

**City of  
San Diego**



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**Sample Ballot  
& Voter Information Pamphlet**

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**GENERAL MUNICIPAL ELECTION  
TUESDAY, NOVEMBER 8, 1983**

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Administered by:

CHARLES G. ABDELNOUR  
San Diego City Clerk  
202 C Street  
San Diego, California 92101  
(619) 236-6420

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**POLLS OPEN AT 7 A.M. AND CLOSE AT 8 P.M.**

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To simplify voting on Election Day, take your pre-marked sample ballot to the polling place shown on the back cover.

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Spanish translation of this pamphlet is available upon request from the Office of the Registrar of Voters — (619) 565-5800.

Este folleto está disponible en español previa petición al Registrador de Votantes. — (619) 565-5800.

**145**

**MUNICIPAL AND DISTRICT GENERAL ELECTIONS  
NOVEMBER 8, 1983 - OFFICIAL BALLOT**

**CITY OF SAN DIEGO  
MEMBER OF THE CITY COUNCIL**

District 2	Vote for One
<b>BILL CLEATOR</b> Deputy Mayor/Businessman	<b>82</b> ▶
<b>NORMA J. PHILLIPS</b> Secretary/Office Manager	<b>83</b> ▶

**MEMBER OF THE CITY COUNCIL (Unexpired Term)**

District 3	Vote for One
<b>BOB FILNER</b> Elected Member, School Board	<b>86</b> ▶
<b>GLORIA DEMERS McCOLL</b> City Councilwoman, Appointed/Businesswoman	<b>87</b> ▶

**MEMBER OF THE CITY COUNCIL**

District 4	Vote for One
<b>MIKE GARRETT</b> Businessman	<b>90</b> ▶
<b>WILLIAM JONES</b> Incumbent City Councilman, Appointed	<b>91</b> ▶

**MEMBER OF THE CITY COUNCIL**

District 6	Vote for One
<b>MIKE GOTCH</b> San Diego City Councilman	<b>94</b> ▶
<b>ELEU L. TABARES</b> Advertising Executive, Respiratory Therapist	<b>95</b> ▶

**MEMBER OF THE CITY COUNCIL**

District 8	Vote for One
<b>CELIA I. BALLESTEROS</b> Attorney/University Trustee	<b>98</b> ▶
<b>UVALDO MARTINEZ</b> Councilman, San Diego - Appointed	<b>99</b> ▶

MUNICIPAL AND DISTRICT GENERAL ELECTIONS  
NOVEMBER 8, 1983 - OFFICIAL BALLOT

MEASURES SUBMITTED TO VOTE OF VOTERS  
CITY OF SAN DIEGO

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ADVISORY VOTE ONLY

**A** Shall the City enter into an agreement with the San Diego Unified Port District which provides that the Port shall build a convention and exhibition center on Port-owned land at Port expense using available Port District funds; and further provides that the City shall operate and maintain this center, provided that the cost to the City for operating and maintaining the center shall be paid only from revenues derived from operation of the center itself and, if necessary, from Transient Occupancy Tax revenues derived from occupancy of hotels within the Navy Field Complex?

YES 187

NO 188

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CITY OF SAN DIEGO CHARTER AMENDMENT.  
ADDS SECTION 76.1

**B** Amends the Charter relating to special taxes to conform to Article XIII (A) of the California Constitution by providing that a special tax may be levied by the City Council only if approved by a two-thirds vote of the qualified electors of the City or if the special tax is to be levied upon less than the entire City only if approved by a two-thirds vote of the qualified electors in the area of the City in which the tax is to be levied.

YES 192

NO 193

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APPROVAL OF IMPOSITION OF TAX IN PROPOSED  
LA JOLLA LANDSCAPE DISTRICT

**C** Approving the imposition of a tax of \$20 per annum on each taxable unit of property located in the proposed La Jolla Landscape District to provide for landscaping improvements and maintenance within the District.

YES 196

NO 197

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**SAN DIEGO CITY COUNCIL  
DISTRICT NO. 2**



**BILL CLEATOR**  
**City Councilman/Deputy Mayor**

The reelection of Bill Cleator will guarantee a common-sense approach to government.

**SERVICE TO COMMUNITY**

- Endorsed by Labor, police and municipal employees.
- Voted to keep bus fares for senior citizens low.
- Lengthened city library hours.

**SOLID BUSINESS BACKGROUND.**

- Owns Cleator Furniture, providing more than 60 local jobs.
- Spends less taxpayer money to run his council office than does any other councilmember.
- Former director San Diego Taxpayers Association.

**COMMITMENT TO ECONOMIC DEVELOPMENT**

- Heads consortium to headquarter cruise ship here.
- Firm supporter of U. S. Navy as San Diego's economic partner.
- Leading the drive to create a San Diego-Tijuana Joint Economic Development Commission.

Bill is a native son who helped fashion San Diego into an exciting metropolis while retaining its wonderful small town flavor. Together, Bill Cleator and you can make certain that San Diego continues to do it right!

**SAN DIEGO CITY COUNCIL  
DISTRICT NO. 2**



**NORMA J. PHILLIPS**

I am a patriot, not a politician. I raised my two children, now adults, in Kansas City, Missouri. I have always supported civil and human rights issues.

Since moving to San Diego seven years ago I have become concerned about uncontrolled growth. I have observed in San Diego and our country a growing inability to serve the people under present economic policies. It is because of this concern that I am a candidate. I oppose the actions of corrupt big business, civil servants, and powerful banking groups who ignore citizen's needs. I oppose high-rise development which displaces rather than increases low-income housing, and decreases parks and recreational space. I advocate controlled-growth, low-cost housing, and action for disadvantaged citizens. My goal is to work for needed changes at city level with honesty and integrity. This will require constant personal interaction with citizenry. My personal commitment is to serve our city.

**SAN DIEGO CITY COUNCIL  
DISTRICT NO. 3**



**BOB FILNER  
PRIMARY WINNER  
The Choice of District 3**

**THE "BACK TO BASICS" ADVOCATE IN CITY SCHOOLS**

Bob Filner's leadership as an elected School Board member and President resulted in:

- renewed stress on basic skills
- stricter discipline
- strengthened graduation requirements

**NOW LET'S GET CITY HALL "BACK TO BASICS"**

- Make public safety our top priority. **Bob Filner is supported by police officers and the San Diego Firefighters.**
- Revitalize older neighborhoods. The current councilwoman was warned by the city attorney not to vote on neighborhood improvement projects because of a *conflict of interest* with her large real estate interests in the city.
- Preserve canyons and natural resources.
- Promote affordable housing and quality senior citizen services.

Bob Filner — endorsed for his experience and qualifications by local women's organizations.

**THE APPOINTMENT PROCESS IS UNDEMOCRATIC**

- The current councilwoman was appointed. Bob Filner was chosen by the voters. Elect Bob Filner — the choice of District 3.

**SAN DIEGO CITY COUNCIL  
DISTRICT NO. 3**



**GLORIA McCOLL  
INCUMBENT CITY COUNCILWOMAN  
BUSINESSWOMAN**

**THE EXPERIENCE TO LEAD AND  
THE COURAGE TO ACT —  
THAT'S GLORIA McCOLL**

**A San Diegan With a Long Commitment to Our City**

- Born in San Diego and graduated from Hoover High
- Degree in Economics and Business Administration from San Diego State
- Married and mother of three grown children
- Committed to staying on the City Council and serving the people of San Diego
- Citizens Advisory Board for 3rd District, American Red Cross Board of Directors, and Past President of Assembly Committee of San Diego..

**A Record of Accomplishment**

- Coordinated neighborhood crime watch meetings and called for city-wide emphasis on crime watch programs
- Called for improved public transit services
- Active supporter of issues important to Senior Citizens:
  - Nutrition Programs
  - Crime Prevention
  - Efficient Transportation Systems
  - Affordable Housing
- Established Senior Citizen "Hotline"
- Initiated action to preserve hillsides and open spaces
- Increased recreational activities at City facilities

**SAN DIEGO CITY COUNCIL  
DISTRICT 4**



**MIKE GARRETT**

**Businessman  
Married  
39**

**BACKGROUND**

Currently on leave of absence from Western State University College of Law  
University of Southern California B.A. in Sociology  
Heisman Trophy Recipient  
San Diego Chargers, Kansas City Chiefs — Professional Athlete  
U.S. Army, California Air National Guard  
May Company Division Sales Manager (1976-77)

**STATEMENT**

Mike Garrett is running for San Diego City Council because he likes his community and he believes the City should provide better services and economic revitalization to the 4th District neighborhoods.

Mike Garrett believes that if we allow one part of the City to decline, then other communities will follow. And, Mike knows that deteriorating neighborhoods cost the entire City for more police, more fire protection, more building inspectors, etc. Mike realizes that deteriorating neighborhoods not only require more City personnel, they also rob the City of property tax and sales tax revenues.

Vote Mike Garrett for City Council.

CCLN-5



**SAN DIEGO CITY COUNCIL  
DISTRICT NO. 4**



**WILLIAM JONES  
INCUMBENT CITY COUNCILMAN**

RECEIVED THE **SUPPORT OF ALMOST 70% OF THE FOURTH DISTRICT VOTERS IN THE PRIMARY ELECTION.**

**Experience**

- Grew up in San Diego's Fourth District
- 10 years of service to San Diego
- Executive Assistant to Councilman Leon Williams

**Accomplishments**

- Established **District-wide Jobs Council** to work for job creation.
- Set-up **special Stop Crime Program.**
- Created **City Equal Opportunity Commission** and helped set new City policy.
- Called for **Night City Council** meetings so the people of San Diego can be more involved in decisions of the Council.
- Has won Council approval to preserve valuable open space and improve street repair and maintenance.

**Leadership**

- Has conducted a clean grassroots oriented campaign involving thousands of volunteers city-wide and in the 4th District.
- Has pledged to serve the next four years on the City Council.

**Supported By:**

- San Diego's largest Law Enforcement Group
- San Diego's Municipal Employees Associations
- San Diego's Board of Realtors

CCLN-6

**SAN DIEGO CITY COUNCIL**

**DISTRICT NO. 6**



**MIKE GOTCH**

**San Diego City Councilman**

**6th District Voters Agree: A Record 91% supported Mike in the primary**

**A Record of Dedicated Service to San Diego**

- Elected Councilman since 1979
- Best Council Attendance record — 99.6%
- Chairman, Public Services and Safety Committee

**A Concern for Public Safety in Our Neighborhoods**

- Initiated We Tip/Witness Anonymous anti-crime project
- Working for neighborhood police substations, faster response times
- Endorsed by San Diego Police Officers', Firefighters' and Lifeguard Associations

**A Leader in Protecting San Diego's Environment**

- Fighting to stop toxic dumping and pollution and to improve Mission Bay
- Helped preserve Tecolote Canyon and Mission Trails as open space parks
- Working to protect our beaches
- Increased city open space acquisition

**An Ability to Get Things Done**

- Extended neighborhood library hours
- Led successful fight to lower senior citizen bus fares during rush hour
- Increased funding for street maintenance programs

**MIKE GOTCH DESERVES YOUR VOTE ON NOVEMBER 8TH**

**SAN DIEGO CITY COUNCIL  
DISTRICT NO. 6**



**ELEU TABARES**

- Advertising Executive
- Respiratory Therapist
- Former Publisher
- Member — Pacific Beach Town Council
- Member — Stamp Out Crime Council
- Active with the Crime Victims Fund

**MY GOALS ARE FOR:**

- **A Progressive San Diego**
  - A city with a healthy economy and low unemployment rate.
  - A city with an efficient and affordable mass transit system.
  - A city that offers affordable housing for the elderly and the poor.
- **A Secure San Diego**
  - A city with lower crime rate.
  - A city with an effective crime prevention and awareness programs.
  - A city with a strong and highly visible police department.
- **A Beautiful San Diego**
  - A city that plans as well as controls growth.
  - A city that preserves and maintains parks and open spaces.

**CAMPAIGN PROMISES:**

- I promise not to run for another office while I am on the council.
- To facilitate better access to city government, I will conduct monthly breakfast meetings, open to anyone.

**SAN DIEGO CITY COUNCIL  
DISTRICT NO. 8**



**CELIA BALLESTEROS**  
**Attorney/University Trustee**

**BALLESTEROS IS THE OVERWHELMING CHOICE OF HER DISTRICT. SHE DEFEATED THE APPOINTED INCUMBENT BY A LANDSLIDE IN BOTH REPUBLICAN AND DEMOCRATIC AREAS.**

- Attorney
- Graduate, University San Diego Law School
- Trustee, State University System
- Businesswoman
- Juvenile Justice Commission
- Fiscal and Justice Advisory Board
- ALBA Award, Outstanding Contribution San Diego Community
- Who's Who Among San Diego Women
- Alice Paul Award, Outstanding Leadership for Women

"FOR YEARS, THE COUNCIL HAS BEEN DOMINATED BY APPOINTED — **NOT ELECTED** — INCUMBENTS. GOVERNMENT BY APPOINTMENT TAKES THE CHOICE AWAY FROM YOU AND PUTS IT INTO THE HANDS OF A POWERFUL FEW. I KNOW BECAUSE I ONCE SOUGHT APPOINTMENT MYSELF . . . AND WAS SHOCKED AT HOW THE SYSTEM WORKED. THE DECISION MUST BE RETURNED TO THE VOTER."

"I STRONGLY OPPOSE FORCING ONE THOUSAND SENIORS FROM THEIR HOMES FOR A CONDOMINIUM CONVERSION AT BUENA VISTA APARTMENTS. MY OPPONENT, HOWEVER, LED THE COUNCIL VOTE **AGAINST** THE SENIORS."

**SAN DIEGO CITY COUNCIL  
DISTRICT NO. 8**



**UVALDO MARTINEZ**  
City Councilman

Councilman Uvaldo Martinez is a hard-working, no-nonsense leader with **10 years of city government experience.**

He's a public official with both a social conscience and a keen sense of responsibility to the taxpayer.

**ENDORSED BY POLICE OFFICERS.**

Only Councilman Martinez is endorsed by:

- San Diego Police Officers Association
- Municipal Employees Association
- San Diego Board of Realtors
- Nearly every major group which has evaluated both candidates

**SUPPORTS SENIORS, WOMEN**

Only Councilman Martinez voted for:

- **100 low-income units for senior citizens** when a large housing project was redeveloped;
- A new program to preserve inner-city canyons;
- **48 times to name a woman** to the City Council
- A program which cut Gaslamp Quarter crime by 25%.

**ONLY ONE CANDIDATE**

- Has broad-based San Diego support
- Isn't controlled by out-of-town politicians
- **Has a record of leadership — not promises**
- Is on-the-job for you today

**KEEP COUNCILMAN MARTINEZ WORKING FOR YOU**

**QUESTIONS? City Council Office** [REDACTED]

CCLN-10

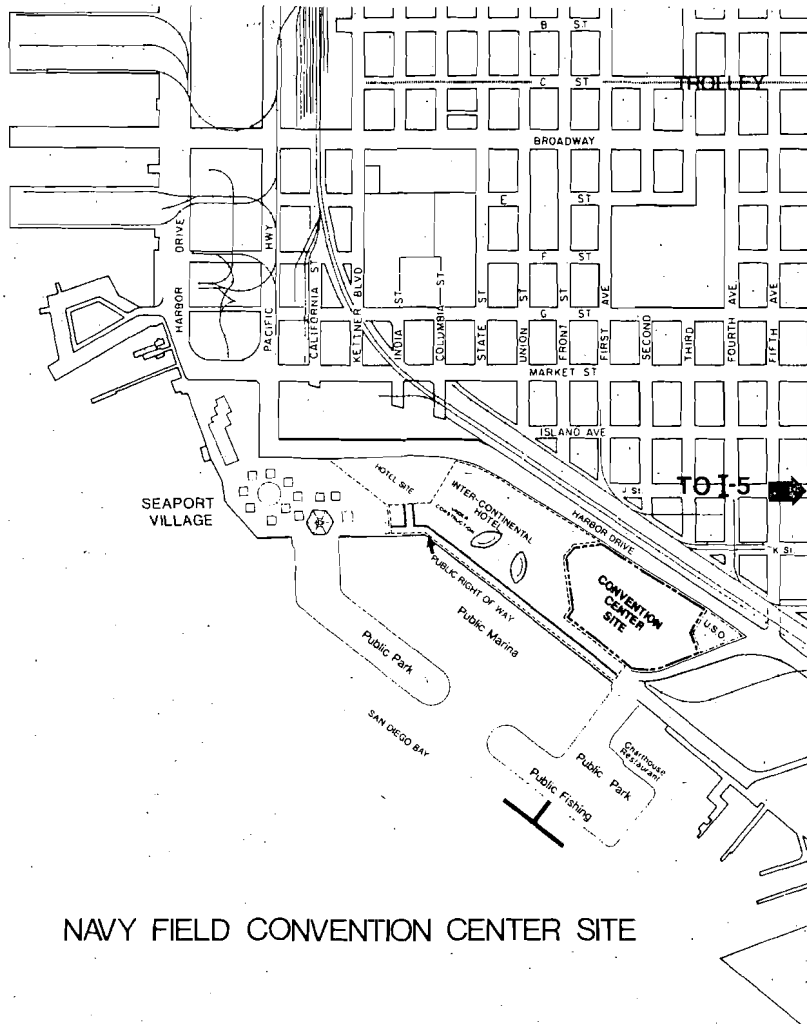
CITY OF SAN DIEGO

Proposition A

(THIS PROPOSITION WILL APPEAR ON THE BALLOT  
IN THE FOLLOWING FORM)

ADVISORY VOTE ONLY

**A** Shall the City enter into an agreement with the San Diego Unified Port District which provides that the Port shall build a convention and exhibition center on Port-owned land at Port expense using available Port District funds; and further provides that the City shall operate and maintain this center, provided that the cost to the City for operating and maintaining the center shall be paid only from revenues derived from operation of the center itself and, if necessary, from Transient Occupancy Tax revenues derived from occupancy of hotels within the Navy Field Complex?



NAVY FIELD CONVENTION CENTER SITE

INCLN-1

## ARGUMENT IN FAVOR OF PROPOSITION A

San Diegans have a unique opportunity to say YES to a project which will become the cornerstone for a revitalized downtown, finance vital City services, and create thousands of new jobs.

Proposition "A" seeks voter approval for a Convention Center to attract major conventions which now must bypass San Diego. It will generate over 4,500 jobs, and provide more than \$200 million annually for San Diego's economy. Visitors attracted here by the Center will generate new tax money to fund vital public services, including police and fire protection, libraries, parks and public transportation.

The Center would be built by the Unified Port District at no expense to City taxpayers, using non-tax funds the Port District has earned through leasing Port land and wisely investing the revenues.

The Center would be built with no condemnation of private property, on land already owned by the Port, adjacent to a new public waterfront park and marina. The Port's investment will be returned from leasing new hotel sites near the Center.

The City will operate the Center without bonded indebtedness, using taxes paid by tourists staying in adjacent hotels. All revenues above expenses will help fund vital City services.

This proposal is far superior to the one presented to the voters in 1981, which involved a huge debt, a substantial annual rental payment, and condemnation of private land. In that case, there was concern that while the facility would benefit tourists, the debt would be incurred by San Diegans. The voters wisely rejected it. This proposition eliminates all of those concerns.

Proposition "A" is an opportunity to say YES to a proposal which benefits the economy of our entire city. Vote YES ON A to strengthen our economy, finance improvements in our neighborhoods and revitalize the heart of San Diego.

Roger Hedgecock  
Mayor, City of San Diego

Uvaldo A. Martinez  
San Diego City Councilman

Lee Grissom  
President, San Diego  
Chamber of Commerce

Lucy Goldman  
Businesswoman/Co-chair, 1981  
Convention Center Opposition

Joseph S. Francis  
Executive Secretary-Treasurer  
San Diego-Imperial Counties  
Labor Council, AFL-CIO

**ARGUMENT AGAINST PROPOSITION A  
DON'T GIVE THE POLITICIANS A BLANK CHECK**

Examine the language of this proposition closely. Nowhere does it tell how much this Convention Center will cost to construct and operate. This is **highly irregular** for a ballot proposition involving public money.

Once again, we're told a government program will pay for itself and expected to accept on blind faith a proposal with no price tag.

The Convention Bureau, writing in favor, states, "to be drawn into arguments over the details of (this) plan will only confuse the voters".

So the politicians want a blank check--a Convention Center at any cost. The last one was \$224 million, Remember?

This measure, as written, does not protect taxpayers against cost overruns or operating losses.

Three experts the City hired conclude that it will lose money, and the Centre City Development Corporation projects a \$12 million loss during the City's lease.

Downtown is already congested, parking expensive, and traffic jams frequent. Building a Convention Center along the water will make things worse, while blocking views and access to our beautiful bay.

Out-of-towners, not residents, will be the primary beneficiaries. Ask yourself, how many times will you visit it?

The promoters, with manipulated statistics, would have you believe that cities like New York, St. Louis, and L.A. have no unemployment and low taxes because of their gigantic Convention Centers. Not true!

Instead of squandering millions of dollars to get 35 more conventions a year, let's tell the politicians to concentrate (for a while) on more police, community parks, and the streets and sidewalks in front of our homes. This is why they were elected--not to speculate with public money.

There are presently seven convention centers in San Diego. If another is needed, let the promoters build it with their money, not ours.

**VOTE NO.**

James E. Holman  
Newspaper Publisher

Bernard C. Brady  
Chairman, Community Planning  
Committee, City of San Diego

Fred Schnaubelt  
Former City Councilman

William R. Mockler  
Former San Diego Unified Port  
District Director of Public Relations



**Proposition B**  
**(THIS PROPOSITION WILL APPEAR ON THE BALLOT**  
**IN THE FOLLOWING FORM)**

**CITY OF SAN DIEGO CHARTER AMENDMENT.**  
**ADDS SECTION 76.1**

**B** Amends the Charter relating to special taxes to conform to Article XIII (A) of the California Constitution by providing that a special tax may be levied by the City Council only if approved by a two-thirds vote of the qualified electors of the City or if the special tax is to be levied upon less than the entire City only if approved by a two-thirds vote of the qualified electors in the area of the City in which the tax is to be levied.

This proposition amends the Charter of The City of San Diego by adding Section 76.1. The portions to be added are underlined.

This proposition requires a majority vote.

**SECTION 76.1. SPECIAL TAXES.**

Notwithstanding any provision of this Charter to the contrary, a special tax, as authorized by Article XIII A of the California Constitution may be levied by the Council only if the proposed levy has been approved by a two-thirds vote of the qualified electors of the City voting on the proposition; or if the special tax is to be levied upon less than the entire City, then the tax may be levied by the Council only if the proposed levy has been approved by a two-thirds vote of the qualified electors voting on the proposition in the area of the City in which the tax is to be levied.

**ARGUMENT IN FAVOR OF PROPOSITION B**

The California State Constitution presently allows voters in a city or community to approve, by a two-thirds vote, special tax levies for desired additional improvements or services.

An example of such a community project would be a tree-planting and street beautification program, including maintenance of the improvements.

Since such a project would improve the appearance of a community and thus be a benefit to it, it is appropriate that the people in that community--if they approve by a two-thirds vote--would pay the costs.

This concept already is permitted by our State Constitution and is entirely consistent with the 1978 Jarvis-Gann Initiative (Proposition 13), which enjoyed widespread voter approval. The remaining step needed to permit communities in San Diego to take advantage of this technique is an enabling amendment to City Charter Section 76.

This is strictly an enabling measure. It will have no effect on existing services and programs.

A yes vote will simply give our communities a new financing tool, should they elect to use it for community betterment.

Please vote YES on Proposition B.

Ray T. Blair, Jr.

**ARGUMENT AGAINST PROPOSITION B**

No argument against this proposition was filed in the Office of the City Clerk.

**Proposition C**  
**(THIS PROPOSITION WILL APPEAR ON THE BALLOT**  
**IN THE FOLLOWING FORM)**

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**C** **APPROVAL OF IMPOSITION OF TAX IN PROPOSED  
LA JOLLA LANDSCAPE DISTRICT**  
Approving the imposition of a tax of \$20 per annum on each taxable  
unit of property located in the proposed La Jolla Landscape District to  
provide for landscaping improvements and maintenance within the District.

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**ARGUMENT IN FAVOR OF PROPOSITION C**

- The proposition is for La Jollans only.
- The new landscaping and money spent will only be in La Jolla.
- Landscaping projects and direction will originate with a panel of La Jolla residents.

Proposition 13 says return spending control to the local citizens. This is your first chance to vote for a responsible plan to improve your neighborhood with La Jollans saying when and how to spend the money.

This ordinance will take \$20 and spend it on specific landscaping projects. Features of the ordinance are:

- The \$20/year assessment can't be raised without a vote of La Jollans.
- The money can only be spent on new projects and their subsequent maintenance.
- An Advisory Board of community residents will be appointed by the Mayor to advise the City Council on what projects to undertake.
- Money not spent in one year will be saved in a separate fund at interest for later years.

This plan was carefully developed over 4 years by a committee of your neighbors and has been reviewed and endorsed by:

La Jolla Town Council,  
La Jollans Inc.,  
La Jolla Shores Association,

the established local planning organizations.

Richard C. Dahlberg Chairman, Landscaping Committee	Virginia M. Grizzle Vice President La Jolla Shores Assn.
William Crow Kellogg Past Pres. La Jolla Town Council & Member, Landscaping Committee	I. Grant President La Jollans Inc.

Robert A. Collins  
President La Jolla Town Council

**ARGUMENT AGAINST PROPOSITION C**

No argument against this proposition was filed in the Office of the City Clerk.