

SUZANNE BARACCHINI - candidate for LJCPA Trustee position, March 2022

If you are reading this, like me, you are concerned about the future planning decisions for the La Jolla Community where you live and work.

Many of you have expressed a need for new faces amongst the La Jolla Community Planning Association (LJCPA) Trustees. If you vote for me I would be that new face.

I have no "tribe", no business, no agenda, and I would represent only the residents of La Jolla.

Originally from England, I am a proud American Citizen and have lived in San Diego for 35 years. Retired now from my careers in Biotechnology and later in communications/fundraising for nonprofits (challenged athletes & Vietnam Veterans), My husband and I are blessed to have retired and purchased a home in the Windansea community of La Jolla in 2018.

Over the last two years I invested many hours attending LJCPA meetings, reading the By-laws to learn their planning decision process and how they interact with the City of San Diego.

The City of San Diego partners with San Diego Tourism who just spent \$8 million dollars on a 5 month "Happy and you know it" campaign. Ads will run during international events such as The Farmers golf tournament, The Beijing Olympics and NBA games. This will generate millions of tax dollars for the City, much of which will spring from La Jolla.

The City of San Diego must invest much more in La Jolla, one of its most promoted attractions. The City must provide a robust infrastructure that supports both its residents and visitors. Currently La Jolla is falling apart at the seams.

As a private citizen working on a local public project I spent one year learning how to navigate the City of San Diego Planning Department and Parks and Recreation. These departments and their processes are confusing, complicated and not for the faint of heart. The learning curve was steep but I now know how they are organized and understand their process. I believe this will serve me well as a LJCPA Trustee.

At 59 years young, I will deliver fresh energy and perspective to the LJCPA. It would be an honor to represent our diverse and unique community and help put the sparkle back on the gem that was once La Jolla.

I am not the status quo, please vote for me on March 3rd.

Thank you for taking the time to read this and feel free to contact me with questions.

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