

**STEVE CUSHMAN FOR MAYOR  
130 EAST CARRILLO STREET, SANTA BARBARA 93101**

Councilman Dale Francisco

  
Santa Barbara, CA 93105

October 16, 2009

Dear Dale:

Thank you for the productive meeting Thursday. It is clear that we share the same views about the City of Santa Barbara.

Among all the candidates, it is clear that we are the only ones who see the depth of the problems facing us and share the grave concern about the future of our City if it continues to be controlled by the employee unions.

We agree that our City is heading directly toward a total financial crisis, if we are not there already.

We both understand the depth of the problem, but, unless we face the fact that we both need to be members of the next Council, this recklessness will continue. And we agree that the spending will only get worse.

By working together now, we can fix the problems threatening the quality of life and safety of every resident of Santa Barbara. And, by working together now, I mean that you drop out of the Mayor's race and support my campaign.

Like you, I did not run because I need a job or something to do. Like you, I do not need a platform to share my concerns. I ran because I want to stop the massive giveaway of our neighbors' tax dollars. To accomplish that, we need both your vote and my vote on the Council. Your one vote has proven to be not enough to bring about the needed changes.

You already know that you cannot do this alone, as a Council Member or as Mayor. As we discussed, you have tried to apply a business-like approach to repair the City-damaged finances. We need more than trading your Council vote for your Mayor's vote.

If elected Mayor, your vote will remain the same as it is as a Council Member – one vote. Just like my voice outside City hall, your one vote inside City hall, against the massive giveaway of City funds to the unions, means nothing.

By you winning, the City loses. And that means you lose.

By my winning, we all win. We can have the votes and voice. Your key issue and my key issue -- control of spending -- will win the day.

It is counterproductive for you to eliminate your Council vote to become Mayor. It simply allows another less thoughtful, less fiscally responsible, less business supportive vote. And this mounting crisis will not be resolved.

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We will have two important votes to restore fiscal responsibility to the City budget. In short, the important problems facing Santa Barbara will be far more likely to be solved with both of us on the Council than you alone, again.

With you alone, we will live through two more years of wasteful and wild spending, and our City may never recover.

You have a promising political future that will be best served by joining with me to restore fiscal responsibility, stand up strong to prevent gang violence, stop aggressive panhandling, and preserve the unique character of our neighborhoods.

In addition, we agree the City and any future political aspirations you may hold will benefit greatly by joining with me in denouncing the negative campaigning that has been threatening the tone of the political process here. It feels more like Chicago or some other rough and tumble big city than our own Santa Barbara. I was pleased to hear that you feel it has not been productive.

This massive slander effort orchestrated by individuals, some from Texas with unanswered motives and others from San Luis Obispo, who reportedly are paranoid, have set loose well-known negative campaign operatives from Sacramento to spill untrue venom out of our TVs and mailboxes.

This effort by a group with the nerve to call themselves "Preserve Our Santa Barbara," while not living here nor doing anything to preserve (in fact, just the opposite), could very well result in serious long-term damage to Santa Barbara's civic landscape, including your ability to make change.

Just look at the evidence. First, we are seeing voters voice their distaste by not voting – consider the dismal returned ballots, running below 10%, when it should be 30 - 40%, by all standards. And secondly, these actions, unless denounced by you in public as you did privately to me, will discourage future candidates like you or me from becoming part of the electoral process.

Dale, we will solve real problems by joining together. By continuing two campaigns, we simply give the City back to the wild spending Council controlled by the unions.

We need you on the Council and you need me as Mayor to work with you to address and solve these issues. If not, our City will fail. It is your choice.

I look forward to speaking with you more about this. I will share this letter with the media to ensure that the entire community can weigh in on these thoughts.

Sincerely,

Steve Cushman