Why Do We Do What We Do?

Why Do We Fight For Local Control?
Homelessness
Death of Retail
Unfunded Liabilities
Onslaught of Automation
Crumbling Infrastructure
Public Safety

Forces Bent on Overcoming and Circumventing Decades Old Municipal Codes That Made Our Communities What They Are Today.

WITH A STROKE OF THE PEN, THEY HAVE CHANGED MY LIFE FOREVER.
How Do We Truly Protect Our Communities?

- Forced City Wide Districting
- Neighborhood Taxation Inequality
- Trucking and Fulfillment Centers; Traffic!
- Un-Informed Voters!
- Social Media Nonsense!
- Cookie Cutter Mentality
- North – South/East – West Conflicts
- Rural Vs. City

Are We Having Any Fun?

- As Cities Become More Alike, What’s The Point?
- Are We Just Collections of Houses or Communities?
- If Just Houses Why Not Just Close Cities Down?

Are We Really Making A Difference?
NORCO

Rare Patch of Green Surrounded by Ever Growing Sea of Concrete

Where You Do Not Need To Be Wealthy to Own Land

What Are We Trying To Protect?
What Makes Your Community Unique & Worth Fighting For?

Who Are You?

BRAND IT OR LOSE IT!
Foster and Support What Brings Us Together: No Excuses!

Don’t Just Do It For The Money!
Don’t Sell Out!

Fight!

Cityhood wins in landslide

1964
Municipal Code; Respect the Book!

• Do you follow it or fudge?
• Inexperience is the Enemy!
• Are You There to Serve and Protect the Community?
• Or, Change It?
• Amnesia Kills!

Learn How Things Really Work – Not How You Think They Should!

Historic Preservation

• How Did We Get Here?
• At What Cost?
• Do We Honor the Sacrifice?
• History Has Solved All Problems!
• Creates Community Pride!
• Once Gone, It’s Gone!
Commerce That Fits!

- Supports the Community, Not Destroys It!
- Attracts Business!
- Provides Jobs Not Robots!
- Attracts Impulse Buyers!
- Respects Your Neighbors!
- Diversify Income Stream!

Hello Mom and Pop!

Shop Your City: Even When It Costs More!
Hire A Qualified Bean Counter!

Have the Beans to Count!

Put Fiscal Responsibility Before Your Seat!

Face Financial Facts!
Honor Age!

- Create an Atmosphere of Respect and Value
- A Place To Go
- Link with Youth
- Listen!

Take Care of the Kids!

- Be Directly Involved!
- Education!
Volunteer Base; Step Up!

• Build The Team!
• This is Your Army!

Create Community Every Day

Build a Positive Communication Machine!

• Website
• Social Media
• Apps
• Town Halls
Clean Up The Trash!

- Even if you have to do it yourself!
- Walk the Walk!
- Set the Example!
- Create Pride!
- Code Enforcement!

Link with Neighbors

- Make Friends
- Respect Differences
- Support Local Control
- Fight Together!

- Do NOT Impact Them or They Will Impact YOU!
Pray for Luck; Work Like You Have None!

1964

Freeway fighter pickets on march in Norco 1948 - 1989

1948 - 1964

We Are Norco!