



Matt Hall

FOR MAYOR

Dear Neighbor:

I am asking for your support in November's mayoral election.

Carlsbad has been my home for 40 years. I raised my children here and I grew my businesses here.

As your mayor, I will do the hard work necessary to maintain and improve our city's services while balancing the budget.

Keeping our neighborhoods safe is a top priority. That is why I am dedicated to ensuring that police and firefighters have the resources they need.

Further, I pledge to promote smart, managed growth that assures our continued prosperity by creating jobs we need.

And because open spaces make our community so special, I will be a committed steward of public money and resources to preserve our community's character.

With your help and support, I want to make sure Carlsbad remains a place where people want to live, work, and play.

Very sincerely,

Matt Hall

Member, Carlsbad City Council, since 1994

Matt Hall is ...

- **A fiscal conservative** who will bring his unique blend of hard work and common sense to the mayor's office.
- **A Vietnam Veteran** who was awarded the Purple Heart.
- **A proven leader** as an elected public servant and successful businessman.
- A longtime member of the Village Redevelopment Committee and the Carlsbad Chamber of Commerce
- **A dedicated husband, father, and grandfather.** Matt and his wife Phyllis have deep roots in Carlsbad. While raising their daughters, Matt ran his business and volunteered for nine years as a Lightning Soccer coach. Phyllis owned Don's Country Kitchen and Mariah's Restaurant.



Matt with his family, which includes wife Phyllis; daughters Molly, Stacy and Mariah; granddaughter Emmi Rose; and son-in-law Roland Weibel.

Carlsbad is a great city, but we face many challenges in the years ahead. **Matt will fight to maintain and improve our quality of life.**

Matt's Positions

CITY EMPLOYEE PENSIONS — Matt believes in accountability and reform. He wants all city workers to have a happy and healthy retirement, but also wants to avoid the mistake many cities have made of overwhelming the budget with unsustainable pensions.

PUBLIC SAFETY — Matt believes our police and firefighters must have the resources necessary to protect our community and quality of life. Matt has supported all fire and police equipment needs.

OPEN SPACE — Matt believes in protecting and maintaining Carlsbad's parks, walking trails and open space. Matt is working to

create an extension of the beach walk all the way south to La Costa Avenue.

TRAFFIC & TRANSPORTATION — Matt believes we need a traffic management plan to reduce congestion on our roads. As a Board Member of the San Diego Association of Governments (SANDAG), Matt will continue to make sure Carlsbad gets its fair share of transportation funding.

ALGA NORTE SWIM COMPLEX — Matt believes the complex will be a great resource for Carlsbad families. He is working on a plan to operate the facility without using reserve funds.

VOLUNTEER NOW!

The Matt Hall for Mayor 2010 Committee is a volunteer organization committed to electing Matt Hall as Carlsbad's next mayor.

Electing Matt will be a team effort that will require volunteers in many different capacities. If you would like to help, please contact us.