

Sierra Madre City Council Candidates' Statements

By Bill Coburn

The following are the statements of the Sierra Madre City Council Candidates, as they will appear on the sample ballot for the April 8th election. These have been provided to us by the City Clerk. Citizens will be asked to vote for two candidates. The incumbents are John Buchanan and Mayor Enid Joffe. Challengers are Maryann McGillivray and Kevin Paschall.

JOHN BUCHANAN

Age: 49

Occupation: Attorney

It has been my honor to serve you for four years as a Councilmember, including a term as your Mayor. In that time we have accomplished much. I led the effort that produced our life-saving paramedic program. We enhanced firefighter training, secured federal money to strengthen our water system, finished the senior housing project, forged a new partnership with our police, expanded park space, and were named an All-America City.

Financial, operational, and environmental challenges test us still. I take these challenges seriously. but face them with confidence, because I envision Sierra Madre meeting these challenges by maintaining and capitalizing on its deep sense of community and its historic and natural treasures as the foundation of a vibrant future.

I have the experience, foresight, and dedication to help lead us forward. My years as Council member and Mayor, including chairmanship of three subcommittees, my experience as a Library Trustee, my 20 years of political involvement, my 22 years as an attorney, along with being the parent of school children has given me the depth of experience and understanding to serve our community and the wisdom to see that the best Sierra Madre lies ahead.

I would be honored by your vote.

ENIDJOFFE

Age: 57

Occupation: Councilmember

For the past four years, I have been privileged to serve as a member of the Sierra Madre City Council. This year, as Mayor, I was proud to preside over our Centennial Celebration and to accept the prestigious All America City Award on behalf of our community.

During my tenure on Council, we established paramedic service, completed a major revision of our Hillside Ordinance, completed the Senior Housing Project, dedicated the Youth Activities Center, and approved the first new park in decades. Under my leadership, the Council created a high-powered citizens' committee to address the need for additional public safety funding. The committee's recommendations are now being implemented. I also played a lead role in negotiating a fiscally responsible salary agreement with the City's police officers-the first joint agreement in many years.

Our award-winning All America Cities presentation said, "The true treasure of Sierra Madre is its citizen volunteers." We have an active and vital democracy in our town. If re-elected, I pledge to ensure that all voices continue to be heard as we work together to ensure the financial future of our community while

preserving our small town character.

MARYANN MACGILLIVRAY

Age: 60

Occupation: Clinical Scientist, MT (ASCP), BS, MBA

Education and Qualifications: As a 36 year resident of Sierra Madre, I am committed to protect and preserve our foothill village character, our hillsides from the disfigurement and public safety dangers of inappropriate development, and secure our treasured quality of life. My record as former mayor and two-term councilwoman (serving on two HMZ committees) demonstrates this. The rewriting of the General Plan (1996) validates my commitment to slow and appropriate growth in both commercial and residential areas. I oppose developments that are contrary, and support the dictums of the community, including Measure V as voted in by the people.

A former consultant to Fortune 500 companies, I understand fiscal responsibility; the need to balance spending and revenue. I commit my efforts to bringing the City through the financial obstacle course it faces to fund infrastructure maintenance and the essential operation of our local police, fire and emergency services to keep them vital and functioning. I support youth programs (four children raised here) and services geared to healthy family living, including the library. I value our seniors; respect their wisdom of experience and assure a strong focus on their needs.

With your help, I pledge enthusiastic and vigorous services to our City.

KEVIN PASCHALL

Age: 51

Occupation: Auto Sales

I was born and raised in Sierra Madre. Growing up here gave me a firm foundation of small town values and traditions. My wife, Zorkita, and I chose Sierra Madre as the place to raise our family. I have volunteered with the YMCA, Lions International, Big Brothers of Greater Los Angeles, Friends of the Pool, Little League, Cub Scouts, Sierra Madre Elementary School, Pasadena High School and our town's Pioneer Days. I was active in the "Yes on V" campaign which gave the citizens of Sierra Madre a vote regarding development in the downtown area.

Volunteering is a way of life here - that is simply what people do who care about our community. Legend has it that Frank Capra was inspired by Sierra Madre when he directed and co-wrote the film "It's a Wonderful Life" and I understand why - this movie is about the triumph of small town values.

I aim to preserve these values. I am wholly dedicated to government transparency, honesty and fiscal responsibility. As your representative, I will serve the interests of the citizens of Sierra Madre, rather than the financial interests of Big Development. Our city does need re-development, however, it must be done in a responsible way that preserves our quality of life. This election will decide which way Sierra Madre is going - a city that fights to preserve its way of life or a city whose leaders surrender that way of life in favor of the urbanization present in most cities in Southern California. The time is now.