

CANDIDATE'S STATEMENT OF QUALIFICATIONS

(INSTRUCTIONS AND STATEMENT OF WITHDRAWAL ON THE REVERSE SIDE OF THIS FORM)

The governing body of your jurisdiction has determined that statements shall be limited to 200 words; the (candidate / jurisdiction) shall bear the cost of the statements and payment shall be required (prior to / after) the election. (Payments required in advance are to be made directly to the jurisdiction. Proof of payment will be required at the time the statement is filed). *The estimated cost of printing a 200 word statement for the office is between \$ — and \$ 998.00.*

Estimates are based upon two candidates sharing the cost of a single page. If the number of candidate statements submitted is not evenly divisible by two, and the statement cannot be printed with any others, the run charges and set up fees increase. The charges are prorated among the candidates submitting statements for a particular contest.

I hereby state that I prepared the following statement for printing and distribution in the County Voter Information Guide. I understand that per federal and state law requirements, my statement will be printed in English and Spanish.

DATE: 8/8/2024 CANDIDATE SIGNATURE: 

NAME: Ariel Kelley AGE: 42
If left blank will not be printed.

OCCUPATION: City Councilwoman
Not subject to the ballot designation limitations – if left blank will not be printed.

STATEMENT/WORD COUNT BEGINS HERE:

I am a passionate nonprofit executive, community leader, former Sonoma County Planning Commissioner and mom of two. I'm running for re-election to City Council because I believe we need steady leadership to follow through on the goals and commitments we have initiated.

Serving as councilmember for the past four years has been an honor and a responsibility I do not take lightly. I remain dedicated to improving the quality of life in Healdsburg and believe we can work together to create a thriving and sustainable city for everyone.

I co-founded Corazón Healdsburg, a local nonprofit focused on supporting families through cradle-to-career education programs. During the pandemic, I led a small business recovery organization that directed funds to keep essential businesses open. In the wake of the fires, I created the Healdsburg Free Store, which provided free clothing and household supplies for thousands in need.

I will keep using my experience to find solutions to our city's toughest challenges – investing in infrastructure, creating affordable housing, and preserving parks and open space.

I'm proud to have the support of State Senator Mike McGuire, Congressman Jared Huffman, Supervisor James Gore, Supervisor Lynda Hopkins and dozens of community leaders. I would be honored to have your support.

Learn more at ArielKelley.com

CANDIDATE'S STATEMENT OF QUALIFICATIONS

Each candidate for elective office in any local agency, city, county or district may prepare a statement for mailing with County Voter Information Guides on a form provided by the Registrar of Voters. The statement may include the name, age and occupation of the candidate and a brief description of no more than 200 words (unless increased to 400 words by the governing body), written in the first person (i.e., "I am running..." not "She is running..." or "Jane Doe is running...") of the candidate's own education and qualifications. The statement shall not include the party preference of the candidate, nor membership or activity in partisan political organizations. The statement shall be filed in the office of the elections official when the candidate's nomination papers are returned for filing if it is for a primary election or for an election for offices for which there is no primary. The statement shall be filed in the office of the elections official no later than the 88th day before the election if it is for an election for which nomination papers are not required to be filed. Once filed, a statement may not be changed; however, the statement may be withdrawn during the period for filing nomination papers and until 5 p.m. of the next working day after the close of the nomination period.

In addition to the restrictions set forth above, any candidate's statement submitted pursuant to Section 13307 shall be limited to a recitation of the candidate's own personal background and qualifications, and shall not in any way make reference to other candidates for that office or to another candidate's qualifications, character, or activities. The elections official shall not cause to be printed or circulated any statement which the elections official determines is not so limited or which includes any such references.

Before the nominating period opens, the local agency for that election shall determine whether a charge shall be levied against that candidate for the candidate's statement sent to each voter. This decision shall not be revoked or modified after the seventh day prior to the opening of the nominating period. The local agency may estimate the total cost of printing, handling, translating and mailing the candidates' statements and may require that each candidate filing a statement pay in advance to the local agency his or her estimated pro rata share as a condition of having his or her statement printed. A written statement of the regulation with respect to charges for handling, packaging and mailing shall be provided at the time the nomination papers are picked up. For these purposes, the board of supervisors shall be deemed the governing body of judicial elections.

INSTRUCTIONS FOR PREPARING YOUR STATEMENT OF QUALIFICATIONS

PROOFREAD YOUR STATEMENT. WE WILL NOT CORRECT SPELLING, GRAMMAR, OR PUNCTUATION. All statements should be typewritten in upper and lower case, with paragraphs clearly indicated. Your name, age and occupation are not included in the word count. If you leave your age or occupation blank, it will not be printed (we will not contact you to determine whether this was intentional). Your occupation is not subject to the same restrictions that apply to your ballot designation; however, reason must apply and occupations exceeding one line will be shortened. Statements are printed in BLOCK PARAGRAPH STYLE with spacing between paragraphs (no indentations). Words in all capitals, indentations, italics, underlines, stars, dots, etc., are prohibited. Lists and enumerations will be wrapped as a single paragraph. Multiple single sentence paragraphs that do not fit in the space allotted will be wrapped. This office will not be responsible for the accurate printing of any statement which must be reconfigured to comply with these guidelines. Although we prefer that the statement be submitted on our form, we do accept statements that are typewritten (or computer generated) and attached to our form. However, it is extremely important that all pertinent information be included. We will not attempt to clarify information that is missing and/or unclear due to the attachment of your own form.

WORD COUNT STANDARDS

- 1) Punctuation is not counted.
- 2) Each word shall be counted as one word except as specified.
- 3) All proper nouns/geographical names shall be counted as one word. (i.e., "City and County of San Francisco" or "Rincon Valley Union School District" shall be counted as one word).
- 4) Each abbreviation for a word, phrase, or expression shall be counted as one word; (i.e., S.R.J.C.).
- 5) Hyphenated words that appear in any generally available dictionary shall be counted as one word. Each part of all other hyphenated words shall be counted as a separate word.
- 6) Dates shall be counted as one word.
- 7) Digital numbers shall be counted as one word (i.e., 100). Numbers which are written out are counted as one word each (i.e., "one" shall be counted as one word and "one hundred" shall be counted as two words).
- 8) Telephone numbers shall be counted as one word.
- 9) Internet web site addresses shall be counted as one word.

ESTIMATED COSTS OF STATEMENTS OF QUALIFICATIONS

Statements of Qualifications are optional and, unless otherwise determined by the governing body, are printed at the expense of the candidate. Candidates who are required to prepay the estimated costs will either be billed for the additional costs or refunded any overpayment following the election. Estimated costs for Statements of Qualifications are based on the printer's price list, set-up fees and the number of registered voters within the jurisdiction. Estimates are for statements not exceeding 200 words. Final costs will be determined by the number of candidate statements, including English and Spanish that are submitted for an individual office. If the number of candidate statements submitted is not evenly divisible by two, and the statement cannot be printed with any others, the run charges and set up fees are increased. These charges are prorated among the candidates for a particular contest. Candidates are required to submit a check with "not to exceed" the highest possible cost for 1, written under the amount line, (Elections Code §13307(c)). All checks will be held until after the final deadline to withdraw a candidate statement.

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STATEMENT OF WITHDRAWAL

In the event there is no opposition for this contest, please do not print this statement.

DATE: _____ CANDIDATE SIGNATURE: _____

I hereby withdraw my Statement of Qualifications pursuant to Elections Code Section 13307(a)(3). Statements may be withdrawn until 5:00 p.m. on the next working day following the close of the nomination period (extended nominations if applicable).

DATE: _____ CANDIDATE SIGNATURE: _____