

Ellery Deaton
Seal Beach Mayor Pro-Tem
Councilmember, Old Town and Surfside

October 12, 2018

Dear Peter,

After attending all the candidate nights, and several coffees, I have listened to and questioned those who want to represent us in District 1--Surfside and Old Town. After giving this decision serious thought, it is with great pleasure that I would like to endorse you, Peter Amundson, for City Council. Here is why it is you, out of all the candidates that has stood out: it is your youthful vitality, business experience, impeccable ethics and your desire to retain our small town character that make you the most qualified for our City Council.

1. You are the only candidate to attend City Council Meetings for months prior to deciding to run for Council. You are the only candidate to sit down one on one with city executives in order to form your ideas of how to best govern and represent our small town. In short, Peter, you are the only candidate who has done your homework rather than just thinking up ideas that might or might not work. There is a lot of homework that needs to be done in this job. I'm confident from the work you have already done that you are the candidate who will put in the hours of homework this job requires.

2. Peter, you not only understand our small town, you chose to make this your home with the dream of raising your children here--*because of the small town*. You not only love the small town; you know how to keep the small town charm and uniqueness of our Main Street while helping it thrive with fresh new ideas. You appreciate Main Street as the soul of our town. You have shown you understand the need to keep the zoning we have in place to keep our density from increasing. Peter, you appreciate those who have gone before you in establishing the 2 story height limit throughout Old Town and Main Street.

3. You are a small businessman in a third generation family business and have learned the business from the ground up. You understand making the tough choices between needs and wants in these inflationary economic times and are not afraid to make tough hiring and firing decisions...after evaluating and working with the employees and the issues and not before. To date not one of the candidates have worked with the employees nor personally wrestled with the issues and therefore, I appreciate that you will evaluate with fresh, new eyes and decide how to move forward accordingly.

4. Peter, I have observed your strong ethical character first hand and to me, this is the most important quality for any elected official.

5. You have promised to make safety your top priority as a Councilmember. To keep our small town character, we must be safe. You have said you want our children to be able to walk our neighborhoods safely and so do I. Safety for our residents is critical for our quality of life and for our property values. You recognize the need we have for more sworn officers and you have promised to put public safety on the top of funding priorities. You recognize the need for more sworn police officers out in our neighborhoods stopping crime before it happens.

6. You are committed to customer service and understand the need to be in the community and working among us in order to know how to best represent us. Peter, you know that every call, every email needs to be responded to and solutions found to help the residents and businesses. You are already volunteering and serving. You have walked the entire District in order to find out what the residents and businesses think, need and want. You have promised to continue with the eNewsletters and Coffee Chats we have become used to in our District. Customer Service is important to our residents and businesses.

I am endorsing you because I believe you are our future. You have the knowledge, experience and the energy to represent us well and protect our unique village life.

Thank you for running.

Sincerely,

Ellery

Ellery Deaton

