



BALLOT MEASURE ARGUMENT

July 25, 2024



Recommended Action

- Adopt a resolution adopting the argument in favor of the City's ballot measure, releasing the right to draft the rebuttal argument to identified individuals, and amending Section 6 of Resolution 4385 regarding submission deadlines.



Background

- 6/27/2024: Adopted Resolution 4385 and appointed Vice Mayor Brooks and Councilmember Clarke to a subcommittee to draft ballot argument
- Santa Cruz County deadlines:
 - 8/13: Arguments
 - 8/20: Rebuttals