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OFFICIAL BALLOT NONPARTISAN BALLOT

SANTA CRUZ COUNTY

JUNE 8, 1982

This ballot stub shall be torn off by precinct board member and handed to the voter.

MUNICIPAL

CITY OF SCOTTS VALLEY

Member of City Council Vote for no more than Two

BART C. CAVALLARO Businessman	+
BARBARA L. LEICHTER Project Manager	+
RODMAR H. PULLEY Businessman	+
ELMER E. KIRSCH Educator/Administrator	+
JOE MILLER Electronic Design Consultant	+
	+
	+

MEASURES SUBMITTED TO VOTE OF VOTERS

CITY OF SCOTTS VALLEY GENERAL BUSINESS LICENSE FEE SCHEDULE INCREASE

C Shall the general business license fee schedule set forth in Section 5.04.390 of the Scotts Valley Municipal Code be changed (by the adoption of an appropriate amending ordinance by the City Council) to increase the annual general business license fee therein referenced to \$50 plus \$7.50 for each employee, and to eliminate the maximum fee limitation of Seventy-Five (\$75.00) Dollars?	YES	+
	NO	+

CITY OF SCOTTS VALLEY CHANGE IN ISSUANCE OF QUARTERLY BUSINESS LICENSES

D Shall Sections 5.04.330 and 5.04.340 of the Scotts Valley Municipal Code be changed (by the City Council) to eliminate the issuance of quarterly business licenses to new businesses, and to provide, instead, that the owner and/or operator of any business (including a contractor) conducting business operations in Scotts Valley shall pay the annual license fee established therefor, except that the fee shall be one-half the annual amount if business operations are or will be conducted over a period not exceeding three months in the fiscal year?	YES	+
	NO	+

44501

VOTE BOTH SIDES

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I HAVE VOTED-HAVE YOU?

CITY OF SCOTTS VALLEY BUSINESS LICENSE FEE CHANGE FOR PEDDLERS AND SOLICITORS

E Shall Section 5.04.370 of the Scotts Valley Municipal Code providing for a daily business license fee of \$5.00 for peddlers and solicitors be deleted from the Municipal Code (by the adoption of an appropriate repealing ordinance by the City Council) in order that business license fees for peddlers and solicitors be governed by the annual general business license fee schedule set forth in Section 5.04.390 of the Municipal Code?

YES	+
NO	+

CITY OF SCOTTS VALLEY BUSINESS LICENSE FEE INCREASE FOR CARNIVALS AND CIRCUSES

F Shall the business license fee for carnivals and circuses set forth in Section 5.04.380 of the Scotts Valley Municipal Code be changed (by the adoption of an appropriate amending ordinance by the City Council) to increase the daily fee therein provided to Three Hundred (\$300) Dollars per day?

YES	+
NO	+

CITY OF SCOTTS VALLEY MEASURE FOR GROWTH MANAGEMENT SYSTEM

G Shall the Growth Management initiative ordinance be adopted which establishes a growth management system for the City of Scotts Valley, State of California by providing for maximum limitations on the annual growth rate for residential dwelling units of 3% and for commercial and industrial building square footage of 5% each in accordance with procedures set forth in the ordinance?

YES	+
NO	+

CITY OF SCOTTS VALLEY MEASURE FOR A POLICY FOR MANAGEMENT OF DEVELOPMENT

H Shall the ordinance be adopted which provides a policy for management of development for Scotts Valley by declaring that the City shall not approve any development project for commercial, industrial or residential purposes unless it makes specific findings regarding sufficiency of water and sewer capacity, traffic conditions and consistency with General Plan housing and open space elements; and requires due consideration of a project's fiscal impact?

YES	+
NO	+

44502

VOTE BOTH SIDES

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Sample Ballot

ANALYSIS OF MEASURE C

GENERAL BUSINESS LICENSE FEE SCHEDULE INCREASE OF CITY OF SCOTTS VALLEY

The annual general business license fee schedule currently set forth in Section 5.04.390 of Chapter 5.04, Title 5 of the Scotts Valley Municipal Code prescribes a base annual license fee of \$25.00 for all persons, firms and corporations engaging in business in the City, except for certain businesses such as carnivals, circuses, peddlers and solicitors which are subject to different license fee provisions. This base fee is supplemented by an additional fee of \$1.25 per each employee employed by the given business. The total annual license fee is subject to a maximum limitation of \$75.00, regardless of the size of the business or the number of employees employed by it.

Measure C, if approved, would mandate the City Council to adopt an amending ordinance that would have the effect of changing the base annual general business license fee set forth in Section 5.04.390 from \$25.00 to \$50.00; the supplemental fee from \$1.25 per employee to \$7.50 per employee; and it would eliminate the maximum fee limitation of \$75.00 so that there would be no limitation on the total amount of the fee to be paid for an annual business license pursuant to the proposed formula. This measure, by itself, would not affect those businesses that are not subject to the provisions of Section 5.04.390.

The affirmative vote of two-thirds of the number of voters voting on this measure is needed for its passage.

s/ Raymond M. Haight
City Attorney

ARGUMENT IN FAVOR OF MEASURE C

GENERAL BUSINESS LICENSE FEE SCHEDULE INCREASE

This measure would enable the City to raise additional and badly needed revenues by increasing the annual general City business license fee schedule from \$25.00 plus \$1.25 per employee, to \$50.00 plus \$7.50 per employee. It would also remove the \$75.00 maximum fee limitation. The present fee schedule is outdated and too low by comparison to many other cities.

Under the present fee schedule, any business, even if it employs dozens of employees, doesn't have to pay more than \$75.00 for an annual license. This measure would call for businesses, especially the ones with large employee rosters, to pay more of their fair share of City services which the business license fee helps to support.

It is anticipated that the City will receive several hundred thousand dollars less in revenues in fiscal year 1982-1983 as compared to the present fiscal year. This loss in revenues is due in large part to cuts in state funding. This measure will help to lessen the impact of this anticipated loss in revenues and will help the City in its battle to try to maintain existing levels of service.

The time to support your local government is NOW! Vote "YES" on MEASURE C. Tell a friend to do so. A two-thirds affirmative vote is necessary.

Scotts Valley City Council
s/ Friend W. Stone, Mayor
s/ Raymond Carl, Councilman
s/ Jun Lee, Councilman
s/ Rupert Lissner, Councilman
s/ Rey Retzlaff, Councilman

**NO ARGUMENT IN FAVOR
OF THIS MEASURE WAS SUBMITTED**

ANALISIS DE LA MEDIDA C

AUMENTO EN LA LISTA DE HONORARIOS DE LA CIUDAD DE SCOTTS VALLEY

La lista de honorarios de licencias anuales de negocio general actualmente designada en la Sección 5.04.390 del Capítulo 5.04, Título 5 del Código Municipal de Scotts Valley prescribe un honorario base de licencias anuales de \$25.00 para todas las personas, firmas y corporaciones participando en negocios de la Ciudad, con la excepción de ciertos negocios tales como carnavales, circos, vendedores ambulantes y solicitadores que están sujetos a diferentes disposiciones de honorarios de licencia. Este honorario base está complementado por un honorario adicional de \$1.25 por cada empleado que trabaja en dicho negocio. El honorario total de licencias anuales está sujeto a un límite máximo de \$75.00, sin consideración al tamaño del negocio ni al número de empleados que trabajan en él.

La Medida C, si se aprueba, ordenaría por mandato al Concejo de la Ciudad a adoptar una ordenanza de enmienda que tendría el efecto de cambiar el honorario base de licencias anuales de negocio general designado en la Sección 5.04.390 de \$25.00 a \$50.00; el honorario suplemental de \$1.25 por empleado a \$7.50 por empleado; y eliminaría la limitación máxima al honorario de \$75.00 para que no haya limitación en la cantidad total del honorario que se pagará por una licencia comercial anual conforme a la fórmula propuesta. Esta medida, en sí, no afectaría a aquellos negocios que no están sujetos a las disposiciones de la Sección 5.04.390.

El voto afirmativo de dos-tercios del número de votantes votando sobre esta Medida es necesario para su aprobación.

f/ Raymond M. Haight
Abogado de la Ciudad

ARGUMENTO EN FAVOR DE LA MEDIDA C

AUMENTO A LA LISTA DE HONORARIOS DE LICENCIAS COMERCIALES GENERALES

Esta medida capacitaría a la Ciudad a reunir ingresos adicionales y muy necesarios por aumentar la lista de honorarios de licencias anuales de negocio general en la Ciudad de \$25.00 más \$1.25 por empleado, a \$50.00 más \$7.50 por empleado. También quitaría la limitación del honorario máxima de \$75.00. La actual lista de honorarios es anticuada y demasiado baja comparada con muchas otras ciudades.

Bajo la lista actual de honorarios, cualquier negocio, aun si emplea a docenas de empleados, no tiene que pagar más de \$75.00 por una licencia anual. Esta medida requeriría a los negocios, especialmente los con una nómina grande de empleados, a pagar más de su parte justa de los servicios de la Ciudad que el honorario de licencias comerciales ayuda a mantener.

Se anticipa que la Ciudad recibirá cientos de miles de dólares menos en ingresos en el año fiscal de 1982-1983 comparados con el actual año fiscal. Esta pérdida en ingresos se debe en gran parte a las reducciones en la provisión de fondos estatales. Esta medida ayudará en reducir el impacto de esta pérdida anticipada en ingresos y ayudará a la Ciudad en su lucha para tratar de mantener los niveles existentes de servicio.

¡El tiempo de apoyar su gobierno local es AHORA! Vote "SI" sobre la MEDIDA C. Avise a un amigo que haga lo mismo. Un voto afirmativo de dos tercios es necesario.

Concejo de la Ciudad de Scotts Valley
f/ Friend W. Stone, Alcalde
f/ Raymond Carl, Concejal
f/ Jun Lee, Concejal
f/ Rupert Lissner, Concejal
f/ Rey Retzlaff, Concejal

**NO SE HA PRESENTADO ARGUMENTO
EN FAVOR DE ESTA MEDIDA**