

Mayor and Council:

Thank you for recognizing my [comment letter](#) and directing that the full text of the City's proposed tax measure ordinance be included in the November 2026 voter information guide. I appreciate the Council's 4-3 decision to ensure that voters receive the complete ordinance they are being asked to adopt.

One point from the [August 5 discussion](#) deserves clarification. Councilmember Rau stated that printing additional ballot measure pages would cost approximately \$1,000 per page. My [regression analysis](#) demonstrates that voter guide costs include a substantial fixed cost, reflected by the trend line's y-intercept of approximately \$6,500. As a result, the simple average cost per page presented during the discussion overstates the fiscal impact.

The regression analysis indicates that each additional ballot measure page increases voter guide costs by approximately \$659—about **6 cents per registered voter**. That is an incredibly small amount to pay to promote transparency.

Ironically, Mayor Smith claims in his candidate statement that he has been “vigilant to ensure City actions are always legal, ethical and proper.” His vote to **withhold from voters** the full text of the proposed tax ordinance tells a very different story.

Sincerely,

Luke Coletti
Mayoral Candidate

Attachment: [Monterey Herald Letter to the Editor, August 9, 2026](#)

Letters to the editor: Aug. 9, 2026

Pacific Grove tax measure

If Pacific Grove voters are being asked to approve a sales tax increase this November, they should be allowed to read the ordinance they are being asked to adopt.

Unfortunately, Mayor Nick Smith and two councilmembers voted to withhold the full text of the proposed ordinance from the voter information guide. In the end, a majority of the City Council disagreed and voted to include it.

During the discussion, concerns were raised about the cost of printing the additional pages. In reality, each additional page costs only six cents per registered voter.

The issue was never the cost of a few additional pages. It was whether voters should be permitted to read the law they are being asked to approve.

The City Council's own adopted core values state: "We promote transparent engagement with citizens and stakeholders." Ensuring that voters receive the complete text of the law they are being asked to approve is entirely consistent with that commitment.

Whether one supports or opposes the proposed sales tax increase is beside the point. Voters deserve the opportunity to read the ordinance before casting their ballots.

— *Luke Coletti, Pacific Grove*