

Reno Municipal Election Survey

May 2014

Scenic Nevada emailed a survey on scenic issues to all 31 candidates running for election in the city of Reno races for council, mayor and city attorney. We emailed the surveys to most candidates on May 15 and again on May 27. Fifteen Reno candidates sent surveys back, three others declined to provide survey answers at this time and two sent back a letter instead of the survey. The remaining 12 candidates did not respond.

The survey was composed of seven statements that reflect the views of our organization, asking the candidates whether they agreed or disagreed. There was a comment section at the end of each statement to allow for elaboration. The seven survey statements were:

Agree or Disagree

- 1. The digital billboard ordinance adopted, but not implemented, by the previous city council should be reconsidered by the new city council, following the November election.***
- 2. Strong sign control laws to protect scenic beauty and community character will lead to a more visibly pleasing and, therefore, economically successful community.***
- 3. R1, the 2000 ballot initiative, approved by more than 32,000 people, was a vote to ban new billboard construction and new billboard permits in Reno.***
- 4. Digital billboards are new construction, requiring new permits, and shouldn't be allowed in Reno.***
- 5. Billboards, both traditional and digital, are a public nuisance and an eye sore that lead to clutter and blight.***
- 6. Reno has too many billboards.***
- 7. Scenic beauty is good for business.***

As of Tuesday, June 3, fifteen of the 31 Reno candidates returned the survey. Two candidates declined to respond; Jared Townsend, running for city council Ward 2 and Tom Fitzgerald, running for Reno mayor. Also, mayoral candidate Ray Pezonella said he was not yet educated on the issues and would appreciate a meeting with Scenic Nevada, instead. We did meet with him and left another copy of the survey. Naomi Deurr, Ward 2 candidate, and Reno city attorney candidate Brent Kandt both responded with a letter, instead of returning the survey.

Those running for Reno mayor who responded to Scenic Nevada's survey were DeLores Aiazzi, Robert Avery, Marsha Berkgigler, Sean Burk, Brian Lee Fleming, Erik Holland, Eddie Lorton, Ian Pasalich, Chuck Reno and Ken Stark. The Reno city council Ward 2 candidates responding were Elisa Cafferata, Sam Dehne and Jim Johns. Of the Ward 4 candidates, Keith Deutscher and Ed Hawkins responded. Ed Hawkins also pointed out during a telephone call that if we think he made any factual errors in his comments, he'd be happy to meet with us and discuss it. Rather than return the survey to us by email, Ed Lorton supplied his answers over the phone.

All but one respondent agreed with statement 1, that the digital billboard ordinance should be reconsidered by the new council after the November election. All the candidates responding agreed with statement 2, favoring strong sign control laws.

For statement 3, ten respondents agreed that the ballot initiative was a vote to ban new billboard construction. A majority of eight candidates disagreed with statement 4, which says that digital billboards are new construction and should not be allowed. But eight agreed with statement 5, that billboards are a public nuisance and eyesores. However, a few who agreed added in their comments that some billboards are okay depending on where they are placed.

Seventy three percent of the respondents believe that Reno has too many billboards. And 100% agreed with statement 7, that scenic beauty is good for business.

The following candidates did not return a response:

Candidates for Mayor

Mark Markel
Hilary Schieve
Idora Silver
Michael Bertrand
Chad Dehne

Ward 4 City Council Candidates

Paul McKenzie
Mike Steedman
Mike Mazzaferri
Bonnie Weber

Ward 2 City Council Candidates

Aaron West

City Attorney Candidates

Karl Hall

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Opened Scenic Nevada's Email and Returned Survey:

Sean Burke - mayor
Erik Holland – mayor
Brian Lee Fleming - mayor
Marsha Berkbigler - mayor
Eddie Lorton – mayor
Ian Pasalich – mayor
Robert Avery – mayor
DeLores Aiazzi – mayor
Chuck Reno – mayor
Ken Stark – mayor
Elisa Cafferata – Ward 2
Jim Johns – Ward 2
Sam Dehne - Ward 2
Keith Deutscher – Ward 4
Edward Hawkins – Ward 4

Opened Scenic Nevada's email but did not return Survey:

Mark Markel - mayor
Ray Pezonella – mayor
Hilary Schieve – mayor
Idora Silver – mayor
Michael Bertrand – mayor
Tom Fitzgerald – mayor - **declined to return survey**
Paul McKenzie – Ward 4
Mike Steedman – Ward 4
Aaron West – Ward 2
Jared Townsend - Ward 2 - **declined to return survey**
Karl Hall – city attorney

Opened Scenic Nevada's email and returned a letter instead of a survey:

Naomi Duerr – Ward 2
Brett Kandt - city attorney

Have not opened Scenic Nevada's email yet:

Bonnie Weber – Ward 4
Mike Mazzaferri - Ward 4
Chad Dehne – mayor

Mailed Scenic Nevada letter and survey, returned by Post Office to Scenic Nevada:

Larry Pizorno – mayor



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