



Brian Fletcher

for

Del Mar City Council

Nov. 6th Ballot Statement

CITY OF DEL MAR
Member of the City Council

BRIAN FLETCHER
Businessman

Age: 54

I grew up in Del Mar and treasure our vibrant community which my great-grandfather, Col. Ed Fletcher, developed over 100 years ago. He carefully laid out Del Mar's hillside streets and lots to maximize the views we continue to enjoy today.

As an avid surfer, I am committed to preserving our eroding beaches by implementing adaptation strategies including sand replenishment. I will uphold the voter-approved Beach Protection Initiative that provides shoreline protection for 600 North Beach residences and businesses worth \$1.5 billion, a significant part of Del Mar's tax base.

My public safety priorities include better securing our neighborhoods, establishing Neighborhood Watch programs, working more effectively with the sheriff, and undergrounding dangerous power lines in our tree-lined hills and brush-filled canyons.

As the former owner of a frozen yogurt shop, I know how challenging it is to run a small retail business. I will use my retail and real estate experience to help support and revitalize our village's commercial corridor.

I pledge to uphold our Community Plan, exercise budgetary discipline, listen to all points of view, be fair and work hard for the residents of Del Mar.



My wife and I in front of our prized plumeria tree

My wife, Lisa, and I have 3 children and 4 grandchildren (#5 is on the way!). I grew up in Del Mar as the 4th of 6 children with a very large extended family (literally hundreds of cousins who are the descendants of Col. Ed Fletcher's 10 children). In fact, we just celebrated our 93rd annual family reunion on the Del Mar beach on the 4th of July.

I enjoy the outdoors and am very environmentally conscious as a surfer, certified dive master, hiker in our canyons and trails, and beekeeper (yes, we have fresh honey). My family and I are big supporters of the Del Mar Shores Park, the Boys & Girls Club and the San Diego Botanical Gardens where I volunteer.

My primary professional experience is commercial property management. Also, as the former owner-operator of a frozen yogurt shop, I am familiar with the challenges of our village's shops and restaurants.

Having been a victim of the Poinsettia wildfire in Carlsbad and a car break-in in Del Mar, I am particularly concerned about the safety of our residents and neighborhoods.

I share the concerns of many residents about the proposed rezoning of the North Bluff overlooking Dog Beach from low-density residential to high-density mixed-use as well as rezoning areas on Jimmy Durante. We need to proceed cautiously with valuable public input from impacted residents. This is why I support a public vote on zoning changes that conflict with our voter-approved Community Plan.

I am open minded and a good listener who seeks fair, sensible and cost-effective solutions to:

- Improve the safety of our neighborhoods from fire and theft;
- Expedite the undergrounding of our overhead electrical grid with its unstable transformers that can explode in the corrosive ocean air resulting in dangerous downed power lines which could also spark a wildfire;
- Improve drainage throughout Del Mar to reduce the destabilization of our bluffs and limit the breeding of mosquitos that have made this the worst summer infestation that I've experienced in my lifetime
- Mobilize SANDAG to follow through on moving the train from our fragile bluffs which are increasingly destabilized as evident by the recent 50-foot bluff failure by 11th Street;
- Replenish the sand to save our beaches and help protect the 600 residences and businesses worth \$1.5 billion in the low-lying North Beach neighborhood;
- Support the vitality of our village's retail shops and restaurants;
- Resolve issues through compromise and negotiation instead of wasteful and expensive litigation that has totaled over \$1.2 million, a new city record.

Many people in our community have excellent ideas and deserve to be heard. I promise to listen to you and represent you accordingly. Please share your insights on how we can make positive change and gain your trust at fletcher4delmar@gmail.com or via text/cell at (760) 420-3438. You can find more information at www.brianfletcherdelmar.com.

I would appreciate your support. Contributions up to \$200 per person can be made by writing a check to "Brian Fletcher for City Council 2018" and mailing it to: Brian Fletcher for City Council 2018, PO box 3024, Del Mar, CA 92014.

Together, we can find sensible solutions for all in Del Mar!