

City of Carmel-By-The-Sea

JUL 29 2024

Office of the City Clerk

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Jeff Baron

Age: 60 Occupation: Councilmember

Thank you for the privilege of serving on the city council for the past six years. 116

As mayor, I will lead by finding a productive balance between talk and action. I will strengthen the city's communications with constituents, improve the relationships between the mayor, councilmembers and the community by being transparent, inclusive, and empathetic, and work to effectively prioritize projects so that more of them are completed. 131 40 50 600 67

My priorities will include advocating for better care of the forest in which we live as well as our other outdoor spaces; continuing to push for reducing congestion, thereby ensuring safer streets both downtown and in the residential neighborhoods; rebuilding the police station to show respect for those that work there and benefit those of us who are served by it; and establishing strong ethical guidelines for councilmembers and commissioners. 82 95 105 117 132 137

Previously, I served on the Forest and Beach Commission, and as a councilmember, led Carmel's Climate Committee. I currently serve on the boards of Monterey-Salinas Transit and Central Coast Community Energy, and have recently joined the board of Monterey County's Community Human Services. 146 155 161 168

I believe in this village, and I ask for your vote so that I may lead our efforts to preserve its character. 187 190

www.jeffbaronforcarmel.com 191

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