
Comment Letter for Consent Agenda Item 5A - Regarding Entire Text of Ordinance on TUT Ballot Measure.

From Luke Coletti <ljcoletti@icloud.com>

Date Sat 8/1/2026 10:33 AM

To City Council Members <citycouncil@cityofpacificgrove.org>; Sandra Kandell <skandell@cityofpacificgrove.org>

Cc Elections <elections@countyofmonterey.gov>; City Manager <citymanager@cityofpacificgrove.org>; City Attorney <cityattorney@cityofpacificgrove.org>

 1 attachment (248 KB)

Coletti_Agenda_Item_5A_Full_Text_of_Ballot_Measure_Letter.pdf;

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Greetings -

Attached is my comment letter regarding [Consent Agenda Item 5A](#).

The staff recommendation asks the Council to withhold the full text of the proposed tax measure ordinance from the voter information guide. My attached letter demonstrates that the recommendation is based on erroneous assertions regarding both the City's historical practice and the alleged cost of printing the full text.

I respectfully request that you read the attached letter before considering this item.

Please also include the attached letter in the agenda packet as written public comment for Consent Agenda Item 5A.

Thank you for your consideration.

Sincerely,

Luke Coletti
Mayoral Candidate

Consent Agenda Item No. 5A – Full Text of Ballot Measure

Mayor and Members of the City Council:

I urge the Council to reject the staff recommendation to request that Monterey County omit the full text of the proposed tax measure ordinance from the November 2026 voter information guide.

The [consent agenda report](#) contains two factual assertions that are demonstrably false.

“Historically, the City has not printed the full text of ballot ordinances in the voter information pamphlet due to the significant printing costs associated with doing so.”

The City's own official voter guides, linked below, establish the opposite. Pacific Grove has consistently printed the full text of its local ballot measures, including Measures M and U (2018), Measure L (2020), Measures M, N, and O (2022), Measures Q and Z (2024), and Measure C (2026). There is no historical practice of omitting the full text of local ballot measures from the voter information guide.

Relevant voter guides:

- [2018 Voter Guide – Measures M & U](#)
- [2020 Voter Guide – Measure L](#)
- [2022 Voter Guide – Measures M, N & O](#)
- [2024 Voter Guide – Measures Q & Z](#)
- [2026 Voter Guide – Measure C](#)

Second, the report justifies this purported historical practice by citing “significant printing costs.” That assertion is likewise unsupported. My analysis, linked below, documents that additional ballot measure pages have only a negligible effect on the **total election cost** of a consolidated general municipal election held in November. It also documents that the Monterey County Registrar publicly refuted misinformation spread by former Mayor Bill Kampe and Council appointee Cynthia Garfield regarding the cost of the June 2026 Measure C special election, confirming that adding a local measure to the November 2026 general municipal election would have had only a **negligible** cost.

- [Analysis of Pacific Grove Voter Guide Costs Versus Total Election Costs](#)

Year	PG Measures	English Pages	Spanish Pages	Total Measure Pages	Voter Guide Cost	Total Election Cost *	Cost Per Voter
2018	M, U	17	19	36	\$26,523	\$53,583	\$5.34
2020	L	5	5	10	\$13,777	\$60,671	\$5.67
2022	M, N, O	20	20	40	\$36,967	\$63,595	\$6.06
2024	Q, Z	17	18	35	\$28,517	\$57,893	\$5.52

*** Total Election Cost Includes Voter Guide Cost**

Consent Agenda Item No. 5A – Full Text of Ballot Measure

Ironically, the agenda report concludes that there is "no fiscal impact" associated with this item, contradicting its own assertion that significant printing costs justify omitting the full text.

This is a proposed Transactions and Use Tax measure. Pacific Grove has already [experienced litigation](#) with the California Department of Tax and Fee Administration (CDTFA) over the implementation of Measure L (2020). That experience should have reinforced the importance of giving voters the complete ordinance they are being asked to adopt.

The full text of the [proposed tax measure ordinance](#) represents 14 total pages (English and Spanish combined) in the voter information guide. As my analysis demonstrates, adding those pages has only a negligible effect on the total election cost of a consolidated general municipal election. Yet the Council is being asked to withhold information from voters based on an agenda report that gets the City's own history wrong and misrepresents the cost of printing the full text.

After the City's litigation experience with Measure L (2020) and the misinformation surrounding the cost of the Measure C (2026) special election, Pacific Grove voters deserve complete and accurate information.

Why would the City Council choose to provide voters anything less?

Thank you for your consideration.

Luke Coletti
Mayoral Candidate