

Who We Are:

Santa Barbara City Watch is comprised of representatives from small businesses, public groups, trade organizations and business coalitions who have found that they have few opportunities to affect the direction of our municipalities, local governments, and governmental agencies that create and implement our laws and regulations. This lack of oversight by those who are most impacted by these regulations and decisions has created an unfavorable business climate. The goal of City Watch is to address this vacuum in the city of Santa Barbara and the surrounding area by presenting an independent, ever-present advocate and community representative who will serve to coordinate and facilitate meaningful interaction and participation with all levels of government.

What can City Watch do that no other organization can for you?

Utilizing resources unburdened by conflicting loyalties to county and local agencies, our organization has an unprecedented opportunity to inform, educate and mobilize public opinion, which goes to the heart of a representative form of government. In a nutshell, we will use our proven abilities to analyze, communicate, and mobilize the business community and the general public via our staff services, publications, radio and editorial opportunities.

Our Advocate:



Tom Widroe

Tom Widroe is the City Watch Advocate attending city council meetings and coordinating our activities in the community.

Tom is a management consultant for local business, non-profits, and government. With two degrees from UCSB and over two decades experience in the private and public sectors of our economy, Tom is committed to bringing people together to solve problems by creating sustainable solutions.



City Watch Initial Concerns:

- The City needs to develop a resolution to the homeless and criminal vagrant problems in Santa Barbara that have disastrously impacted businesses and the quality of experience for our visitors.
- The City needs to produce a long-term plan for the cyclical water shortages that plague the Central Coast, without creating false dilemmas for our farming and tourism industries.
- The City needs to ensure the even application of ordinances in both the business and residential sectors, in order to provide fair treatment and opportunity for all.
- The City needs to work with residents in every unique neighborhood to improve emergency operations and evacuation plans, in order to minimize human suffering and property damages.
- The City needs to come up with a meaningful and realistic employee pension program that will not bankrupt the city.
- The City needs to consider privatization of ancillary services.
- The City needs to consider consolidating the number of city departments, commissions, boards and panels.
- The City needs to reduce regulatory impediments to a stable State Street business zone from the Wharf to 154 intersection.
- These, and other forthcoming issues, need the ongoing presence of a City Watch City Council Advocate.

The Nuts and Bolts of City Watch:

The City Watch Advisory Council will be supported by our City Watch advocate.

The Advisory council members will receive weekly updates on what is on the City Council agenda, an analysis of how it will affect the business community, and how you will be represented accordingly at each meeting.

City Watch Advisory Council members will be invited to quarterly meetings to establish our programs, priorities and solutions.

Individual Advisory Council members will have the opportunity to create and join task forces organized to address specific issues and problems that need immediate attention and reasonable solutions.

Our advocate will be available to interface with council members and city staff to represent our specific interests and concerns.

Our issues will be featured in our publications, radio and television broadcasts and guest editorial opportunities.

Benefits of Joining City Watch Advisory Council:

You will have a robust, independent voice before the City Council. You will have an organization working for you to bring your specific issues and concerns in a timely manner without fear of reprisal or retribution.



In return for your support and participation you will receive:

- Weekly email briefings on City Council Agenda items
- An attentive, articulate, vigorous and independent advocate working on your behalf
- Radio, Newspaper, and Television commentaries and interviews promoting awareness and addressing your specific concerns and interests
- Free quarterly lunch meetings to coordinate and direct our activities and focus our resources for results
- Access to extensive staff level expertise pertaining to your rights and the city's obligations.

Enclosed is our donation: \$ _____

Name _____

Company Name _____

Address _____

Phone Number _____

Email Address _____

Refer Friends and Associates to City Watch:

Name _____

Phone Number _____

Email Address _____

For More Information: Contact Tom Widroe

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