

**Rebuttal to Argument in Favor of  
Measure I (Specific Plan Measure)**

**Don't be fooled by corporate lies!**

**FACT:** Measure I actually makes it **much more difficult** to bring in ANY business/ retail to Artesia.

**FACT:** **There is no plan to bring in retail, businesses or any economic development from Measure I.** It actually hinders new business in Artesia. Read the resolution yourself:  
[www.cityofartesia.us/DocumentCenter/View/7998/Reso-24-2975](http://www.cityofartesia.us/DocumentCenter/View/7998/Reso-24-2975)

**FACT:** Measure I is extreme. If you vote yes, an election will be required for virtually every development proposed in Artesia for retail, business or housing **costing Artesia thousands of dollars in election costs and bureaucratic delays.**

The official Measure I Impartial Analysis says: "If the initiative passes and voter approval is required for any major modification to the Specific Plan, then that process could add more time and costs to development projects... elections cost money to prepare for and hold."

**FACT:** **Measure I was developed by a corporate cement company with a political agenda to stop local housing for our Artesia working families.**

**FACT:** Corporate special interests are trying to trick you! **VOTE NO ON MEASURE I.**

**Don't let the Dairy Plant stay vacant – the VOTE NO ON MEASURE I!**

Don't be fooled! Vote NO on I!

Signed:

Tony Lima, Mayor  
Ali Taj, Mayor Pro Tem  
Rene Trevino, Councilmember  
Melissa Ramoso, Councilmember  
Monica Manalo, Councilmember