

# NOV. 3 ELECTION ENDORSEMENTS

## HERMOSA BEACH CITY COUNCIL

### Our recommendations

#### Kit Bobko

#### Howard Fishman

#### Michael Keegan

##### Background

Incumbent elected in 2006 and municipal attorney.

30-year resident and former risk manager for Manhattan Beach. Elected in 2005, but resigned due to family illness.

Incumbent who joined council in 2001, 24-year city resident and businessman.

##### On business taxes

Believes it's not the right time to increase taxes anywhere. However, he says the city's business-fee structure could be simplified and standardized to help attract more business.

Says higher taxes could hurt tourism and recommends the city work with the Chamber of Commerce and merchants to attract and retain business.

Believes businesses need to pay fair share to run the city, especially for public safety and says voters should get to decide whether to raise business taxes.

Suggests a committee of city staff, business owners and residents could develop alternate, solid ideas for revision.

Would implement a "Shop Hermosa" campaign, streamline the business approval process and give priority to local businesses with city purchases.

Had made multiple attempts to change the tax structure and supports a model based on Manhattan Beach's system.

##### On the budget

Credits proactive budgeting, which helped establish priorities and secure money for street repairs, with helping avoid fiscal pain this year. Says city also needs to find efficiencies and more stable revenue sources, look at labor contracts and move toward a two-tier system for employees.

If needed, could consider cuts to car allowances and travel, keeping vehicles longer and teaming with school district for purchasing power. Says city should not pay for new employees' pension and insurance in full. Will donate stipend to charity and decline health insurance and pension.

Says future cuts should be shouldered by each department and believes city could save more by expanding Fire Department merger to include Manhattan Beach and says city could consider sharing or merging jail and building resources. Would also consider outsourcing animal control and parking enforcement.

##### Other priorities and ideas

Says Macpherson lawsuit overshadows all long-term plans (fiscal and otherwise) and plans to focus on developing a resolution.

Believes city should address need for contingency plan in case it loses Macpherson case, audit departments to ensure efficiency, improve communication with Pacific Coast Highway and Aviation Boulevard businesses, strictly enforce conditional-use permits and focus on reducing alcohol-related crime.

Offers long-term knowledge of the Macpherson case as a councilman and a resident at the time city voters chose to allow oil drilling. Has been active in following the case and obtaining counsel.

Wants to continue to work to bring the city and school board closer together as schools will be hardest hit by Sacramento cuts.

##### Why we chose Bobko

Bobko has displayed solid judgment and his ideas look toward increasing city-community interaction.

##### Why we chose Fishman

Fishman combines knowledge of city operations with clear, wide-ranging ideas about priorities for the city.

##### Why we chose Keegan

Keegan brings to the council Macpherson knowledge and a history of advocating for people's best interests.