

Kevin Paschall – 3rd Generation Sierra Madrean

The Importance of Your Vote

I am running for City Council to preserve the small town values I grew up with. In the last two elections, the people of Sierra Madre have shown their support for this mandate, which I completely respect and will uphold.

It is true that our city needs redevelopment. I believe the people of Sierra Madre want sensible redevelopment without intense gridlock on our streets and exorbitant infrastructure costs to us taxpayers. We want to keep our home values high – that is why we live here and that is what attracts new residents to our town. Property taxes from numerous condos won't go to the city's coffers to support our police, fire and paramedic services. That money goes back into the CRA (California Redevelopment Agency) and can only be used for more development.

We continue to fight for our identity as a small town, against powerful and wealthy outside interests such as the Building Industry Association, California Association of Realtors and Arcadia Association of Realtors. These organizations funded the opposition to Measure V last April with a war chest of at least \$170,000. SMRRD (Sierra Madre Residents for Responsible Development) raised about \$29,000.

The voters said they wanted to keep Sierra Madre as a small town. We are still in that battle with this upcoming election April 8. Two incumbents running for re-election appeared on many of the No on V flyers paid for by these wealthy and outside interests.

Why some people in Sierra Madre back these outside interests is a mystery to me. Did they make promises to big developers they are embarrassed not to keep? Are they investors in these projects hidden in the Limited Liability Companies which own these properties?

This city is at a crossroads now, and this election will determine which way the city will go. That is why I need your vote to keep Sierra Madre what it is. I understand many business owners in our downtown area believe more condos will bring more customers. It can also bring higher rents that only chain stores can afford. In Monrovia, for example, many small mom-and-pop businesses have had to close their doors due to rising rent costs after redevelopment. Let us value what we have and support our downtown businesses.

My Family History

My grandfather, Jack Paschall, bought property from E. Waldo Ward and in 1926 built the house that florist Jacob Maarse still lives in. He was President of the Bank of Sierra Madre and was on the school board when they built Sierra Madre Elementary School. My grandfather also laid the cornerstone of the Sierra Madre Congregational Church. He died of tuberculosis in the 1940s. In one of the last pleasures of his life, one day he dressed in his most dapper suit – over his pajamas – and went to Santa Anita Park to watch Seabiscuit win the Santa Anita Handicap.

My dad, Lincoln Paschall, sold insurance. My aunt Genelle, who just passed last December 25, was a devoted volunteer at the Congregational Church through eight pastors.

My mother was Sally Ellen O'Donnell. Her father, Steve O'Donnell, was a famed jockey. He married Marjorie "Tootsie" Garner who was a longtime volunteer for the Arcadia Red Cross – they still have a plaque on the wall there honoring her service. My grandmother was quite the hostess in her day, celebrating the country's notable writers, politicians, athletes and actors. Artists from the Pasadena Playhouse were regularly entertained in her living room, and Damon Runyon wrote a poem about her brother, Mac. He was one of the Garner Brothers from Iowa, who won the Kentucky Derby in 1934 with Cavalcade.

I was in the printing business more than 30 years, and had my own business, Liberty Instant Printing. Now I broker automobiles. Like any business, there are a lot of great people behind the scenes, and I truly enjoy listening and learning from them. My wife, Zorkita, and I chose Sierra Madre as the place to raise our family.

I have volunteered for many organizations, and as I wrote in my ballot statement, that is simply what people do who care about their community. I was on the Board of Directors of the Southeast Rio Vista YMCA and past President of a Lions Club chapter, where I volunteered for 17 years. I have donated my time, money and efforts to Big Brothers of Greater Los Angeles and Pasadena High School. In Sierra Madre, I volunteered for Friends of the Pool, Little League, Cub Scouts, Sierra Madre Elementary School and Pioneer Days.

I also volunteered for the Measure V campaign, which gave citizens the right to vote on development in the downtown area. I think the citizens should have a say in how they want their town. This shouldn't be decided by a few people who may or may not be beholden to special interests.

As your voice for our town, I will listen to your concerns and be your representative. I am dedicated to government transparency, honesty and fiscal responsibility. I need your vote April 8 to save Sierra Madre.