Colton's Measure "O"

NO on "O"

The Pro-Colton Group position

The argument in favor of Measure "O" states five facts. The Pro Colton Group disputes these facts and asks voters to seek the truth and not be misled by false or incomplete statements. The true facts are as follows.

1. TRUE FACT: There are fees and licenses other than property tax that accrue to the general fund which pay for city police services. There is no proof that the sales tax revenue from the proposed shopping center will increase the city's net sales tax revenue.

2. TRUE FACT: An Albertson's Market has just been completed to serve the growing population in the Cooley Ranch area. This market has siphoned sales tax revenue away from the City of Grand Terrace and given it to Colton. There is no proof that a shopping center built east of Reche Canyon Road will decrease Colton's net sales tax revenue.

3. TRUE FACT: According to the project's Environmental Impact Report, the proposed shopping center will significantly increase traffic on Barton Road by 11,000 car trips per day. No sales tax monies are to be used for traffic improvements.

4. TRUE FACT: The developer's fees will not pay for all of the regional street, water and sewer improvements. Money for some of these improvements are proposed to be paid for by a bond issue which will be paid off by the sales tax revenue away from the City of Grand Terrace and given to Colton.

Colton has an opportunity to approve a fine new shopping plaza with a new full service Stater Bros. Market, a Thrifty Drug Store and other shops. The Early California-Style shopping plaza, which will have no convenience or liquor stores, faces one more test before becoming a reality. Colton voters will be asked to make an important decision on November 7, when they vote whether the city will have the shopping plaza.

The shopping plaza question is Measure "O" on the Colton City Ballot. A yes vote favors the shopping plaza.

POSITIVE EFFECT

The project represented by Measure "O" will have a long term positive impact on the progress of the city. Located at the corner of Barton Road and Cooley Drive, the shopping plaza is an integral and vital financial component of a well balanced development that will include:

- 212 single family homes with a 7,200 square foot minimum lot size.
- A new elementary school.
- A new city park.
- Intersection redesign with traffic signals and other street improvements.
- And additional police service.

Financing for the project is through a Mello-Roos District and a Redevelopment Project Area. This means that the project will not cost the current residents of Colton a penny in added taxes.

JOBS AND REVENUE

The shopping plaza will create 300 permanent jobs and will bring in a little more than $1 million in sales tax revenue to the city in four years.

Colton Pacific Associates, the developer of the shopping plaza with Stater Bros., has pledged to use local union labor in the construction creating many more local jobs.

Tax increments that the shopping plaza will generate represent a key element in the success of the entire development.

The shopping plaza will bring in the needed revenue to redesign streets and intersections, install traffic lights, and upgrade the flood control channel which runs through the project area. Included in the flood control channel improvement will be a six to 10-foot wall running along each side.

See YES page 4
Governor extends Mesa Program for low income & minority students

Governor Deukmejian yesterday signed legislation extending the life of the state's Mathematics, Engineering and Science Achievement (MESA) program for five years, until June 1995.

The measure, AB 48 by Assemblywoman Hughes, also expands the goals of the program, which was established to increase the number of students graduating from colleges and universities with the skills necessary to obtain employment in engineering, mathematics and science-related professions.

In addition to increasing the number of low-income and ethnic minority high school students who are adequately prepared to pursue these courses of study in college, MESA will target low-income and ethnic minority students in the state's community colleges. The program will also seek to increase the number of college and university graduates from ethnic minority backgrounds who complete doctoral degree programs in these fields and enter the college and university teaching profession.

RE-ELECT DORTHA E. COOLEY

Q U A L I F I E D

M O T I V A T E D

Dortha E. Cooley

I am dedicated to the total educational needs in our District.

I will appreciate your vote - November 7, 1989.

Paid for by Stanley G. Cooley

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MEMORIA IN AETERN A

The Board of Directors of the Inland Empire Hispanic News extends its deepest sympathy and condolences to the Enciso Family on the tragic loss of their son:

MARC ANTHONY ENCISO
May He Rest In Peace

Graciano Gomez..............Chairman
Esther Mata....................President
Aurelio De LaTorre...........Vice-President, Distribution
Ray Nieves.....................Vice-President, Finance
Ray Abril, Jr.................Vice-President, Operations
Arthur Millan...................Chief Financial Officer

Park & School Funds to provide enjoyment

The school playing fields and city park to be built as part of the overall development in the Barton Road-Cooley Drive area will provide youth and family enjoyment. The school district and the city will operate the park and the playing fields cooperatively. These areas will be designed for much needed Little League and youth soccer fields. When school is not in session local families can enjoy the entire playing area.

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The INLAND EMPIRE NATIONAL HISPANIC DEMOCRATS have scheduled their SECOND ANNUAL AWARDS BANQUET at the El Rancho Verde Country Club, Foot of Country Club Drive, Rialto, California on Friday, October 20, 1989.

Master of Ceremonies is Mr. Tony Plana, actor, who has performed in numerous movies, plays and TV. Among the movies in which he has starred are Zoot Suit, First Family, Disorders, Three Amigos, Bom in East L.A. and most recent, Romero, the true story of Bishop Romero of El Salvador, who was assassinated and has appeared in L.A. Law, he has received the Imagen Award, Golden Eagle Award in 1985 and Best Award Award from "Nosotros."

The special guest speaker is the Honorable Gloria Molina, Councilwoman, City of Los Angeles. The Awards Banquet is honoring citizens in the Inland Empire who have contributed toward their respective communities. The following persons will be honored: Ray Abril, Jr., Colton Unified School District member, Marta Lacias-Brown, Assistant District Administrator, Congressman George Brown's Office, Jules Carvalho, community leader, Colton, Elisa Diaz, San Bernardino Unified School District member, Jess Flores, City of San Bernardino councilman, Graciano Gomez, publisher, Inland Empire Hispanic News, Hank Mercado, Redlands Unified School District member, Mario Porras, community leader, San Bernardino, Ray Quinto, community leader, Yucaipa and Jess Ybarra, community leader, Riverside.

No host cocktail reception is at 6:30 and dinner starts at 7:30. R.S.V.P. For further information, call (714) 888-4832.
YES on "O"
Continued from page 1

Another important plus from the revenues that the shopping center will generate will be added police protection. The financial agreements for the development provide for an additional police cruiser and two additional officers. Without the shopping plaza there is no assurance that there will be enough money for these badly needed improvements, particularly the intersection redesign.

TRAFFIC CONTROL

Traffic is of great concern to everyone. Fully one half of the traffic passing through (the Barton Road - Cooley Drive intersection (where the shopping plaza will be located)) in the coming decade will be unrelated to the shopping center, according to the City of Colton commissioned environmental impact report. Moreover, traffic engineers have estimated that at the end of a decade the thoroughfare will be carrying only 70 percent of its capacity. The important question is whether this will happen without an intersection and signals geared to handle this traffic flow in a safe manner.

SCHOOL BOUNDARIES

The Colton Joint Unified School District has not set the boundaries for the new school, but it appears that Barton Road will be the cut off. In that case children will not be crossing that thoroughfare. Also, crossing guards will be assigned if needed at the intersection. The school buildings will be three hundred yards (a distance of three football fields) away from the stores, and in between will be the flood control channel with a high wall running along each side.

The entire concept for the development is designed to bring the best quality of life for the people of Colton. The report continued that the only sensible alternative to the shopping plaza would be apartment development.

The shopping plaza is part of a proposed 82-acre development which includes 212 single family homes of minimum lot size of 7,200 square feet. These homes will be located in the northern part of the area near Cooley Lane and will share the larger piece of the project property with a new elementary school and a city park.

INDEPENDENT PARCEL

The shopping plaza will be on the small parcel cut off from the rest of the development by a flood control channel that will be redesigned with a six to 10-foot wall running along each side.

The 82 acres were not always planned for the current well balanced development, however.

HIGH DENSITY PROTEST

In 1981, the area was designated for an even mix of low, medium, and high density residential including apartment. An even larger area than is now designated was set aside of commercial development. In the mid 1980's a developer proposed to build a project to conform to the 1981 plan. By that time, however, the property was surrounded by tracts with 5,000 square foot lot, single family homes. The residents protested the high density/apartment development.

SHOPPING PLAZA SUPPORT

The current project has the overwhelming support of the surrounding residents. More than 480 of these families signed a petition in favor of the shopping plaza.

Despite the history of the property and the planning staff report, the appointed city planning commissioners turned down the shopping plaza under pressure from a small group of people who live on the Cahuilla Street Hill south of Barton Road.

The elected city council reversed the planning commissioners and approved the zoning that would allow for the shopping plaza in an unanimous vote.

Still, the group on Cahuilla Street paid one of the largest petition gathering firms in California that operates out of Los Angeles to circulate a petition to put the shopping center on the ballot. That petition, under a cloud of misrepresentation charged by many people, passed causing the vote on Measure O November 7.

Shopping Plaza has wide support

Many groups in Colton have endorsed the shopping plaza to be voted on as Measure O on November 7.

To date these groups include:
The Colton Chamber of Commerce
The Central Labor Council of San Bernardino and Riverside counties
The Building & Trades Council of San Bernardino and Riverside counties
The Colton Units of the San Bernardino Public Employees Association
United Food & Commercial Workers, Local 1167
Cement Masons, Local 97
Laborers & Hod Carriers, Local 783
Electrical Workers, Local 477
Teamsters, Local 166
Plumbers & Pipe Fitters, Local 364
Plasters, Local 2
Iron Workers, Locals 416 & 433
residents who purchase houses. The improvements at Hunt's Lane and Reche Canyon Road will be paid by a federal grant which has been approved. The improvement at Cooley Lane and Barton Road will be paid for from funds from the RDA. These funds have been available, are available now and can be immediately allocated by the City Council which acts as the RDA regardless of whether the shopping center is built.

5. TRUE FACT: Less than 400 people from the City of Colton signed petitions for the project to proceed. More than 100 signatures were from residents outside of Colton. Not all of these signers were registered voters. Over 2900 people signed a referendum petition to oppose a zone change or bring the issue to an election. Over 2900 of these signers were registered voters in the City of Colton. This is the first time in at least 17 years that a referendum petition against a Council decision has been successful in Colton or the County of San Bernardino. The facts indicate overwhelmingly that the Council is not responsive to the needs of the people.

6. TRUE FACT: The Police Chief of The City of Colton stated in a letter on record in the Environmental Impact Report as follows: "The traffic flow in that area is already at maximum congestion at peak hours. The residential commuters to that area, plus the increase in population utilizing the commercial area will have a significant impact on the congestion of the streets."

7. TRUE FACT: A no vote on Measure 'O' insures that apartments or condominiums can not be built on the property. The property is now zoned R-1 and a no vote assures that it will stay that way.

Recently, the City Council acting as the RDA, allocated $2,200,000.00 for the improvement of Steel Road where no people reside. These funds came from RDA 4 and could have been spent immediately to improve Barton Road and Cooley Lane and make the Flood Control improvements. These two projects will cost 1,700,000.00 or 1/2 a million dollars less than was allocated to an area where no people reside. It is time for the council to bring benefits to new and old residents of Colton instead of benefitting out of town or out of county developers. Please vote 'No' on Measure 'O'.

The argument against measure 'O' in the sample ballot that will be mailed to all Colton voters will appear as follows:

Property in question is zoned R-1 in the general plan. The property is suited for residential development. Parcels of this size have been successfully developed as residential in Colton and along the Barton Road corridor. If the zoning is changed to commercial the shopping center will create 11,000 more car trips per day according to the Projects Environmental Impact Report adding to an already impacted traffic condition. A zone change to commercial would place a shopping center adjacent to an elementary school. Added traffic and the sale of alcoholic beverages next to a school is a totally undesirable situation. A No Vote would prevent an increase of vacant commercial stores which do not create sales tax revenue. A No Vote should not reduce Colton's net sales tax revenue.

PROMENADE: The Early California Style shopping plaza will feature a promenade for pleasant shopping in small specialty shops. There will be no convenience stores or liquor stores in the shopping plaza.

THE ISSUE AND THE FACTS

The property, described above, is now zoned R-1 Residential. Parcels of this size have been successfully developed as residential.

If the zoning is changed to commercial the shopping center will create 11,000 more car trips per day according to the Environmental Impact Report.

A zone change to commercial would place a shopping center beside an elementary school. Added traffic and the sale of alcoholic beverages next to a school is a totally undesirable situation.

A NO vote will not delay the building of the shopping center in the R-1 Residential. The Colton City Council overturned this decision at the request of the developer.

Please VOTE NO ON MEASURE 'O' this November 7, 1989.

THE PRO COLTON GROUP

The Pro Colton Group

E.L. Sosa, Treas.

Thank you! Your support of our community petition has required the City Council to take the necessary actions to stop the construction of a shopping center, on Barton Road between Cooley, Hunt, and Reche Canyon Roads, that would mix dangerous congestion, alcohol, and school children.

Please VOTE NO ON MEASURE 'O' this November 7, 1989.

THE PRO COLTON GROUP

The Pro Colton Group

E.L. Sosa, Treas.
Los Padrinos Golf Tourney
Set for Thursday Oct. 19

Los Padrinos Youth Service Agency announced its 4th Annual Youth Services Golf Tournament for Thursday, October 19, 1989, at the El Rancho Verde Country Club, Rialto, CA. Tim Gergen, Agency Director stated that this golf tournament will be one of the best-planned and many community persons, organizations and businesses are involved.

Co-chairing the event will be County Supervisor Bob Hammock and Jim Everson, Senior Vice President, Miller & Schroeder Financial. Other participants are:


As a golf highlight, Mr. Dave Stockton, celebrated touring PGA professional will conduct a golf clinic. Mr. Stockton, winner of two PGA majors and many tournament events, is a lifelong resident of the Inland Empire, dedicated to his community and devotes many hours to volunteer work.

As an added attraction, Mr. Tim Miskell, Arrowhead Country Club golf professional, will be the "honorary" shot marker for the select shot par 3.

Los Padrinos Youth Service Agency, a crisis counseling program, has provided 18 years of meritorious community service to the Inland Empire, preventing thousands of youth from entering the criminal justice system.

Check in time is 9:30 A.M., tee time is 11:30 A.M. The play/format will be 4 person scramble (open to men & women), individual price is $75, tee sponsorship and foursome is $400, (includes cart, lunch, beverages, buffet, tee prizes and other gifts/goodies).

For reservations or further information, contact Tim Gergen at (714) 888-5781 or (714) 525-6250.

Honored by County Schools

Sabino Zermeno
SAN BERNARDINO - Sabino Zermeno, of San Bernardino, and Nina Villa, Colton, have been recognized for their combined 65 years of service to the San Bernardino County Superintendent of Schools.

Zermeno and Villa were honored jointly by the County Board of Education. Zermeno received an engraved silver tray for his 35 years of service and Villa was presented with a brief case for her 30 years of service.

When Zermeno began his career as a film inspector in Educational Media 35 years ago, the office was located on Sixth Street and Sierra Way, and the staff was small enough that the annual Christmas breakfast was held at former Superintendent Burton Thrall's home.

Since that time the County Schools offices have changed, the staff has grown, and Zermeno moved into the print shop as lead reprographics technician. Zermeno said he enjoys his work, especially the contact with the staff. "We deal with everybody in the office. I also work in close contact with other county offices -- Central Reproduction, Central Stores, and vendors and suppliers."

The San Bernardino native is the father of two sons, Steve and Mark. Steve is head basketball coach at Aquinas High School, and is a supervisor in the community service and Villa was presented with a silver tray for his 35 years of service.

For Villa, the daily challenges and the people she deals with make her work enjoyable.

Villa has made Colton her home for the past 31 years. She has five children, Diane, Terry, Lizzy, Ralph, and Cecilia, as well as two grandchildren.

Nina Villa

Nina Villa also began her career at the office on Sixth Street and Sierra Way in 1957. She began as a seasonal worker while attending San Bernardino Valley College. Villa became a permanent employee in the steno pool in 1959 working with consultants and later worked on several bilingual projects. Later she served as an administrative secretary to Hartley Hillsen, former superintendent of instruction. Currently she works as an administrative secretary under Jon Schrar, Curriculum/Instruction Division assistant superintendent.

Changes Villa has seen have not only been in the form of a growing staff, but in a growing list of state mandated programs. These new programs require that Villa notify districts of the program provisions and also result in staff additions to provide the new services.

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Libreria Del Pueblo, Inc. Funded

Assemblyman Jerry Eaves (D-Rialto) announced that his efforts for Libreria Del Pueblo, Inc. have resulted in funding for their 1989-1990 program and the program has been funded at an increased rate.

"We want to acknowledge that your concern and support for this program enabled us to be approved and funded for the fiscal year 1989-1990," said Patricio H. Guillen, Director, Libreria Del Pueblo, Inc. to Assemblyman Jerry Eaves. Libreria Del Pueblo is a non-profit community-based agency. It provides courses in English as a second language, civics and history to persons in the amnesty program (Immigration Reform and Control Act).

Assemblyman Eaves is extremely pleased with the funding increase because it means that eligible legal aliens residing in his district will be able to receive the educational training they need to progress in the amnesty program.

"I look forward to all of the eligible persons in the amnesty program completing their courses, so that they will be able to enter the mainstream of our society and participate fully in the rights of citizens in the United States," said Assemblyman Eaves. "I will do everything in my power to see that they are afforded every opportunity given to them under the amnesty program."

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Ben Jimenez of East L.A.'s Garfield High wins $25,000 for excellence in education 98% of his students passed calculus A.P.

The California Educator Award Program, through the State Department of Public Instruction, announced the names of 12 educators who are the recipients of the annual $25,000 award for excellence in education. One of this year's awardees is Ben Jimenez, educator at Garfield High School in the Los Angeles Unified School District. The awards were presented on October 5, 1989, at the third annual luncheon ceremony at the Mark Hopkins Hotel in San Francisco.

The award is funded by the Milken Family Foundation of Los Angeles and is administered in the same manner as other prestigious awards such as the Nobel Prizes and MacArthur Fellowships.

Mr. Jimenez received his B.A. from San Diego State University and Secondary Teaching credentials from Cal-State, Los Angeles, with a major in mathematics and minor in Spanish. He has been a mathematics teacher at Garfield High since 1975 and has taught college preparatory mathematics (AP calculus) for 10 years at the high school. Other mathematics teaching positions are at the Upward Bound Program at Occidental College, Garfield Adult School, S.A.T. preparatory at East L.A. College (on Saturdays) and summer school in Jaime Escalante math program since 1983.

Garfield High School is a predominantly Hispanic high school which was made famous by students under the teaching direction of Jaime Escalante and in which the film, "Stand Up and Deliver" was based.

Mister Jimenez is described by his principal as an extremely dedicated, hard-working, non-assuming person whose whole life is teaching. His successful teaching methods have gained the respect of his students and have produced incredible results. He motivates students to high achievement through a range of instructional techniques and his own "hard work and dedication," which often includes weekend tutoring.

In the 1988/89 school year, 98 percent of Mr. Jimenez's students passed the calculus portion of the Advanced Placement (AP) Examination in mathematics! The school principal remarked, "The smile on Ben's face when he learned that 39 of his 40 students passed the AP calculus exam was worth a million words."

In 1988, Mr. Jimenez received the Outstanding Educator Award-Chicanos for Creative Medicine.

For COLTON with PRIDE!

VOTE ON MEASURE "O" VOTE NOV. 7th

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SAN BERNARDINO COUNTY SHERIFF'S DEPARTMENT is looking for qualified men and women who are interested in joining the fastest growing law enforcement agency. The residents of the largest county in the United States DEPEND on us to provide the finest in law enforcement. Join the more than 1400 men and women who have made a career with the San Bernardino County Sheriff's Department.

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California Conservation Corps
Governors veto of AB 2 shortsighted

(Sacramento, October 3, 1989) Outrage and disappointment were expressed today by Hispanic groups over the Governor's veto of AB 2 on September 29. Approved by both the California Senate and Assembly, the proposed legislation required school districts with 20,000 or more students and with at least 21% ethnic minority population to implement single-member district elections to elect school board members.

"By striking down this measure the Governor has taken a short-sighted action that ignores California's demographic realities," says MALDEF state policy analyst Eric Vega. "As growing populations, Hispanics and other ethnic minorities need to participate in the political process, especially in governing our schools."

"Through at-large elections local politicians and incumbents have violated constitutional principles and have denied large segments of the population access to the political process," says Richard Martinez, executive director of the Southwest Voter Registration Education Project. "By vetoing this legislation the Governor has failed to defend the Constitution and bring balance and fairness to the political process."

At-large elections, where all voters participate in the election of each official, prevent minorities from electing candidates of their choice. According to Vega, at-large elections virtually lock Hispanics out of school board meeting rooms, denying Hispanics much-needed representation in the area of education.

A.B. 2 was proposed by Peter R. Chacón (D-San Diego) after MALDEF's landmark voting rights victory in Gómez v. Watsonville in July, 1988. In Watsonville, the Ninth Circuit Court of Appeals found that at-large city council elections discriminate against Hispanics and ordered the city to implement single-member district elections.

Though legislation similar to A.B. 2 had been introduced in the past, this is the first time both houses of the legislature passed the single-member district measure.

In other states throughout the Southwest, the implementation of single-member district elections has greatly improved minority representation on school boards and city councils.