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 will not be accepted unless accompanied by this completed **typed** 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, the name of the association and the printed name and signature of at least one of its principal officers. **Please make sure you are using proper format before submitting to the Elections Office.**

Word count limit for Primary Arguments = 300 words

Ballot Measure _____ for the _____ to be held on _____ .

☑ Primary Argument in Favor of   ☐ Primary Argument Against

	This argument is submitted by (check ONLY ONE):
☐	**The County of San Mateo Board of Supervisors or the Governing Body of a School District or Special District**
	Name of Governing Body:
	Contact Person's Printed Name:
	Phone: Email:
☑	**Member(s) of the County of San Mateo Board of Supervisors or the Governing Body of a School District or Special District**
	Name of Governing Body: _John Goodwin and Joanne F. Del Rosario_
	Contact Person's Printed Name: _Mayor John Goodwin_
	Phone: ██████████ Email: ██████████
☐	**Bona Fide Association of Citizens** If this argument is filed by a bona fide association of citizens, the signers of the argument must be affiliated with the association and be authorized to sign the argument on its behalf. Provide the printed name and signature of at least one principal officer of the association.
	Name of Association:
	Contact Person's Printed Name:
	Phone: Email:
☐	**Individual Voters Eligible to Vote on the Measure**
	Contact Person's Printed Name:
	Phone: Email:
☐	**Combination of Voters and Associations**
	Contact Person's Printed Name:
	Phone: Email:

Arguments will be emailed to the contact person listed here for review before they are printed in the Sample Ballot & Official Voter Information Pamphlets.
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.gov **web** www.smcacre.gov

Primary Argument Signers Form	Author	Verified

No more than five signatures shall appear with any argument. If more than five signatures are submitted, the first five listed shall be printed. Names and titles listed will be printed in the order that they are listed below. Place a checkmark in the author column if the signer is the author of the argument. A signer can only list one title. Honorifics such as M.D., Dr., Esquire, etc. with a name are not accepted.

If the signers are part of a bona fide association, there is no requirement that they be eligible to vote on the measure. However, for each such signing individual, the title under the signer's name must list the name of that bona fide association and may include their position within that association.

By signing below, the undersigned state that they have read the argument and believe it not to be false or misleading.

Type information clearly.

Author column header: Check if the signer is the author of the argument. Authors must be signers.

Verified column header: (FOR OFFICIAL USE ONLY) Staff check once the eligibility of the signer is verified.

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1. Name: John Goodwin — Title: Mayor — Author: ☑ — Verified: ☐
Phone: ███ — Email: ███
Address: ███ Colma, CA
Pronouns: He/His: ☑ She/Her: ☐ They/Them: ☐
Signature: ███ — Date: 7/22/24

2. Name: Joanne F Del Rosario — Title: Council Member — Author: ☑ — Verified: ☐
Phone: ███ — Email: ███
Address: ███ Colma, CA
Pronouns: He/His: ☐ She/Her: ☑ They/Them: ☐
Signature: ███ — Date: 7/22/24

3. Name: — Title: — Author: ☐ — Verified: ☐
Phone: — Email:
Address:
Pronouns: He/His: ☐ She/Her: ☐ They/Them: ☐
Signature: — Date:

4. Name: — Title: — Author: ☐ — Verified: ☐
Phone: — Email:
Address:
Pronouns: He/His: ☐ She/Her: ☐ They/Them: ☐
Signature: — Date:

5. Name: — Title: — Author: ☐ — Verified: ☐
Phone: — Email:
Address:
Pronouns: He/His: ☐ She/Her: ☐ They/Them: ☐
Signature: — Date:

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

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ARGUMENT IN FAVOR OF MEASURE...:
ADOPT TOWN OF COLMA GENERAL TRANSACTIONS AND USE 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. The COVID pandemic illustrated how the loss of revenue can impact any city or town's overall revenue and the effect on its day-to-day operations. In Sacramento the legislature is considering a bill (SB549) that has the potential of disrupting the non-Indian gaming casinos, such as Lucky Chances. Lucky Chances provides 22% of the Town's revenues, and the loss of that revenue stream would have a severe impact on Town operations.

A General Transactions and Use Tax serves as an additional source of non-property tax revenue to local governments.

Colma is a sales tax town and the services the Town provides its residents, businesses, and visitors is dependent on the tens of thousands of people who shop in our Town each day.

Vote YES to ensure the Town can maintain life safety services such as 911 emergency response,

Vote YES to ensure the Town can provide a rapid response to property crimes/thefts/burglaries,

Vote YES to ensure the Town can continue to provide community programs and events, maintain its parks, and provide recreational youth and adult programs,

Vote YES to ensure the Town can continue to address its Capital Improvement Programs that provide timely repairs and improvements to its aging infrastructure,

Vote YES to maintain our quality of life and small-town character.

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

The undersigned proponent(s) or author(s) of the Primary argument in favor of Ballot Measure ....at the General Election to be held on November 5th, 2024, hereby state that such argument is true and correct to the best of (his/her/their) knowledge and belief.

s/ John Irish Goodwin, Mayor, Town of Colma
s/ Joanne F. Del Rosario, Council Member, Town of Colma