

FOR YOUR CALENDAR:

**Vista's new City Council members will speak
at our February general meeting — see article, below.**

BILLBOARDS

Litter on a Stick!



Thanks to all of you who came to the City Council meeting last Tuesday, or phoned or emailed Council members.

Unfortunately, as you know, the majority of the Council decided to go ahead, directing staff to continue preparing the billboard contract. Council members Amanda Young Rigby and Cody Campbell spoke in opposition to the billboards, for which we thank them.

South Vista Communities does not believe the billboards are a good thing for Vista due to serious issues of visual blight and distraction for drivers. We do not believe the projected revenue to the City for the billboards is worth the negative impacts — for 25 years.

Tuesday's speakers raised a number of excellent questions, which will need to be answered by the Council:

- there should be a bail-out clause in the contract so the City can cancel it if needed
- there should be an escalation clause to increase the fees received by the City, to keep up with inflation
- specifically, how **content** of the signs will be controlled, and by whom

(Cont. next column)

- specifically, a stipulation for **when** the full (not “up to”) 15% of City/event information will be advertised
- discount advertising prices for all Vista businesses, not just the top 10%
- advertising priority goes to Vista businesses, not out-of-town businesses

Additional important issues were raised by speakers at the Council meeting:

- the “double standard” whereby private businesses cannot have billboards in Vista, but the City can do this
- the impact of the billboards on the real estate values of properties within view of the signs

Finally, **what does allowing the billboards say about our vision of our city, now and for the future?**

In his own inimitable way, Dr. Seuss nails it for us. *(Cont. on next page)*

FEBRUARY GENERAL MEETING
Thursday, February 21—7:00 p.m.
Shadowridge Country Club

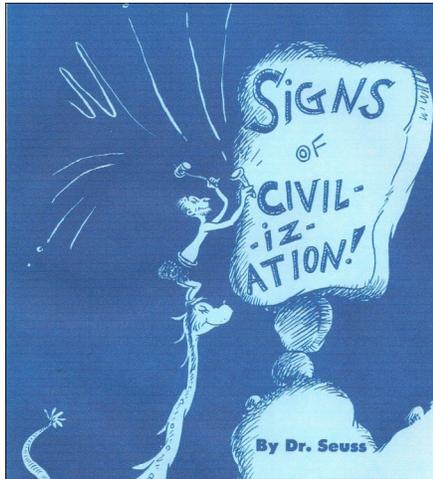
Please join us to meet Amanda Young Rigby and Cody Campbell, new members of Vista's City Council, and learn about their hopes and plans for our community. There will be opportunity for questions.

The public is invited to attend. Bring a friend and we'll see you there!

BILLBOARDS

Please check the Seuss PDF attached to this news-letter email.

This was created in 1956 for the La Jolla Town Council, and is still true today! [With thanks to Kevin Brown, Oceanside, for sending it to us.]



If you haven't yet contacted your City Council members to express your concern about the billboards or other suggestions, they can be reached at:

Mayor Judy Ritter jritter@cityofvista.com
Amanda Young Rigby arigby@cityofvista.com
Cody Campbell ccampbell@cityofvista.com
Dave Cowles dcowles@cityofvista.com
John Aguilera jaguilera@cityofvista.com
City Mgr Patrick Johnson patrickj@ci.vista.ca.us

We look forward to continued discussions with city staff/Council members in the hope that this difficult problem can be solved with thoughtful actions and not hastily with long-term repercussions.

Have you contacted City Council members?

SVC Board members and other residents have asked City Council to bring us into the discussion about (a) alternate revenue sources for the City and (b) the billboards, themselves. We feel this discussion would be best achieved in a formal workshop session, not just hit-and-miss suggestions.

We remain convinced there are such alternatives available, and Vistans who have good ideas that could be incorporated into the city's plans and budget needs. *(Cont. next column)*

ON THE OTHER HAND ...

The City of Vista will continue to improve and maintain Thibodo Road, according to Leslie Jantz. Leslie was the driving force behind the original beautification project for this gateway to our city several years ago. He reports that Chuck Crist, Public Works, has confirmed the irrigation will be revised or improved as necessary, and vegetation will be replaced where needed.

Our grateful thanks to Chuck and to the City for this continuing commitment to our community!

TOGETHER WE MAKE A DIFFERENCE!

Join us in keeping Vista a special place to live. Visit our website www.southvistacommunities.org to find our membership form or simply to sign up for our email information and updates.

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