

Why Your **YES** Vote On Measure J Is Important.

Measure J improves Hermosa Valley and Hermosa View Schools and maintains the quality of our community.

That's something we can all support.

"Everyone benefits by passing Measure J. Whether it's greater safety, improved property values, or a better learning environment for the students of Hermosa Beach, Measure J will improve our community."

Art Yoon

City Council Member,
Hermosa Beach



"By investing in our community's greatest assets, our schools, we can get a great return - well educated students. Join me in voting YES on Measure J."

Cathy McCurdy

President, Board of Trustees
Hermosa Beach City School
District

"Let's Improve Hermosa Schools.
It's the right thing to do."

Julie Oakes

Former Hermosa Beach Mayor
Parent

"Measure J is the best
solution to providing
continued academic
excellence for the children
of the District."

Carl Fisher

Retired Principal, Mira Costa 1963-81
Hermosa Beach Resident

Vote  **on Measure J**

Join Us. Improve Hermosa Schools!

Measure J deserves

Local Elected Officials Support Measure J

Measure J deserves our support, because it renovates and modernizes our K-8 schools and preserves the quality of our community. And that's something we can all support.

ENDORSED BY:

Jane Harman,
Congress Member

Debra Bowen,
State Senator

George Nakano,
Assembly Member

Don Knabe,
LA County Supervisor

Sam Edgerton, Mayor
& City Council Members:

Kathy Dunbabin
JR Reviczky
Art Yoon

Cathy McCurdy,
School Board President
& School Board Members:

Linda Beck
Cary Bichelmeier
Greg Breen
Lance Widman

Teachers and Staff Support Measure J

Tracy Robinson, President, HBEA - "As a teacher, I've reviewed Measure J and I believe that it will improve the educational programs and teaching at our K-8 schools."

Teri Tsosie, International Technology Education Association (ITEA) Teacher of the Year -

"21st century kids need 21st century schools; not 30-50 year-old facilities. Measure J will provide the schools our children need to compete in the 21st century."

Vote Meas

Parents and Support I

Steve Canella, Parent, H
"When I see my child on the c
technology has made a differ
to expand our children's acce
upgrading electrical systems;

**Kristin and J.T. Thomas,
and Hermosa Valley Sch**
systems, roofs, and electrical
useful lives and must be upgr
need a full service school that
a gym. These are improve

Patty Ellis and Monica L
"30-50 year-old classrooms at
View Schools are in need of re
permanent classrooms to repl
make the structural improvem
and healthy environment for c

Please join us and vote YES on Measure J on

the support of us all.



**on
Measure J**

Local PTOs Support Measure J

Hermosa Valley School -
"Computer, I know that modern
education is in his education. We need
to modern technology by
Measure J will do that."

**Parents, Hermosa View
Schools -** "Aging water and sewer
systems have outlived their
use and replaced. We also
includes new classrooms and
that we can support."

Well, PTO Co-Presidents -
Hermosa Valley and Hermosa
view. Measure J will provide
portable classrooms, and
as we need to provide a safe
children and teachers."

Realtors and Business Support Measure J

Don Karasevicz, Re/Max Beach Cities Realty -
"All of our neighboring districts have improved their
schools. Good schools increase property values. Let's
maintain the value of our homes and the quality of our
community. Vote **YES** on J."

Rick Hankus, Owner, Ocean Diner - "Measure J
makes good business sense. It includes guaranteed
audits and an independent oversight committee to
ensure money is used only for school improvements
and repairs, not for salaries, administration or overhead."

Local Associations and Civic Leaders Support Measure J

**Hermosa Beach Chamber of Commerce
Police Officer's Association, Hermosa Beach
Jennifer Alvarado & Lisa Ryder Moore,**
Hermosa Beach Education Foundation Co-Presidents
Chris Jones & Carol Caballero,
Hermosa Valley and Hermosa View School Principals
Mike Koverman, President, Hermosa Beach Little League
Jerry Davidson & Tim Moore, Hermosa Beach Youth Basketball
John Dzus, Regional Commissioner, AYSO Region 18
Steve Thornton, President, South Bay Soccer Club
Eleanor Lynn, Chamber of Commerce Woman of the Year 2002
Dr. Duffy Clark, President, Rotary Club
Tony Lombardo, President, Local Service Club
Mike Ludwig, President, Chamber of Commerce
John Workman, City Treasurer, Hermosa Beach
Jean Lombardo, Public Works Commissioner
Gary Brutsch, Former Mayor

November 5th. Your vote will make a difference.

Committee For Measure J
P.O. Box 190
Hermosa Beach, CA 90254

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Local Businesses Support Measure J "An investment in Hermosa"

ENDORSED BY:

R-Biz Associates	Rose Cleaners
Pet Mart	Avanti Fine Jewelry
Food Bar	Fish Wonders
Sofa U Love	Robert Kapust, O.D.
Robert Craymer Collection	Rosa's Restaurant
The Bike Shop	Food Fix
Ocean Diner	Bichmeier Insurance Services
Buck's Body & Fender	Schultz International
The Puppy Parlor	Lelands Just For Fun
Hana's Salon	Java Man
Downtown Bakery & Cafe	Hermosa Automotive
Hermosa Motorsport	Beach Travel
Granny's Grocery	Mike's Foreign Car Service
Antique Eddy's	Spyder
Quinn's Family Barber Shop	Angel Nail 7 Hair
Meg Company	Hermosa Nail Co.
Artesia T.V. & Video Service	Bob's Cleaners
South Bay Fire Extinguisher Co	Paisanos Pizza & Pasta
Hermosa Beach Beauty Center	Hermosa Escrow Co. Inc.
Sabor Brazil Brazilian Restaurant	Bow Wow Boutique
CFF (Commerical Fleet Financing)	Grizzzly
Katwalk	Einsteins
Girlfriends	Beach Shop
Le Belle Maison Interiors	Lien's Place
Peha & Associates	Bryco Sound
Jackson's Village Bistro	Dallas Pacific Screenprint
Shark's Cove	Dorvic Swimwear
La Pietra Tile & Marble	Olympus Board Shop
Aamco	Scooters Records
Lucky Plants	Yard Strength, Inc.
Pacific Padicabs	Hermosa Animal Hospital
705	Studio 1137
Hermosa Skin Care	*Partial list of endorsers
Lucero's Haircuts	

Local Businesses Support Measure J
"An investment in Hermosa"
Hermosa Beach CA 90254-2959



Please don't hesitate. Participate.
On November 5th...

Vote  **on Measure J**
Join Us. Improve Hermosa Schools!

Committee For Measure "J"
1216 11th Place
Hermosa Beach, CA 90254

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~~1216 11th Place~~
~~Hermosa Beach, CA 90254~~
Hermosa Beach CA 90254-2959



Old and outdated
classrooms keep our kids
from the learning
environment they deserve.

Get the
Facts.



Vote  on Measure "J"!
Join us in Improving Hermosa Schools

Why we should support Measure J Modernize and Upgrade Her

The Hermosa Beach City School District has provided a quality education to children for over 100 years. Throughout the District, our teachers and staff are committed to ensuring each student receives a quality education. However, in addition to a strong curriculum and hard work, the physical condition of a school plays a big role in the children's continued academic success. Measure "J" will provide Hermosa kids with updated, efficient classrooms and a safe learning environment.

Here are the facts about Measure "J":

Measure "J" is a general obligation bond program that would authorize \$13,600,000 for school improvements to schools in the Hermosa Beach City School District.

Built in 1952 and 1953, Hermosa Valley and Hermosa View schools are in need of basic improvements such as upgrading electrical systems, repairing roofs, and replacing plumbing and sewers. The District also needs to make health and safety improvements including upgrading fire alarm systems, replacing classroom ceilings, and removing asbestos. In addition, the District needs to modernize classrooms, replace HVAC systems, make ADA improvements for the disabled, and replace classroom electrical systems to improve student access to computers and technology.

Measure "J" is subject to legal safeguards of Proposition 39.

By law Measure "J" will:

- establish a citizens oversight committee to protect taxpayer funds
- require annual financial and performance audits on all bond expenditures
- provide a detailed project list for voters to evaluate

A committee comprised of senior citizens, parents, business representatives, teachers, staff, and other community members recommended the proposed improvements.

The District's architect conducted a review of the proposed improvements and prepared a facilities needs assessment. After careful study, the Governing Board of the Hermosa Beach City School District unanimously decided to place a general obligation bond before the voters.

Can we use lottery money for these projects?

Under State law, lottery money cannot be used for construction or repairs of school facilities.

Measure "J" cannot be used to pay for teacher or administrator salaries.

Bond funds can only be used for school improvements such as the replacement of plumbing and electrical systems. No funds can be used for salaries or operating expenses.

Measure "J", the local measure to Hermosa Elementary Schools.

Measure "J" will make our schools eligible to receive over \$1.7 million in matching State funds.

However, a local match is required in order to receive these funds. By passing Measure "J", the District would have the required match and would qualify to receive \$1.7 million from the State to help pay for some of the needed improvements to Hermosa elementary schools.

General obligation bonds pay for major school improvements.

Similar to a home loan, General Obligation (G.O.) bonds are repaid over 25 years. The loan repayment comes from a tax on all property located within the District's boundaries: residential, commercial, and industrial. This funding method is widely used by school districts throughout California.

All of Hermosa's neighboring school districts have passed bonds.

Over 400 school districts in California and all 10 South Bay school districts (*some more than once*) have financed needed school improvements in this manner. Hermosa Beach City School District has not asked for any bonds until now.

All residents who are registered to vote in the Hermosa Beach City School District are eligible to vote on Measure "J".

This measure has a direct impact on our community and will be decided exclusively by voters in the school district. We feel that this is only appropriate for it will be local residents who stand to gain the most. Please note that the last day to register to vote is October 22nd.

The tax rate is an estimated \$1.75 a month per \$100,000 of assessed value.

The annual tax rate is \$21.00 per \$100,000 of assessed valuation; an estimated \$1.75 a month. Do not confuse assessed valuation with market value. Assessed valuation is the value placed on property by the County pursuant to Proposition 13 and is typically much lower than the market value for which a property may be sold.

Improved schools benefit the whole community!

Measure "J" will maintain our schools as a community asset, allow for the continued high quality education our children receive, and add to the property values of our community and homes.

Vote  on Measure "J"!
Join us in Improving Hermosa Schools