- Worked side by side with community members to clean up our parks
- Advocated for **more public safety patrols to keep our families safe**
- Supported responsible gun control and **gun buy-back programs**

**I have advocated for business development:**

- Worked to bring in **new businesses**
- Helped to **deliver new jobs**
- Worked with businesses to help **keep businesses open**

I will continue to fight for our neighborhoods. Our community needs a leader who understands the problems we need solved, and has the experience to get the job done.

I am that leader – I have spent my life's work serving you.

I am asking for your vote. **Together we can make a difference for our community.**



**CITY OF SAN DIEGO  
Member of City Council — District 6**



**CHRIS CATE**

**Common Sense Fiscal Reform**

"Chris Cate is the only candidate who will help me finish the fiscal reforms at City Hall, so that we can put the money we save back into our neighborhoods"

**-Kevin Faulconer**

As Vice President of the San Diego County Taxpayers Association, I have been dedicated to protecting taxpayer dollars by passing comprehensive pension reform and defeating the \$500 million sales tax increase.

As someone who started a small business; I know what it takes to balance a budget, create jobs and make a payroll.

**My Priorities**

I will work to fully implement voter-approved reforms that will generate over \$1 billion in savings to be reinvested in our neighborhoods:

- Fix our streets and potholes
- Increase after-school programs
- Protect our beaches and maintain our parks
- Restore police to the numbers they need to protect our neighborhoods

I will also work to pass new transparency rules that give citizens the ability to go online and view where every taxpayer dollar is being spent.

I am committed to working with everyone to get these things done, and to helping build a spirit of cooperation on the city council.

**Questions? Call (619) 839-9835**

**[www.cateforcouncil.com](http://www.cateforcouncil.com)**

**CITY OF SAN DIEGO  
Member of City Council — District 6**



**JANE L. GLASSON  
Special Education Assistant**

**Elect a responsible leader**

**Priorities**

Keep our city safe  
Maintain and beautify our city  
Assist people living in our city to feel that they are appreciated  
Bring assistance to the homeless living on our streets, providing for physiological needs  
Keep our families safe  
Keep our streets safe  
Keep our open space maintained and enjoyable  
Lower the cost of living  
Help San Diego businesses create jobs

**Jane Glasson is a leader with experience and commitment**

- Bachelor's degree in Child Development
- Associate's degree in Foreign Languages
- Associate's degree in General Studies
- Chief Financial Officer of a community association
- Homeowner who has lived in Mira Mesa since 1998
- Coached high school tennis

Jane holds two credentials. She has a Child Development Site Supervisor Permit and a 30-Day Substitute Teaching Permit.

"I will give my best with much care to earn your trust." - Jane

**CITY OF SAN DIEGO  
Member of City Council — District 6**



**DE LE**

De Le had enough experience from his childhood knowing when things are not working. That's why he wants to change things.

"Having been involved with community and political works for decades now, it is obvious to me that many things in San Diego are not working. The city needs a new type of leadership and I will bring an engaged, community-serving attitude to the Council," Le said. "It's time that we live up to the true meaning of government by the people and for the people."

Le knows firsthand about self-interested governments. He fled from one. Le was 12 years old when he came to America, an immigrant from Vietnam, an oppressed country.

Le joined the military after high school and served in it for over a decade. "I love working with law enforcement, civic organizations and the community. I've been doing it since I was 14. Volunteering allowed me the opportunity to serve the needs of others," said Le, who has devoted countless hours working with community groups such as the Asian Heritage Society, The Lions Club, The Children's Coalition, and The Vietnamese American Students Association at CSUSM.

**CITY OF SAN DIEGO  
Member of City Council — District 6**



**MITZ LEE**

**BIPARTISAN COMMUNITY LEADER WITH REAL EXPERIENCE  
BRINGING PEOPLE TOGETHER TO GET THINGS DONE**

**Mitz Lee** will provide strong independent representation and restore trust and integrity to city hall.

**Mitz Lee** will:

- **Put our neighborhoods first**, cut wasteful spending and reinvest in our neighborhoods.
- **Get back to basics** by fully funding police, fire and emergency services; fixing potholes, streets; opening libraries and maintaining parks.
- **Attract new investments** to our neighborhoods, creating jobs and revitalizing our communities.
- **Have neighborhood meetings** to address concerns in a timely manner.

**Mitz** is the former Vice President of San Diego Board of Education.

**Mitz** is a City of San Diego Human Relations Commissioner.

**Mitz** serves on several boards including Asian Pacific American Coalition, Pacific Rim Park, Inc., and the Rancho Family YMCA.

**Mitz** also serves our community through organizational memberships including the Asian Business Association, Lions Clubs, San Diego Taxpayers Association, Town Councils, and Women's Club.

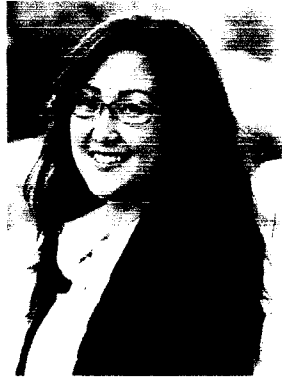
**Mitz** is endorsed by dozens of community leaders that worked with her to win battles for better schools, balanced budgets, fair redistricting and accountable government.

**Mitz Lee** has lived in District 6 for 30 years with her husband, a Navy veteran, and their two sons.

**A COMMUNITY LEADER NOT A PARTISAN POLITICIAN.**

[www.mitzlee.com](http://www.mitzlee.com)

**CITY OF SAN DIEGO  
Member of City Council — District 6**



**CAROL KIM  
Educator**

**Endorsed by:**  
San Diego Firefighters  
American Federation of Teachers  
League of Conservation Voters

Carol Kim is an educator, afterschool program leader, wife, and mother of two children. She and her family live in Mira Mesa.

**Carol Kim will fight for our neighborhoods.**

Carol will put our tax dollars to work in neighborhoods, not into downtown projects. She will focus on improving public safety while upgrading streets, sidewalks, and infrastructure.

**Carol will support small businesses.**

As the daughter of small business owners, Carol knows that small businesses drive our economy and support our families. She has a vision for fostering growth and investment in San Diego's developing industries, creating new jobs, and strengthening the economy.

**Carol will support our families and children.**

Carol developed student support programs for military families and will expand that work in our community. She will fight to improve afterschool programs in libraries and recreation centers. She will work with local schools to provide career and technical education training opportunities for students.

"Our communities are unique and constantly changing. I will bring innovative and sustainable economic development and community planning to the City Council."

- Carol Kim

**Vote Carol Kim for City Council  
[www.carolkimd6.com](http://www.carolkimd6.com)**

**CITY OF SAN DIEGO  
Member of City Council - District 8**



**DAVID ALVAREZ  
San Diego City Councilmember**

David Alvarez was born and raised in San Diego, the son of a janitor and fast food worker. He lives with his wife, two children, and elderly father. David cares deeply about ensuring that our neighborhoods get what other neighborhoods already have: quality city services for all of our families.

**Re-Elect David Alvarez: Standing up for our Neighborhoods**

- Every year, David approved more funding to repair streets, sidewalks, parks and libraries, totaling \$159 million
- Every year, David improved the City's response to fires and medical emergencies
- Every year, David pushed for more funding for public safety to keep our neighborhoods secure

**Re-Elect David Alvarez: Job Creation and Fiscal Responsibility**

- David created jobs by pushing forward the long-delayed Otay Mesa Community Plan Update. This new plan will create a new center for jobs and business growth in the South Bay.
- In 2011, David solved a \$47 million budget deficit. Every budget cycle, David suggests ways to make City government more efficient and effective.
- David successfully pushed to disband the Service Authority for Freeway Emergencies (SAFE), an unnecessary government agency that wasted taxpayer dollars.

[www.VoteDavidAlvarez.com](http://www.VoteDavidAlvarez.com)

**CITY OF SAN DIEGO  
Member of City Council - District 8**



**LINCOLN PICKARD**

**Memberships, Attitudes and Past Activities:**

- Over 50 years: BPO Elk : Currently San Diego Lodge 168
- San Diego Press Club
- NRA Life Member / Benefactor / Golden Eagle
- Teach children the 4 R's: Reading, wRiting, aRithmetic, oRation.
- Teach kids how to think. Teach them about the U.S.A.'s Founding Fathers.
- Teach kids the principles of our Founding Documents.
- I-Caucus
- Offshore Drilling - Yes! It is safe and it will create good jobs.
- Restore Christmas on the Prado! (Not December Nights)
- Human life begins at conception.
- Volunteer Range Safety Officer:
  1. Lemon Grove Rod and Gun Club (Past Sergeant at Arms)
  2. South Bay Rod and Gun Club
- Past President Otay Mesa Nestor Community Planning Group
- Former member and Secretary of San Diego County Wildlife Federation
- I have a dream. Character not skin color.
- Reduce the cost of permits for installing solar panels. \$600+ fee is too much.
- Preserve The Mount Soledad Cross.
- Church: Bethany Assembly of God at 916 Hollister Street, 92154.
- Asian Business Association
- U.S. Gun Club, President: CCW supporter
- Legalize Doctor prescribed marijuana
- I play Texas Holdem
- No stoplight cameras. Repair and upgrade infrastructure.
- Marriage is between one woman and one man.
- Lower Tax Rates and Less Regulation

<http://www.LincolnPickard.com/cc>