

President's Message

October 2017

How Business Can Get Involved in this Election

Next week, ballots will be going out in the mail to every registered voter in the City of Santa Barbara, and the final step of the 2017 Election will begin. The candidates have been scouring the community looking for votes for months, and it's now time for our judgement on their efforts.

This election is an important one for Santa Barbara. With State Street's future, infrastructure programs, 101 widening and so much more on the docket for the next Council, your vote could make the difference to ensure candidates that want to work for the interests of the business community are successful.

For those of you who live in the city limits, your job is easy. Sit down in the comfort of your home, mark your ballot, and either mail it back in or drop it off at City Hall.

For those who don't live in the city limits – you can still have an impact. Talk to residents about who you'd like to see elected. Volunteer with a candidate to help get out the vote. Provide financial support to the candidate of your choice. You can still have a big influence – and you should. Your investment in this company through your business is an important one, and you have every right to work for a local government that wants to work with you.

The City has a great website that outlines everything you need to know about this election. You can find that website at www.santabarbaraca.gov/gov/vote/. This will tell you what's on the ballot, give you maps for the City Council Districts, and much, much more.

Many employer don't realize that there is an appropriate way to share your thoughts on an election with your employees. For more guidelines on political communications to employees, see this brochure from our friends at the California Chamber of Commerce at <http://advocacy.calchamber.com/policy/grassroots/political-communications-to-employees/>. Note the distinction between internal communications (to

employees, stockholders and their families) and communications to external audiences (such as non-stockholder retirees, outside vendors, customers, passersby).

And keep an eye open every Friday in October as we send out our Local Election Update, providing timely information on the election, the campaign to support Measure C, and the campaign of each of the candidates that we have endorsed. You'll find news on upcoming events and other ways you can get involved and make a difference.

Everything wraps up on November 7th, and over the subsequent days we'll all know who our new Mayor and Councilmembers are. Regardless of the results, the Chamber will be there to engage with the new Council on a wide variety of topics that affect your business. We hope you'll make that job easier by sending our endorsees to City Hall.