

From: Jeff Bornstein

Change needs to come to City Hall especially in the 3rd Council District. The Los Angeles Times called for a change of direction in the 3rd District in a December 26th editorial. My name is Jeff Bornstein and I am running for that 3rd district seat and will work hard to improve the lives of the citizens of the communities of Reseda, Winnetka, Woodland Hills, Canoga Park, West Hills, and Tarzana.

I have run a successful small local business for over 30 years and think these economic times call for drastic action to help cope with the current fiscal crisis. It is the responsibility of governing officials to make responsible decisions and remain consistent in their efforts to address the tough economic challenges of our over burdened economy. Politics needs to be set aside, cuts must be made, but done with the utmost care and wisdom. Difficult cuts must be made in areas other than public health and safety. In 1999 the city council salary was \$118,000 per year. Current council members make a \$172,000 per year. I will ask that all city council members who make that \$172,000 to pay for their own gas, as a show of good will and an example to help cut expenses. We need to cut the size of city council district offices as well. Government need to take the lead in terms of cost cutting.

The city needs to be more cooperative with entities such as local businesses and the Los Angeles School District. LAUSD is not a foe. Businesses and their parking meters should not to be viewed as cash cows. The community needs a concerned business savvy representative at City Hall who has an eye toward reducing taxes. I, Jeff Bornstein will be that person.

The neighborhoods of the West Valley should not be used as gold mines for land use developers. Zoning changes to protect neighborhoods must be implemented. First on the list is the property of Topanga Blvd. and Mullholland Dr. also known as Savannah Oaks. This is an unnecessary development that damages the community and is being pushed solely for an individual's economic gain.

These issues and others need to be addressed with an eye toward prioritizing and placing community interests first. Just look at the Times editorial of December 26th and then ask your self can we do better? Jeff Bornstein for City Council.