



OFFICE OF
**ASSESSOR-COUNTY CLERK-
 RECORDER & ELECTIONS**
 COUNTY OF SAN MATEO

MARK CHURCH
 CHIEF ELECTIONS OFFICER &
 ASSESSOR-COUNTY CLERK-RECORDER

Ballot Measure Primary Argument Submission Form

A ballot argument shall not be accepted unless accompanied by this completed form, which shall contain the printed name(s) and signature(s) of the person(s) submitting it or, if submitted on behalf of a bona fide association of citizens/organization, the name of the association/organization and the printed name and signature of at least one of its principal officers. If the measure is presented to voters pursuant to an initiative petition in a special district election, please contact the Elections Office for special instructions.

Word count limit for Primary Arguments = 300

Ballot Measure _____ for the Town of Colma to be held on 11/6/18.

Primary Argument in Favor of Primary Argument Against

This argument is submitted by: (check all that apply)	
<input type="checkbox"/>	<p>The Governing Body of the County of San Mateo, a School District, or a Special District If this argument is filed by the governing body of the County of San Mateo, a school district or a special district, fill in the name of the governing body on the line below and complete both sides of this form.</p> <p>Governing Body: _____</p> <p>Contact Person's Printed Name: _____ Contact Person's Signature: _____</p> <p>Title: _____</p> <p>Phone: _____ Email: _____</p>
<input checked="" type="checkbox"/>	<p>Member(s) of the Governing Body of the County of San Mateo, a School District, or a Special District If this argument is filed by any member(s) of the governing body, fill in the information below and complete both sides of this form. By statute, members of school district governing boards need board authorization to file an argument.</p> <p>Member(s) of the Governing Body: <u>Raquel Gonzalez and Helen Fisicaro</u> Name of Governing Body: <u>Town of Colma</u></p> <p>Contact Person's Printed Name: <u>MAYOR RAQUEL P. GONZALEZ</u> Contact Person's Signature: _____</p> <p>Title: <u>MAYOR</u></p> <p>Phone: _____ Email: _____</p>
<input type="checkbox"/>	<p>Bona Fide Association of Citizens/Organization If this argument is filed by a bona fide association of citizens/organization, the signers of the argument must be affiliated with the association/organization, be authorized to sign the argument on its behalf, provide the printed name and signature of at least one principal officer of the organization, and complete both sides of this form.</p> <p>Name of Association/Organization: _____</p> <p>Principal Officer's Printed Name and Title: _____ Principal Officer's Signature: _____</p> <p>Contact Person's Printed Name: _____ Email: _____</p> <p>Phone: _____ Fax: _____</p>
<input type="checkbox"/>	<p>Individual(s) eligible to vote on the measure Individual signers must be eligible to vote on the measure.</p> <p>Contact Person: _____ Phone: _____</p> <p>Mailing Address: _____</p> <p>Fax: _____ Email: _____</p>

Please complete the reverse side of this form.

40 Tower Road, San Mateo, CA 94402

P 650.312.5222 F 650.312.5348 email registrar@smcacre.org web www.smcacre.org

Primary Argument Signers Form			Each signer must designate in which capacity they are signing. Check the one box that applies.			
<p>No more than five signatures shall appear with any argument. If more than five signatures are submitted, the first five listed shall be printed.</p> <p>Names and titles listed will be printed in the order that they are listed below.</p> <p>If the signers are part of a bona fide association/organization, there is no requirement that they be eligible to vote on the measure. However, for each such signing individual(s), the title under the signer's name shall list the name of that bona fide association/organization and may include their position within that association/organization.</p> <p>By signing below, the undersigned state that they have read the argument and believe it not to be false or misleading.</p>			Governing Body of San Mateo County, a School District, or a Special District	Member(s) of the Governing Body of San Mateo County, a School District, or a Special District	Bona Fide Association of Citizens/Organization	Individual(s) eligible to vote on the measure
1.	Name: <u>PAQUEL P. GONZALEZ</u>	Title: <u>mayor</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Phone: [REDACTED]	Email: [REDACTED]				
	Address: [REDACTED] <u>Colma CA 94014</u>					
	Signature: [REDACTED]	Date: <u>8/14/18</u>				
2.	Name: <u>Helen Fisicaro</u>	Title: <u>COUNCILMEMBER</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Phone: [REDACTED]	Email: [REDACTED]				
	Address: [REDACTED] <u>Colma, CA 94014</u>					
	Signature: [REDACTED]	Date: <u>8/14/18</u>				
3.	Name:	Title:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Phone:	Email:				
	Address:					
	Signature:	Date:				
4.	Name:	Title:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Phone:	Email:				
	Address:					
	Signature:	Date:				
5.	Name:	Title:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Phone:	Email:				
	Address:					
	Signature:	Date:				

Submit a second form (this side only) for alternate signers attached to this form and the argument.

FOR OFFICIAL USE ONLY

Signers	<input type="checkbox"/> Registered	N/A	Signed	Dated
Bona Fide Association	<input type="checkbox"/> Verified	N/A	Signed	Dated

ARGUMENT IN FAVOR OF MEASURE ___:
ADOPT TOWN OF COLMA TRANSIENT OCCUPANCY (“HOTEL”) TAX

As with other cities in the State of California facing state mandates and other costs, the Town of Colma is not immune from needing to develop new revenue sources. While the Town’s future looks bright, we must plan for the future, focusing on growing our local economy and generating new city revenue.

Transient Occupancy Tax (TOT), also known as "hotel tax" or "bed tax," serves as an additional source of non-property tax revenue to local government. The **Transient Occupancy Tax** is applied to any person who occupies a hotel for thirty (30) consecutive calendar days or less.

Vote YES to ensure that when a hotel is built in the Town of Colma, a Transient Occupancy Tax (TOT) of 12% will be charged to each guest. This is to offset any services provided by Colma.

Vote YES for the Town of Colma Transient Occupancy Tax (TOT), which is not a tax on the residents, but a form of revenue from our visitors.

Vote YES so that the Town can invest this revenue in repairing and improving aging infrastructure, City streets and sidewalks and maintain public safety operations without increasing taxes paid by local residents and businesses.

Vote YES to ensure the Town of Colma receives a Transient Occupancy Tax (TOT) of 12% which is a standard hotel business practice and in line with seven other cities in San Mateo County.

Vote YES to diversify the Town of Colma revenue stream.

Vote YES to sustain our quality of life and small town character without taxing our citizens.

Please join a unanimous City Council, and vote YES on Measure ___.

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The undersigned proponent(s) or author(s) of the Primary argument in favor of Ballot Measure ___ at the Special Municipal Election for the Town of Colma to be held on November 6, 2018, hereby state that such argument is true and correct to the best of (his/her/their) knowledge and belief.

s/ Raquel “Rae” Gonzalez, Mayor
s/ Helen Fisicaro, Councilmember