



**City  
of  
San Diego**

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**Sample Ballot**  
& Voter Information Pamphlet

**DISTRICT PRIMARY ELECTION**  
**TUESDAY, SEPTEMBER 19, 1989**

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Administered by:  
CHARLES G. ABDELNOUR  
San Diego City Clerk  
202 C Street  
San Diego, California 92101  
Telephone (619) 533-4025

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

**THE LOCATION OF YOUR POLLING PLACE**  
**IS SHOWN ON THE BACK COVER**  
PLEASE TAKE THIS PAMPHLET WITH YOU TO THE POLLS

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**Spanish translation is available upon request from the  
Office of the Registrar of Voters.**

La traducción al español de este folleto está disponible al  
solicitarla a la oficina del Registrador de Votantes.

**VOTE**

1

**OFFICIAL BALLOT  
CITY OF SAN DIEGO  
DISTRICT PRIMARY ELECTION  
1ST CITY COUNCIL DISTRICT  
Tuesday, September 19, 1989**

**I HAVE VOTED — HAVE YOU?**

**This voter receipt shall be removed by precinct  
official before ballot is placed in ballot box.**

<b>CITY OF SAN DIEGO DISTRICT PRIMARY ELECTION 1ST CITY COUNCIL DISTRICT September 19, 1989</b>	
<b>For MEMBER of the CITY COUNCIL 1st City Council District</b>	<b>Vote for One</b>
<b>ABBE WOLFSHEIMER</b> City Councilmember District 1	➔ <input type="radio"/>
<b>BOB TRETTIN</b> Businessman/Community Leader	➔ <input type="radio"/>
<b>HARRY MATHIS</b> Chair, Community Planning Group	➔ <input type="radio"/>

**SAN DIEGO CITY COUNCIL  
DISTRICT NO. 1**



**ABBE WOLFSHEIMER  
City Councilmember District 1**

**Abbe Wolfsheimer is the only "limited growth" candidate in District 1. She is endorsed by:**

- The Sierra Club
- Citizens for Limited Growth
- PLAN (Prevent Los Angelization Now)
- Council of Environmental Organizations

**An independent, ethical voice, Abbe has:**

- Limited density
- Preserved neighborhood character
- Protected our environment
- Cut unnecessary spending

**An experienced leader, Abbe has:**

- Halted Pump 64 sewage spills into our ocean
- Reduced traffic congestion
- Provided needed parks and libraries
- Negotiated for more police and jails

**A caring problem solver, Abbe has:**

- Helped school districts eliminate overcrowding
- Encouraged clean industry and job development
- Fought for drug education programs
- Worked to end child abuse and domestic violence

**Abbe represents San Diegans on these committees:**

- Transportation and Land Use
- Public Facilities and Recreation
- Joint City/County Committee on Drugs
- San Diego Trolley Board
- San Dieguito River Valley Regional Park
- State Route 56
- Los Penasquitos Canyon Preserve
- SANDAG Transportation Demand Management
- SANDAG Air Quality Policy

**Abbe is personally and professionally known as:**

- San Diego area resident for 44 years
- Attorney, arbitrator, former Professor of Property Law
- Former member of San Diego Bar Association Ethics Committee
- Civic, cultural, educational leader
- Mother of two children

**PLEASE RE-ELECT COUNCILMEMBER ABBE WOLFSHEIMER**

**SAN DIEGO CITY COUNCIL  
DISTRICT NO. 1**



**BOB TRETTIN**

**Businessman/Community Leader**

**Homeowner; District Resident since 1961  
BA, University of California, San Diego  
10 years of outstanding public service for  
San Diego**

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**BOB TRETTIN supports law enforcement – and our police support BOB!  
\*\*\*ENDORSED BY: SAN DIEGO POLICE OFFICERS ASSOCIATION\*\*\***

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**BOB TRETTIN WINS FOR OUR NEIGHBORHOODS:**

- RANCHO BERNARDO** — Obtained \$1,200,000 in free land for Rancho Bernardo Community Park.
- LA JOLLA** — Honored by San Diego Lifeguards for contributions to public safety / Opposes historic home demolition & density increases.
- RANCHO PENASQUITOS** — Key negotiator, successful acquisition of 1800 acre Los Penasquitos Canyon Preserve.
- UNIVERSITY CITY** — Key negotiator, successful acquisition of Rose Canyon Open Space Park.
- NORTH CITY WEST** — Opposes high cost, high density low-income housing planned for North City West neighborhoods.
- CARMEL MOUNTAIN RANCH, SABRE SPRINGS & DEL MAR HEIGHTS** — Will boost city services and restore effective representation to these recently-neglected communities.

- \*\* Co-author, acclaimed proposal to increase our Police Department to 2 officers per 1,000 residents (adopted as goal of City Council)
- \*\* Co-founder, San Diegans for Sensitive Lands and Open Space
- \*\* Director, Mid-County Transportation Coalition
- \*\* Co-founder, Alcohol/Drug Abuse Prevention Task Force (ADAPT)

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**NO MORE RAMPANT GROWTH \* NO MORE OBSCENE TRAFFIC**

**BOB TRETTIN SUPPORTS STRONG GROWTH CONTROLS  
& WILL FIGHT TO PRESERVE OPEN SPACE!  
BOB TRETTIN WILL OBTAIN NEEDED PUBLIC FACILITIES!**

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**ON SEPTEMBER 19TH — PLEASE VOTE FOR OUR COMMUNITIES  
PLEASE VOTE FOR BOB TRETTIN!**

Questions? Call BOB [REDACTED]

**SAN DIEGO CITY COUNCIL  
DISTRICT NO. 1**



**HARRY MATHIS**  
**Chair, Community Planning Group**

In 1985, our councilman was defeated after a poll rated him the least effective councilmember.

In 1989, a similar poll rates our current councilwoman lowest among all councilmembers, including least effective and least accessible.

Once again, it's time for change.

I'm new to politics.

But I'm not new to leadership and public service:

- Submarine Skipper; Commander of two Naval Bases
- Founding President, University City Community Association
- Chair, University City Planning Group
- Appointee, Four Committees on Regional Traffic Planning
- Mayor's Committee on Growth and Development
- 18-year District One homeowner; married, two children
- Graduate, U.C. Berkeley

Election to the City Council is no political stepping stone for me. It's simply my sincere effort to see our district finally have real leadership so we can get our fair share at City Hall.

The incumbent takes pride in being a maverick.

**I take pride in getting results.**

My leadership role working with the City Council . . . to solve the district's traffic tie-ups, reducing the density of new developments, planning parks for our neighborhoods . . . demonstrates the results of **teamwork**.

This election hinges on one question:

**Can we afford four more years  
with San Diego's  
least effective councilmember?**

It's your decision.

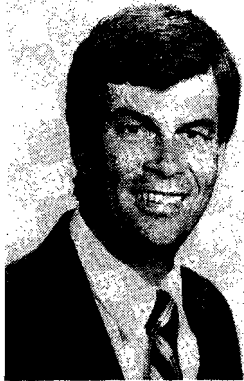
**OFFICIAL BALLOT  
CITY OF SAN DIEGO  
DISTRICT PRIMARY ELECTION  
3RD CITY COUNCIL DISTRICT  
Tuesday, September 19, 1989**

**I HAVE VOTED — HAVE YOU?**

**This voter receipt shall be removed by precinct  
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<b>CITY OF SAN DIEGO DISTRICT PRIMARY ELECTION 3RD CITY COUNCIL DISTRICT September 19, 1989</b>	
<b>For MEMBER of the CITY COUNCIL 3rd City Council District</b>	
<b>Vote for One</b>	
<b>JOHN HARTLEY</b> Small Businessman	➔ <input type="radio"/>
<b>GLORIA DEMERS McCOLL</b> San Diego Councilmember, District 3	➔ <input type="radio"/>
<b>CHARLES ULMSCHNEIDER</b> Small Businessman/Community Leader	➔ <input type="radio"/>

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



**JOHN HARTLEY  
Small Businessman**

Is your neighborhood a safer, better place to live today than it was seven years ago when our current councilmember was appointed?

**CRIME IS OUT OF CONTROL IN THE 3RD DISTRICT**

- increased 40 percent in the past five years
- twice as high as the rest of city

**OUR NEIGHBORHOODS ARE BEING NEGLECTED**

- rapid suburban growth drains city funds from older mid-city neighborhoods
- high-density development permitted in mid-city without requiring it pay for needed improvements

**BIG-MONEY INTERESTS CONTROL THE CITY COUNCIL**

- current councilmember received \$4,500 from developers on the day before her scheduled vote on their huge Mission Valley development
- current councilmember voted to spend money on Russian Arts Festival and other wasteful projects while neighborhoods decline

**FINALLY, A REAL REPRESENTATIVE: JOHN HARTLEY**

- Personally established over 20 anti-crime groups along El Cajon Boulevard
- Led the successful environmental fight to save Famosa Slough
- Organized the successful campaign for District Elections so our representatives will be accountable
- President, El Cajon Boulevard Business Association

Please join with me on September 19th in taking back city hall. Together, we can make our neighborhoods better, safer places to live.

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



**GLORIA DEMERS McCOLL  
Councilmember  
District 3**

**LAW ENFORCEMENT'S CHOICE  
ENDORSED BY SAN DIEGO POLICE OFFICERS ASSOCIATION**

**Homicides are down 20%; rapes are down 33.3%; residential burglaries are down 25%; and overall crime is down 7% in District 3.**

Dear Neighbor,

We've accomplished a great deal since you elected me to represent you six years ago. I am pleased to share with you some of the things we've accomplished for District 3:

- **Over 100 acres of park land have been acquired;**
- **We've increased open space from 81 acres to 212 acres;**
- **62 on-going Capital Improvement projects totalling \$57.8 million;**
- **The Toyland Parade has been renewed;**
- **A new North Park Library;**
- **We have new ball fields;**
- **University Heights Library Latchkey Program;**
- **Federal dollars to District 3 have increased from 1% to 25% of the city-wide allocation;**
- **We've increased the land to improve our school sites.**

We've come a long way. However, there is much to be accomplished:

- **A police substation in District 3;**
- **We must continue to preserve single-family neighborhoods, manage our growth, and revitalize our commercial areas;**
- **Route 15 along 40th Street must be the most sensitively designed freeway in California.**

I appreciate your trust, confidence and vote on September 19th.

Gloria



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



**CHARLES ULMSCHNEIDER**  
**Small Businessman/Community Leader**  
**HONESTY . . . EXPERIENCE . . .**  
**LEADERSHIP . . . VISION**

**EXPERIENCE**

- Elected to serve on Greater North Park Community Planning Committee
- Started local Neighborhood Watch Program
- Graduate of Christopher Newport College, former military reserve officer

**CONCERN FOR PUBLIC SAFETY IN OUR NEIGHBORHOODS**

- Will work to establish police foot patrol officers along El Cajon Blvd., University and Adams Avenues.
- Shall push for community crusade against drugs on our streets

**MANAGING GROWTH AND PROTECTING OUR ENVIRONMENT**

- As a member of the San Diego Sierra Club, Charles is sensitive to protecting canyons, slopes and open spaces.
- Will work to create curbside recycling pickup service

**LET'S IMPROVE ACCESSIBILITY AND PRIORITIES OF CITY HALL**

- Faster quality affordable housing, public transportation and health care for seniors
- Instead of considering to cut social services for community, current councilwoman should look at cutting her own highly paid council office budget

Charles Ulmschneider is committed to San Diego's 3rd District. Over 1,000 people from his district signed his petition to be on the ballot. San Diego needs a change for better local government. With your help, we can make San Diego's 3rd District a better District.

Questions? Call [REDACTED]

**CHARLES ULMSCHNEIDER**  
**PROVEN AND EFFECTIVE LEADERSHIP**

Thank you,  
Charles Ulmschneider  
City Council Candidate - 3rd District

**OFFICIAL BALLOT  
CITY OF SAN DIEGO  
DISTRICT PRIMARY ELECTION  
5TH CITY COUNCIL DISTRICT  
Tuesday, September 19, 1989**

**I HAVE VOTED — HAVE YOU?**

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<b>CITY OF SAN DIEGO DISTRICT PRIMARY ELECTION 5TH CITY COUNCIL DISTRICT September 19, 1989</b>	
<b>For MEMBER of the CITY COUNCIL 5th City Council District</b>	
<b>Vote for One</b>	
<b>LINDA BERNHARDT</b> Community Leader/Environmental Planner	→ <input type="radio"/>
<b>MIKE ECKMANN</b> Educator, Public Employee, Attorney	→ <input type="radio"/>
<b>BOB SWITZER</b> Businessman, Neighborhood Activist, Educator	→ <input type="radio"/>
<b>FLOYD L. MORROW</b> Business Owner, Attorney, Educator	→ <input type="radio"/>
<b>ED STRUIKSMA</b> Councilmember, City of San Diego	→ <input type="radio"/>

**SAN DIEGO CITY COUNCIL  
DISTRICT NO. 5**



**LINDA BERNHARDT**  
**Community Leader/Environmental  
Planner**

Dear Fifth District Citizen:

I'm extremely proud to have received the endorsement of the **Sierra Club**.

I have not accepted any campaign contributions from developers. However, my opponent has received over 68% of his campaign monies from developers and other development related interests.

We need to use common sense when it comes to managing growth in San Diego. No longer can we tolerate the irresponsible growth policy coming out of city hall.

My background and involvement over the years offers the kind of experience and leadership we need as we enter the 1990's.

I am a former aide to **San Diego City Council - District 1** specializing in land use planning. I have a Bachelor's Degree in psychology and a Doctorate of Law. I presently own and run my own business.

Here is a partial list of groups I've been involved in:

- \* **Co-chair San Diegans for Managed Growth**
- \* **Mothers Against Drunk Driving**
- \* **League of Women Voters**
- \* **County Board of Supervisors Sensitive Lands Task Force**
- \* **National Criminal Justice Association**
- \* **Friends of Penasquitos Canyon**
- \* **Save Miramar Lake Committee**

On September 19th, I hope I can count on your support.

**I CAN'T BE BOUGHT AND I WON'T BACK DOWN.**

Sincerely,  
Linda Bernhardt

**SAN DIEGO CITY COUNCIL  
DISTRICT NO. 5**



**MIKE ECKMANN**  
**Age 45**  
**Educator, Public Employee, Attorney**

Married 13 years, two public school-aged children ages 8 and 5, Scripps Ranch resident homeowner since 1977, San Diego city resident since 1955.

**Education, Professional Licenses:**

- Clairemont High School.
- Bachelors and Masters Economics Degrees, San Diego State.
- Law Degree, Western State University, San Diego.
- Eleven-year attorney-at-law.
- Four-year real estate broker's license.

Vietnam Veteran, First Lieutenant USMC, recipient Presidential Unit Citation 1968 Tet Offensive, Khe Sanh Combat Base. Captain USMCR, Fourth Tank Battalion.

**Community Service:**

- Appointed by current Mayor, Chairperson Open Space Task Force.
- Member Mayor's Neighborhood Advisory Board.

**Work Experience (Twenty Years):**

- Educator, Miramar Community College, Economics, Evening-Division (1982-1989).
- Eleven years County of San Diego Planning Department.
- Self-employed attorney in civil matters. My 1988 Scripps Ranch County Island lawsuit attempted to uphold the 1985 voter-approved Managed Growth Initiative. During appeal developers offered Sierra Club \$500,000 to settle this case.
- City of San Diego budget/revenue analyst.

**Objectives:**

- Slow growth. "Kinder and Gentler" land-use planning. Prevent Los Angeles growth.
- Moderate leadership between growth and environment.
- Redirect city spending to traditional public services.
- Retain and expand Lindbergh Field as primary airport.
- Reasoned leadership to solve growth, financial, and urban problems in the 1990's.

**SAN DIEGO CITY COUNCIL  
DISTRICT NO. 5**



**BOB SWITZER  
Businessman/Neighborhood  
Activist/Educator**

**BOB** will work for you, not against you.

**BOB** is the only candidate not corrupted by the city-wide system so **BOB** will make sure you get complete representation under district elections.

**BOB** is the only candidate advocating the return of power to you and your neighborhood. The other candidates will take away your new powers through thoughtless political trades.

**BOB** will keep your neighborhood safe through a tough anti-crime platform - tougher than other candidates can offer.

**BOB** will work to increase the business activity in the 5th District to pay for needed improvements. The other candidates want to increase your tax bills. **BOB** says "increase the tax base, don't increase taxes on my neighbors!"

**BOB** will work to stop the over-development of Mira Mesa and Scripps Ranch - **BOB** will make sure residential and industrial development happen in the south end of District 5. **BOB** will also make sure residential neighborhoods will not be overrun by industrial development.

**BOB SWITZER** is the only choice you will have on Election Day to ensure your safety, security, economic independence and political freedom in the 5th District.

**Vote for BOB SWITZER for Council, Tuesday September 19, 1989!**

**SAN DIEGO CITY COUNCIL  
DISTRICT NO. 5**



**FLOYD L. MORROW**  
**Business Owner, Attorney, Educator**

**PERSONAL INTEGRITY**

Married 35 years to Marlene Petersen Morrow. 3 children, 2 grandchildren. Fifth District resident 30 years. Age 56.  
Decorated Korean War Veteran.  
A man of faith and ideals with a strong love of family and country.

**RESPECTED LEADERSHIP**

Morrow has more experience than all other candidates combined.

City Councilman - 12 years  
Deputy Mayor - 1 year  
Deputy City Attorney - 2 years  
Mesa College Advisory Board - Past President  
Education Foundation - President

**ESTABLISHED RESPONSIBILITY**

Morrow has maintained a successful business in San Diego for 25 years. He meets a monthly payroll for 15 employees. He knows the importance of a balanced budget.

**COURAGE, FORESIGHT, AND PRACTICAL ACCOMPLISHMENTS**

Councilman Morrow, alone, opposed San Diego Gas & Electric in the 1970's. He created the Environmental Trust Fund. Morrow led in establishing Mission Bay Park, Open Space, and the Water Reclamation Project . . .

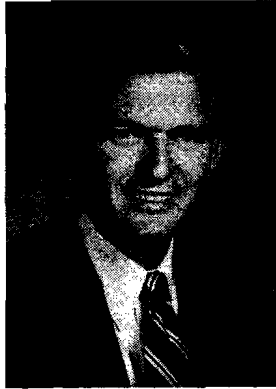
As Deputy City Attorney, Morrow had an outstanding record as a criminal prosecutor: 106 jury trials with an unparalleled conviction rate - 96% . . .

**Elect Floyd Morrow, because it just makes good sense.**

**Restore safe streets and security to our neighborhoods. Stop traffic congestion and outrageous utility rates.**

**COME BACK TO A MAN YOU CAN TRUST. ELECT FLOYD MORROW.**

**SAN DIEGO CITY COUNCIL  
DISTRICT NO. 5**



**ED STRUIKSMA  
Councilmember,  
City of San Diego**

**Eight years of  
"getting things done"  
for San Diego**

- Senior member of City Council; re-elected in 1985 with 73% of vote
- Acknowledged council leader on transportation issues
- Opened up city lakes, including Miramar, to greater public use such as sailboats and kayaks; formed citizens committee charged with rolling back housing from shores of Miramar Lake
- Committed to staffing level of two police officers per thousand residents; initiated council policy that takes 25% of assets seized in drug busts for drug prevention programs; endorsed by San Diego Police Officers Association
- Raised \$100,000 in private contributions to launch Klassic Kids program, which will provide day care facilities at seven elementary schools
- Secured 1,700 acres of parks and open space for district
- Sponsored city charter amendment banning construction of on-shore support facilities for offshore oil drilling
- Leading opponent of relocating civilian airport to Miramar Naval Air Station
- Obtained emergency ordinance for Linda Vista that halted high-density infill development; eventually will lower community densities
- Initiated council policy that requires developers in older neighborhoods to pay impact fees for new construction
- San Diego police officer nine years; Marine with Vietnam service; Mira Mesa resident; married, three children

**COUNCILMAN  
ED STRUIKSMA:  
Performance . . . not promises**

**OFFICIAL BALLOT  
CITY OF SAN DIEGO  
DISTRICT PRIMARY ELECTION  
7TH CITY COUNCIL DISTRICT  
Tuesday, September 19, 1989**

**I HAVE VOTED — HAVE YOU?**

**This voter receipt shall be removed by precinct  
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<b>CITY OF SAN DIEGO DISTRICT PRIMARY ELECTION 7TH CITY COUNCIL DISTRICT September 19, 1989</b>	
<b>For MEMBER of the CITY COUNCIL 7th City Council District</b>	<b>Vote for One</b>
<b>JUDY McCARTY</b> Councilmember and Deputy Mayor	<b>➔</b> <input type="checkbox"/>
<b>KENNETH R. KEY</b> San Diego City Firefighter Retired	<b>➔</b> <input type="checkbox"/>



**SAN DIEGO CITY COUNCIL  
DISTRICT NO. 7**



**JUDY McCARTY  
Deputy Mayor**

In her first term on the City Council, **Judy McCarty** worked with the citizens of the 7th District to:

- Acquire Rancho Mission Canyon for open space;
- Begin construction of the Tierrasanta Recreation Center years ahead of schedule;
- Form the Community Alliance for Road Safety to fight for Route 52 and Jackson Drive;
- Revise the College Area Community Plan to preserve single family neighborhoods;
- Improve Lake Murray Park facilities;
- Plant trees in Mission Trails Regional Park and along Waring Road.

**City-wide, Judy McCarty:**

- Is the acknowledged leader in the city's recycling program;
- Co-authored the growth management plan adopted by the Council earlier this year;
- Voted against spending public money on the Russian Arts Festival;
- Led the fight to save the trees along Route 163 through Balboa Park.

**Judy McCarty** will continue her efforts to manage growth, provide additional police officers and jails, reduce traffic congestion, expand the recycling program, improve Mission Trails Regional Park - including a new Hollins Lake campground -- and build a new College area library.

**Judy McCarty** graduated from Indiana University and lives with her husband, Curt, and their children, Kate and Dwight, in San Carlos.

**Vote for Leadership and Experience  
Vote for Judy McCarty for City Council**

**SAN DIEGO CITY COUNCIL  
DISTRICT NO. 7**



**KENNETH KEY  
San Diego City Firefighter Retired**

Kenneth Key age 52, retired San Diego Firefighter, resident 50 years. Lived same address 23 years. Married, three children.

Vice President Veteran Firemen's and Policemen's Association. Chairman Coalition of Retired San Diego Municipal Employees. Director San Diego Firemen's Relief Association.

I am keenly aware of the community's concern for safety. We need to maintain top grade police and fire protection!

Other Problems: Uncontrolled proliferation of mini-dorms in the college area!  
Potential flushing away of billions of dollars down the sewer!  
Water conservation/reclamation!  
Traffic congestion.

Extending Jackson Drive is the least effective way of easing traffic on Mission Gorge, according to Sandag.

San Diegans now enjoy the natural pleasures of Hollins Lake at no cost to taxpayers, to fish and camp. My opponent would like to see this developed for private profit, not public pleasure!

Such decisions have far-reaching effects on our pocketbooks and quality of life. We must have councilpersons who make these decisions without considering their effect on "special interests!" I am beholden to no group, no individual. To me the only "special interest" is you, my fellow San Diegan.

Your vote for me will protect San Diego!