

**TOWN OF PARADISE
NOTICE OF ELECTION
AND NOTICE OF MEASURE TO BE VOTED ON
CA Elections Code Sections 12111 and 12101**

NOTICE IS HEREBY GIVEN that a General Municipal Election will be held in the Town of Paradise on Tuesday, November 4, 2014 for the purpose of electing two (2) Town Council Members to full four-year terms of office; and,

NOTICE IS FURTHER GIVEN that the following question shall be submitted to the voters at the general municipal election to be held in the Town of Paradise on the 4th day of November 2014:

Shall Ordinance No. 545, a temporary sales tax increase of one-half percent (0.50%) that automatically expires in six years, and that establishes a citizen oversight committee to ensure that the funds are used to preserve public services such as police protection, fire suppression, street maintenance, animal control and other services for the Town of Paradise, be adopted?

MEASURE SYNOPSIS

Ordinance No. 545 would amend and add Chapter 3.22 to the Paradise Municipal Code. To become effective, Ordinance No. 545 as a general tax measure must be approved by a majority of the Town's voters at a regular election. If approved, Ordinance No. 545 would enact a temporary sales tax of one-half of one percent (0.50%) on tangible personal property sold by retail establishments doing retail business within the incorporated territory of the Town of Paradise. The ordinance would also establish a nine-member citizens oversight committee to make recommendations concerning how the Council would use the revenue generated by the temporary sales tax increase. Ordinance No. 545 and the one-half of one percent (0.50%) sales tax would automatically terminate six (6) years after the ordinance operative date.

NOTICE IS FURTHER GIVEN that pursuant to Sections 9280–9287 of the California Elections Code (Division 9, Chapter 3, Article 4) that the legislative body of the Town, or any member or members of the legislative body authorized by that body, or any individual voter who is eligible to vote on the measure, or any bona fide association of citizens, or any combination of voters and associations, may file a written argument not to exceed 300 words in length for or against any measure.

NOTICE IS GIVEN that Town Hall will be opened on August 8, 2014 from 8:00 a.m. to 5:00 p.m. only for the purpose of filing Town Council candidate nomination papers and ballot arguments. Normal business hours are Monday through Thursday from 8:00 a.m. to 5:00 p.m.

NOTICE IS FURTHER GIVEN that based upon the time reasonably necessary to prepare and print the arguments and sample ballots for the election, the Town Clerk has fixed 5:00 p.m. on August 8, 2014, as a reasonable date prior to the election after which no argument for or against the measure may be submitted to the Town Clerk for printing and distribution to the voters as provided in Sections 9280-9287 of the Elections Code. Arguments shall be submitted to the Town Clerk whose office is located at Town Hall, 5555 Skyway, Paradise, California. Arguments may be changed or withdrawn by their proponents until and including the date fixed by the Town Clerk.

NOTICE IS FURTHER GIVEN that rebuttal arguments to opposing direct arguments may be filed with the Town Clerk no later than 5:00 p.m. August 18, 2014. Rebuttal arguments are not to exceed 250 words in length.

NOTICE IS FURTHER GIVEN that any ordinance, impartial analysis, or direct argument filed under the authority of the elections code will be available for public examination in the Town Clerk's office for not less than ten (10) calendar days from the deadline for filing arguments. Any rebuttal argument filed under the authority of the elections code will be available for public examination in the Town Clerk's office for not less than ten (10) calendar days from the deadline for filing rebuttal arguments.

NOMINATION PERIOD for candidates for the office of Town Council Member opens Monday, July 14, 2014 at 8:00 a.m., and closes Friday, August 8, 2014 at 5:00 p.m. If no one or only one person is nominated for an elective office, appointment to the elective office may be made as prescribed by Section 10229 of the Elections Code.

Candidate nomination papers may be obtained from the Town Clerk Department located at 5555 Skyway, Paradise, California, during regular business hours Monday through Thursday, 8:00 a.m. to 5:00 p.m. Any citizen 18 years or older who resides within the Town limits of Paradise and is a registered voter is eligible to run for Town Council. If one or more incumbent Council Members have not filed nomination papers by 5:00 p.m., August 8, 2014, any qualified candidate other than the incumbent, shall have until 5:00 p.m., on August 13, 2014, to file nomination papers for that elective office.

If you have any questions regarding the General Municipal Election please call the Town Clerk's Department at (530) 872-6291 during regular business hours for further information.

The polls will be open between 7:00 a.m. and 8:00 p.m. on November 4, 2014.

JOANNA GUTIERREZ, CMC, Town Clerk