

Jomsky, Mark

From: Paul Little <Paul@pasadena-chamber.org>
Sent: Monday, January 29, 2018 4:01 PM
To: City_Council; Mermell, Steve; Jomsky, Mark
Cc: Duyshart, Eric; Hawkesworth, Matthew
Subject: Sales tax ballot measure

Good afternoon,

The Pasadena Chamber of Commerce and Civic Association Board of Directors has not yet taken a position on the proposed \$0.0075 sales tax measure proposed by Mayor Tornek at the State of the City address. I do appreciate Mayor Tornek taking the time to let me know about this in advance of the announcement.

There are some concerns I would like to share with you as you consider the measure moving forward.

1. Those who sell high-end and expensive items may be priced out of a very competitive market, especially for automobiles, computers and appliances. If you tax these items to a point where our sellers are not competitive, you may also reduce tax revenues to the City. If I can save a few hundred dollars or more by purchasing a car twenty miles away, why wouldn't I do that?
2. Voters are going to want to know what has been done already to deal with the City's financial situation with some measure of specificity.
3. What more could be done to reduce costs before relying on a sales tax increase to balance the budget? I know many of our members would like to see fewer costs in the planning and permitting department that would result from a much quicker approval and inspection process, for example.
4. If 1/3 of the revenue is proposed to go to the PUSD, why not let the PUSD handle its own financial situation and reduce the City increase to \$0.005?
5. Also, if this doesn't pass, what specifically are you going to do to balance the budget? Perhaps voters would prefer that to an increase in sales tax that could jeopardize local employers and local jobs.

As you know, the Pasadena Chamber has supported tax increases in the past, specifically those that would have a positive impact on our City and economy, such as Measure R and Measure H. One of the reasons those were supported was because there was specificity related to the expenditure of funds and that expenditure would clearly have a positive impact on our community and our economy. For a local sales tax measure that could have a negative impact on significant contributors to our economy and employment, and impact many already negatively impacted by previous decisions of the City Council, support from the Pasadena Chamber of Commerce may be difficult to obtain, though we will certainly be prepared to discuss the measure with proponents and opponents prior to taking a position.

I am sure there will be a lot more questions and a long discussion of this matter, should it make it onto the November ballot.

At this point though, I have to wonder why the City Council is rushing to get this onto the ballot. You have until June to make that decision and I do not expect the staff to take four months to put the language together for an ordinance to place this tax increase on the ballot.

Thank you for your service to Pasadena and our community.

We appreciate your taking our comments into consideration.

Paul

Paul Little

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President and Chief Executive Officer

Pasadena Chamber of Commerce

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Jomsky, Mark

From: Wilson, Andy
Sent: Monday, January 29, 2018 5:15 PM
To: Jomsky, Mark
Subject: Fwd: Viewpoints in Advance of City Council Meeting

Sent from my Verizon, Samsung Galaxy smartphone

----- Original message -----

From: James De Pietro <james@depietroholdings.com>
Date: 1/29/18 2:42 PM (GMT-08:00)
To: "Wilson, Andy" <awilson@cityofpasadena.net>
Cc: "Tornek, Terry" <ttornek@cityofpasadena.net>
Subject: RE: Viewpoints in Advance of City Council Meeting

Andy,

You can share my comments with the City Clerk and I appreciate your interest to make this part of the public record.

Best regards,

James De Pietro
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DE PIETRO HOLDINGS LLC

Please consider the environment before printing this email.

From: Wilson, Andy [mailto:awilson@cityofpasadena.net]
Sent: Monday, January 29, 2018 2:37 PM
To: James De Pietro <james@depietroholdings.com>
Cc: Tornek, Terry <ttornek@cityofpasadena.net>
Subject: Re: Viewpoints in Advance of City Council Meeting

James —

As always, thanks for your input.

I'd like this to be part of the public record so will share with the City Clerk unless you refer not.

Andy

Andy Wilson
Councilmember
City of Pasadena
District 7
awilson@cityofpasadena.net

On Jan 29, 2018, at 12:46 PM, James De Pietro <james@depietroholdings.com> wrote:

Terry and Andy,

I hope that this email finds you both well as we close out the month of January.

In advance of your City Council Meeting this evening, I wanted to share my viewpoint on two issues that will be discussed.

The first is Item 6: Submittal of a Letter to Metro Regarding Early Action Projects. In lieu of the 710 Extension Tunnel Alternative, Metro will be funding area projects with remaining Measure R funds. The Department of Transportation has prepared a list that includes both existing projects already in development and newer concepts. Presenting Pasadena with a unique opportunity, I strongly recommend that you review and authorize sending a letter to Metro requesting these funds.

One of the new concepts included in this funding request is for the Arroyo Link, which TAC was briefed on last week. The Arroyo Link concept, championed by David Wolf, would connect the upcoming Union Cycle Track to the Arroyo Seco and provide cyclists with a safer traveling option along this East-West corridor.

The second is Item is Regarding the Proposed Sales Tax Increase. Like many business owners and residents, I share a concern about not only the impact that any increase in sales tax will have on our economy but also the impact on perception that such an increase will have on how business friendly our beloved City is viewed. While we cannot always control perception, we can control the financial solvency of our City. In order to ensure long term prosperity, we need to take actions to address future financial difficulties today. Accordingly, I would recommend that the City Council endorse the plan to increase the city sales tax.

Thank you both for your continued leadership in Pasadena and for your support of important transportation initiatives.

Best regards,

James De Pietro
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