

Good afternoon Micah and others

The LBMRC has now approved the Ventana Chapter's request for the Sierra Club to endorse the Santa Cruz Downtown Plan Initiative, proposing amendments to the City's General Plan and Downtown Plan, which is now gathering signatures for vote on a future ballot. Note that this endorsement is by the Sierra Club; it should not be characterized as an endorsement by the Ventana Chapter, as the Sierra Club speaks with one voice.

We remind you that no Club funding for the measure may be undertaken without advance authorization by Sierra Club California.

Fundraising and contributions to qualify ballot measures and for election campaigns (including staff activity) are governed by State and federal regulations. Sierra Club California and all chapters are collectively constrained by tight spending limits. It is important to get counsel about relationships with the campaign from your group and chapter compliance officers.

For example, membership and supporter lists are available to campaigns only for direct mail communication with Club members and supporters; the Sierra Club does not rent donor lists. Member phone lists or e-mail lists are NOT to be made available under any circumstances. There are also notice requirements when mailings are paid for by a campaign, etc.

See: <http://clubhouse.sierraclub.org/politics/compliance/scpcguidelines2015/default.aspx>

The chapters together with Sierra Club California may not spend more than \$50,000 in total Club funds on state/local ballot measures in California this year, nor more than \$100,000 in any 4-year period. This includes in-kind contributions such as staff time. Exceptions to this rule include money spent on member communications; and staff time for people who dedicate less than 10% of their time per month on CA state/local ballot measures.

Please e-mail all plans for Sierra Club to fundraise or contribute money in support of the petition or ballot measure (including staff activity) to:

SCC Brandon Dawson (830) 309-1092 Brandon.Dawson@sierraclub.org and to Ruth Muzzin (415)-834-3818 rmuzzin@friedmanspring.com

We wish you well with this campaign.

Steve Birdlebough, Chair, LBMRC