

Dear Neighbor:

As former council members, we are concerned about what has occurred this past year and strongly believe we need a council that follows proper decision-making processes, exercises good judgment, provides factual information to residents and the leadership that reassures residents rather than fostering fear. For those reasons, we are supporting **Beth Emery, Lee Sandoloski and Ron Tefteller** in the upcoming City Council election.

Unfortunately, this has become too much of a one-issue campaign – the EDC Vision for our “below-par” commercial district along McCullough. Although we disagree that this election is solely about the EDC Vision, we want to correct the false and outrageous rumors that have been circulated about the Vision and the process. Lee, Beth and Ron are committed to an honest discussion of the issues facing Olmos Park based on fact, not fiction. So here are the facts:

- The EDC’s work is one of the *longest and most comprehensive planning efforts* ever undertaken by the City, and was funded by a voter-approved ¼ cent sales tax. To date, the work is represented by the “Vision” – which is not a “take it all or nothing” document. That document was prepared using some of the local and national “best in class” urban design consultants, with input from 136 residents who attended one or more sessions during the June 2010 charrette.
- The process *has not and should not be rushed*. The planning effort itself will take another year or more to complete – with lots of public input. Another resident-run commission, the Planning and Zoning Board, must consider and pass any necessary changes to codes or ordinances on for City Council decision. The “framework” document some are characterizing as evidence of a “take it or leave it” plan is nothing more than a tool kit from which P&Z and the EDC may use some (or none) of the provisions in making recommendations to city council. They undoubtedly won’t use them all.
- There is *no* proposal to take single-family homes and convert the property to commercial or multi-family use.
- City Council will hold more public hearings when considering anything the P&Z or EDC proposes.
- Remember – the EDC Vision is not a contract, and is being studied just as our city has always studied best practices to improve our city services.

While the aesthetics issue is important, revitalization of McCullough is also a fiscal matter. Increasing our commercial property tax base and sales tax revenue is the best way to hold down or reduce residential property taxes in the future.


We urge you to reach out to your friends and neighbors. We need an honest debate about our City’s future based on facts, not rumors and innuendo. If you disagree that we should upgrade the McCullough corridor because you like it just the way it is – we respect your views even though we disagree.

We believe our City needs *responsible leaders* on the City Council who will approach decision-making in an open, mature, and transparent manner with the public interest at heart. We support candidates who will work constructively to resolve problems without making residents fearful. Please vote to continue *planning for the future* – **Sandoloski, Emery and Tefteller**.

Respectfully,



Ron Herrmann



Sean McNelis



Harriet Oppenheimer



Bob Price