

**STATEMENT OF CANDIDATE FOR  
MAYOR  
City of Morro Bay**

**GEORGE LEAGE**

**Occupation:** Morro Bay Businessman

**Education and Qualifications:** My roots are deep in our community. I've been blessed to raise my children and grandchildren in this special place. I'm also a businessman with real world experience in Morro Bay for over 50 years.

I am not a career politician. Don't expect sugar coating from me. I just can't sit on the sidelines and watch our town be further weakened by poor decisions and misplaced priorities.

Our city is also \$24 million dollar a year business. As a practical businessman I am responsible to my customers, my employees, my suppliers, government, and others. I know how to listen. I know responsibility. I know how to prioritize. And I also know how to enlist the help of professionals and others. I will bring these abilities to the office of mayor.

My family loves our natural surroundings. We've fished, surfed, hiked and explored this area for decades and still do. I will protect that heritage.

My dream is that my kids and grandkids will be able to live in a family friendly town with a strong economy and a healthy environment.

I want the same for you and your children, too.

Your vote would honor me.

[www.georgeleage.com](http://www.georgeleage.com)

s/ George Leage

**STATEMENT OF CANDIDATE FOR  
MAYOR  
City of Morro Bay**

**JANICE PETERS**

**Occupation:** Mayor, City of Morro Bay

**Education and Qualifications:** Serving as your Mayor is a fulltime job. It requires experience and knowledge of city procedures, dedication, integrity, patience, diplomacy, research, networking, and making difficult decisions. It means putting personal opinion aside, and listening to you in order to make decisions that are beneficial for our entire community.

As your Mayor, I have seen our city through the combined effects of an earthquake, energy crisis, fishing restrictions, and business closures, which decreased our revenue significantly. In response to this financial "perfect storm," we have reduced expenditures, temporarily suspended cost of living raises for city staff, and increased promotion of our visitor attractions. Happily, our annual revenue is improving, but there is more work to do.

As your Mayor, I am actively involved in implementing methods to attract new businesses, create new events, and improve the efficiency of city operations so we can retain and attract excellent staff. I serve on County boards, and maintain relationships with other mayors and our State and federal representatives.

As your Mayor, I am honored by the trust you place in me. With your vote I will continue to earn that trust in my service to you and our city for the next two years.

s/ Janice Peters

**DECLARACIÓN DE LA CANDIDATA A  
ALCALDE  
Ciudad de Morro Bay**

**JANICE PETERS**

**Ocupación:** Alcaldesa, Ciudad de Morro Bay

**Educación y Competencia:** Prestar servicio como su Alcaldesa es un trabajo a tiempo completo. Requiere experiencia y conocimiento de los procesos municipales, dedicación, integridad, paciencia, diplomacia, investigación, trabajo en red, y tomar decisiones difíciles. Implica dejar de lado la opinión personal, y escucharlo a usted para tomar decisiones beneficiosas para toda nuestra comunidad.

Como su Alcaldesa, he visto a nuestra ciudad atravesar el efecto combinado de un terremoto, crisis energética, restricciones de pesca, y cierre de negocios, lo que redujo nuestras rentas significativamente. En respuesta a esta "perfecta tormenta," redujimos gastos, suspendimos temporalmente aumentos en el costo de vida para el personal de la ciudad, y aumentamos la promoción de atracciones para nuestros visitantes. Afortunadamente, nuestra renta anual está mejorando, pero queda más trabajo por hacer.

Como su Alcaldesa, participo activamente en la implementación de métodos para atraer nuevos negocios, crear nuevos eventos, y mejorar la eficacia de las operaciones de la ciudad para retener y atraer personal de excelencia. Presto servicio en juntas del Condado, y estoy relacionada con otros alcaldes y nuestros representantes Estatales y federales.

Como su Alcalde, me siento honrada por la confianza que usted depositó en mí. Con su voto continuaré recibiendo esa confianza en mi prestación de servicio para usted y nuestra ciudad durante los próximos dos años.

f/ Janice Peters

**STATEMENT OF CANDIDATE FOR  
MEMBER OF CITY COUNCIL  
City of Morro Bay**

**NOAH SMUKLER**

**Occupation:** Morro Bay Small Business Owner

**Education and Qualifications:** Cal Poly Graduate, Natural Resources Management & Tourism; Vice-Chair, Morro Bay Public Works Advisory Board; Local Organic Chef; Founding Member, Estero Bay Community Garden; School Composting & Recycling Coordinator; Spencer's Market Pocket Park, Landscaper & Caretaker; Chair, San Luis Bay Chapter Surfrider Foundation.

I am running for City Council because I love Morro Bay's small town character and natural beauty, and I would like to help lead our community into a prosperous future.

As a City Council member, I will work to sustain and improve the infrastructure of our community: roads, tourism, the fishing industry, the environment, public safety, and more; and engage citizens in the well-being of our city. I am an advocate for smart growth principles and green building techniques whenever possible and for the creation of pedestrian and bicycle friendly transportation corridors that allow children and guests to travel safely throughout our unique and beautiful town.

With challenging economic times ahead, I will demand responsible management of our budget and tax dollars, so that the current and future citizens of Morro Bay can be assured of ethical and responsible leadership.

Noah Smukler, for City Council. Thank you.

s/ Noah Smukler

**DECLARACIÓN DEL CANDIDATO A  
MIEMBRO DEL CONCEJO MUNICIPAL  
Ciudad de Morro Bay**

**NOAH SMUKLER**

**Ocupación:** Dueño de Pequeño Negocio de Morro Bay

**Educación y Competencia:** Graduado de Cal Poly, Administrador de Recursos Naturales y Turismo; Vicepresidente, Junta Consultiva de Obras Públicas de Morro Bay; Chef Orgánico Local; Miembro Fundador, Estero Bay Community Garden; Coordinador Escolar de Composta y Reciclaje; Spencer's Market Pocket Park, Paisajista y Cuidador; Presidente, Fundación Surfrider San Luis Bay Chapter

Me postulo para el Concejo Municipal porque amo el carácter de ciudad pequeña y la belleza natural de Morro Bay, y me gustaría ayudar a liderar a la comunidad hacia un futuro próspero.

Como miembro del Concejo Municipal, trabajaré para sostener y mejorar la infraestructura de nuestra comunidad: los caminos, el turismo, la industria pesquera, el medio ambiente, la seguridad pública, y más; y hacer participar a los ciudadanos del bienestar de nuestra ciudad. Soy un defensor de los principios de crecimiento inteligente y técnicas de edificación ecológicas siempre que sea posible y de la creación de vías de transporte para peatones y ciclistas que permitan a los niños y a los visitantes viajar con seguridad por nuestra hermosa y singular ciudad.

Con tiempos desafiantes por delante, exigiré una administración responsable de nuestro presupuesto y de los dólares de los impuestos, para que los ciudadanos actuales y futuros de Morro Bay puedan estar seguros de un liderazgo ético y responsable.

Noah Smukler, para el Concejo Municipal. Gracias.

f/ Noah Smukler

**STATEMENT OF CANDIDATE FOR  
MEMBER OF CITY COUNCIL  
City of Morro Bay**

**ROGER EWING**

**Occupation:** Retired Photographer

**Age:** 66

**Education and Qualifications:** What will it take to save our City? A Council Member who makes difficult but effective decisions.

What will it take to unite our community? A Council Member who is fair to both businesses and residents alike.

What will it take to inspire success? A Council Member who is dedicated to the future while honoring the City's past.

For eighteen years, I have taken a stand on controversial issues before the City Council. I have supported planning projects that will keep this community beautiful, safe, and desirable. I have reminded policy shapers that decisions must be based on a vision of what's good for us now and into the future.

I will use my knowledge and experience for the people of our community. I will listen to your concerns and lead in a way that gives your voice action. My goal is to vote for economically sound decisions and to preserve what makes our City viable.

As a member of Morro Bay Beautiful, Friends of the Library, and current chair of the Public Works Advisory Board, I am ready to be your new Council Member. I ask for your vote November 4th.

s/ Roger Ewing

**DECLARACIÓN DEL CANDIDATO A  
MIEMBRO DEL CONCEJO MUNICIPAL  
Ciudad de Morro Bay**

**ROGER EWING**

**Ocupación:** Fotógrafo Jubilado

**Edad:** 66

**Educación y Competencia:** ¿Qué se necesita para salvar a nuestra Ciudad? Un Miembro del Concejo Municipal que tome decisiones difíciles pero efectivas.

¿Qué se necesita para unir a nuestra comunidad? Un Miembro del Concejo Municipal que sea justo para los negocios y para los residentes por igual.

¿Qué se necesita para inspirar el éxito? Un Miembro del Concejo Municipal dedicado al futuro sin dejar de honrar el pasado de la Ciudad.

Durante dieciocho años, adopté una postura con respecto a los asuntos controversiales ante el Concejo Municipal. Apoyé proyectos de planificación que mantendrán esta a comunidad hermosa, segura, y codiciable. Les recordé a los legisladores que las decisiones debían estar basadas en la visión de lo que es bueno para nosotros ahora y en el futuro.

Utilizaré mi conocimiento y experiencia para la gente de nuestra comunidad. Escucharé sus preocupaciones y lideraré de manera que su voz tenga efecto. Mi meta es votar por decisiones económicamente sólidas y preservar lo que hace que nuestra Ciudad sea viable.

Como un miembro de Morro Bay Hermosa, Amigos de la Biblioteca, y actual presidente de la Junta Consultiva de Obras Públicas, estoy preparado para ser su nuevo Miembro del Concejo Municipal. Le pido su voto para el 4 de noviembre.

f/ Roger Ewing

**STATEMENT OF CANDIDATE FOR  
MEMBER OF CITY COUNCIL  
City of Morro Bay**

**WILLIAM "BILL" PEIRCE**  
**Occupation:** Incumbent

**Education and Qualifications:** It has been an honor to serve as your City Councilman; I have worked hard to represent all of the community honestly and fairly.

I have supported and will continue to support using Measure Q funds (sales tax) for public safety.

My plan is to get a second Fire Station opened to better serve Morro Bay. I will also work to increase the Fire Department staffing to reduce the time it takes to help you when you need it.

I will continue to spearhead efforts to improve our business community by exploring ways to encourage business to locate in Morro Bay. I will keep working with the City's professional staff to insure that our City government is efficient and cost effective.

I actively support youth projects and programs for our senior citizens. I support our commercial fishermen and am working to maintain a viable harbor. Keeping our harbor open and healthy is a continuous fight, not something we can take for granted.

Because of my fifteen plus years of community service I have the proven experience to continue to lead the City in a positive direction.

I ask for your continued trust, your continued support, and ask for your vote.

s/ William Peirce

**STATEMENT OF CANDIDATE FOR  
MEMBER OF CITY COUNCIL  
City of Morro Bay**

**CARLA BORCHARD**  
**Occupation:** Business Owner

**Age:** 49

**Education and Qualifications:** As a resident of this community for 30 years, I am intimately involved in sustaining the Morro Bay we all know and love. As a mother and the owner of Carla's Country Kitchen I have a strong interest in preserving the quality of life we enjoy, and know I can bring my experience to bear on the challenges facing our community. I understand the value of our environment and leaving our children with a place to grow and thrive. I understand the importance of a strong local economy that provides jobs and supports our city's services. I understand the value of the tourist dollar and its impact on our community. But most importantly, I understand that it is all a balancing act – raising a family, managing a business, providing quality services to the community, and protecting our unique quality of life.

To solve the challenges facing Morro Bay we need leadership that can bridge the differences in this community and implement real solutions. I believe my experience as a mother, business owner, and community volunteer is a reflection of my ability to lead as a member of the city council and move our community forward.

I would appreciate your vote.

s/ Carla Borchard

**DECLARACIÓN DE LA CANDIDATA A  
MIEMBRO DEL CONCEJO MUNICIPAL  
Ciudad de Morro Bay**

**CARLA BORCHARD**  
**Ocupación:** Dueña de Negocio

**Edad:** 49

**Educación y Competencia:** Como residente de esta comunidad por 30 años, estoy íntimamente implicada en sostener al Morro Bay que todos conocemos y amamos. Como madre de familia y dueña de Carla's Country Kitchen, tengo un fuerte interés en preservar la calidad de vida que disfrutamos, y sé que puedo traer mi experiencia para soportar los desafíos relativos a nuestra comunidad. Entiendo el valor de nuestro medio ambiente y de dejarles a nuestros hijos un lugar para crecer y desarrollarse. Entiendo la importancia de una sólida economía local que provea empleos y apoye los servicios de nuestra Ciudad. Entiendo el valor de los dólares de los turistas y su impacto en nuestra comunidad. Pero fundamentalmente, entiendo que todo es un acto de equilibrio – criar una familia, administrar un negocio, proporcionar servicios de calidad a la comunidad, y proteger nuestra exclusiva calidad de vida.

Para solucionar los desafíos que enfrenta Morro Bay necesitamos liderazgo que pueda salvar las diferencias en esta comunidad e implemente soluciones reales. Creo que mi experiencia como madre de familia, dueña de restaurante, y voluntaria comunitaria es un reflejo de mi capacidad para liderar como una miembro del concejo municipal para hacer que nuestra comunidad avance.

Le agradecería su voto.

f/ Carla Borchard