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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 TwoBART 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

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

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

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

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

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

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 D

CHANGE IN ISSUANCE OF QUARTERLY BUSINESS LICENSES

Section 5.04.330 of Chapter 5.04, Title 5 of the Scotts Valley Municipal Code allows the owner and/or operator of any new business first commencing operations in Scotts Valley during a given fiscal year to be issued quarterly prorated business licenses for the remainder of the fiscal year during which operations are first commenced. For example, new businesses first commencing operations during the second quarter of the given fiscal year (October 1st to December 31st) are issued a business license prorated for three-fourths of the fiscal year, and the license fee charged is, accordingly, three-fourths of the annual amount. A new business commencing operations during the last quarter of the fiscal year (April 1st to June 30th) would be issued a license prorated for one-fourth of the fiscal year, and the fee charged would be one-fourth the annual fee.

Section 5.04.340 of Chapter 5.04, Title 5 of the Scotts Valley Municipal Code prescribes the same treatment for contractors, duly licensed by the State of California, who first commence contracting activities in Scotts Valley during any given fiscal year.

Current law requires any established business to pay the annual business license fee established therefor, without any proration even though the business may plan to cease operations during the given fiscal year.

Measure D, if approved, would mandate the City Council to adopt an amending ordinance that would have the effect of changing Sections 5.04.330 and 5.04.340 to eliminate the issuance of quarterly prorated business licenses to new businesses and contractors first commencing operations or contracting activities in Scotts Valley during a given fiscal year. Instead, provisions would be added requiring the owner and/or operator of any business, including any new business as well as any contracting business and whether temporary or permanent, who engages in business operations during any part of the fiscal year to pay the annual license fee established therefor, except that if the business engages or will engage in business operations over a period not in excess of three months in the fiscal year, the business license fee shall be one-half the annual established fee. This charge would not affect those businesses otherwise specifically provided for in Chapter 5.04 of the Municipal Code.

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 D

MEASURE TO CHANGE ISSUANCE OF QUARTERLY BUSINESS LICENSES

This measure is a further effort to raise additional revenue for the City. This measure would require all businesses, except those otherwise provided for in the City Code, to be placed on the same footing with respect to paying annual business license fees.

Under this measure, whether a business is new or established it would pay the annual license fee set for it in the City Code, except that if it does business in Scotts Valley over a period not in excess of three months in the fiscal year, then it pays only 1/2 the annual license fee.

This measure would help in the administration of business licenses because it would eliminate the issuance of quarterly business licenses, which, incidentally, can be issued only to new businesses.

VOTE "YES" on MEASURE D. A two-thirds affirmative vote is necessary to pass it.

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

**NO ARGUMENT AGAINST THIS
MEASURE WAS SUBMITTED**

ANALISIS DE LA MEDIDA D

CAMBIO EN LA EMISION DE LICENCIAS COMERCIALES TRIMESTRALES

La Sección 5.04.330 del Capítulo 5.04, Título 5 del Código Municipal de Scotts Valley permite al dueño y/o al operador de cualquier negocio nuevo que primero comienza sus operaciones en Scotts Valley durante algún año fiscal a recibir una licencia comercial trimestral prorrateada para la porción restante del año fiscal durante la cual se comienzan primero las operaciones. Por ejemplo, los nuevos negocios que primero comienzan sus operaciones durante el segundo trimestre de algún año fiscal (1 de octubre al 31 de diciembre) reciben una licencia comercial prorrateada por tres cuartos del año fiscal, y el honorario de licencia cobrado es, en conformidad, tres cuartos de la cantidad anual. Un nuevo negocio comenzando sus operaciones durante el último trimestre del año fiscal (1 de abril al 30 de junio) recibiría una licencia prorrateada por un cuarto del año fiscal, y el honorario cobrado sería un cuarto del honorario anual.

La Sección 5.04.340 del Capítulo 5.04, Título 5 del Código Municipal de Scotts Valley prescribe el mismo tratamiento para los contratistas, debidamente licenciados por el Estado de California, quienes primero comienzan las actividades contratantes en Scotts Valley durante cualquier año fiscal.

La ley actual requiere que cualquier negocio establecido pague el honorario de la licencia anual comercial establecido para eso, sin el prorrateo aunque el negocio quizá planea terminar sus operaciones durante aquel año fiscal.

La Medida D, si se aprueba, ordenaría por mandato al Concejo de la Ciudad a adoptar una ordenanza de enmienda que tendría el efecto de cambiar las Secciones 5.04.330 y 5.04.340 para eliminar la emisión de licencias comerciales trimestrales de prorrateo a los nuevos negocios y contratistas que primero comienzan sus operaciones o actividades contratantes en Scotts Valley durante algún año fiscal. Más bien, disposiciones serían agregadas que requieren al dueño y/o al operador de cualquier negocio, incluyendo cualquier negocio nuevo y también cualquier negocio de contratista temporal o permanente, que participa en operaciones de negocio durante cualquier parte del año fiscal a pagar el honorario de licencia anual establecido para eso, sólo que si el negocio participa o participará en las operaciones de negocio por un período que no exceda a tres meses en el año fiscal, el honorario de licencia comercial será la mitad del honorario anual establecido. Este honorario no afectaría aquellos negocios específicamente prescritos al contrario en el Capítulo 5.04 del Código Municipal.

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 D

MEDIDA PARA CAMBIAR LA EMISION DE LICENCIAS COMERCIALES TRIMESTRALES

Esta medida es un esfuerzo adicional para reunir ingresos adicionales para la Ciudad. Esta medida requeriría que todos los negocios, con la excepción de aquellos prescritos al contrario en el Código de la Ciudad, sean colocados en la misma categoría con respecto al pago de los honorarios de licencias anuales comerciales.

Bajo esta medida, no importa si un negocio sea nuevo o establecido, todavía pagaría el honorario de la licencia anual fijado en el Código de la Ciudad, sólo que si conduce negocio en Scotts Valley durante un período que no exceda a tres meses en el año fiscal, entonces paga solamente 1/2 del honorario de la licencia anual.

Esta medida ayudaría en la administración de licencias comerciales porque eliminaría la emisión de licencias comerciales trimestrales, que, incidentalmente, pueden ser emitidas solamente a los nuevos negocios.

VOTE "SI" sobre la MEDIDA D. Un voto afirmativo de dos tercios es necesario para aprobarla.

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

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