

"A GOOD INDIGNATION BRINGS OUT ALL ONE'S POWERS"

(RALPH WALDO EMERSON)

In their effort to cope with their indignation with local government's policies and conduct, three very different individuals decided to run for office this year. Michael Schnitzer, president of the Winston Towers Master Association and property manager at Winston Towers 300, is running for mayor while Jeanette Gatto, a senior advertising executive, and Jeniffer Viscarra, a family law and immigration attorney, are running for commissioner of their respective districts.

Together, they hope to reshape local government and transform city hall's monologue into a conversation. These candidates have personally witnessed and experienced the frustration of having their city leadership ignore their concerns. They strongly believe that government is for the people, and as such are committed to listening to the community and promoting projects that are in line with the city's character and best interest.

If elected, Michael, Jeanette, and Jeniffer will create a proactive and multifaceted approach to staying in touch with SIB residents by personally visiting all condo associations to get direct feedback from the people. They want to serve the community, and believe that the only way to be truly successful is to have a real sense of what residents need and want. For example, you may be concerned with the city's plans for an Aquarium. You may be wondering if anything can be done about the flooding or the historical designation of your house of worship. You may have ideas that would enhance our city or its services. Michael, Jeanette, and Jeniffer believe that you should be given the very basic consideration of being heard so that the best ideas can be implemented and most urgent concerns immediately addressed.

During the negotiations and formation of Sunny Isles Beach, Dade County offered Haulover Beach to be part of our city. The first mayor of Sunny Isles refused the offer, leaving the city limit at the beginning of the Haulover Park. Jeanette and Jeniffer support Michael's idea of revisiting the county's offer in order to add approximately three (3) miles of beach and bay front real estate to Sunny Isles. The transfer of property would accomplish two important things. First, Haulover will satisfy all the state requirements for open space that compensate for all the land development we have had over the last few years. Second, SIB will be in compliance with state requirements without demolition or construction in the residential portion of our city, which is very disruptive. The west side of Haulover could then become a development opportunity for the creation of restaurants, shops, galleries, a performing arts center and cultural museum. Clearly this would create job opportunities and enrich the lives of Sunny Isles Beach citizens.

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The three candidates will also explore appointing committees made up of SIB residents who would negotiate bulk contracts with various service suppliers, translating into significant savings for all associations that participate. Furthermore, the candidates will pursue fiscally responsible projects that increase property value in the long term, such as taking our power lines underground, which would prevent power outages in the event of a hurricane or major storms.

In addition, the candidates will stop the development of the Aquarium to be built on 163rd Street because it would create a traffic nightmare and almost certain financial disaster for the city. Instead, the renovation of the existing shopping plaza would improve the conditions for the existing businesses and attract new commercial tenants that are more in line with the residents' needs.

Michael, Jeanette, and Jeniffer support increasing the police force and community-based programs for senior citizens and children. Furthermore, they will explore the idea of buying vacant beachfront lots and create public access parks for our residents, similar to the Dave Samson Park across from Walgreens. This approach will prevent further overdevelopment of the ocean side of Collins Avenue and preserve ocean views for all residents. Michael, Jeanette, and Jeniffer also support the idea of transforming the unprofitable \$2.5 Million parking lot behind Walgreens and find a better, more community- focused purpose.

These candidates are fierce opponents of a emergency and/or pedestrian bridge that is supposed to connect North Bay road at 174th Street and 172nd Street (Winston Towers and Porto Bellagio), which would cost \$5 Million tax dollars and permanently alter traffic patterns that would negatively impact peaceful enjoyment for thousands of SIB residents. Michael, Jeanette, and Jeniffer will fight to remove from the city's comprehensive plan the building of this bridge.

Additionally, they will seek the appointment of a new Deputy Police Chief for Special Investigations to deal with issues including, but not limited to: official corruption, religious discrimination, "sweetheart contracts" benefitting an individual, misfeasance, misconduct, commercial bribery, coercive use of governmental authority, constructive extortion, wrongful termination of potential whistleblowers, etc. (of course we will wish to retain the services of Police Chief Fred Maas owing to his extraordinary service to the community and Police Department.)

Michael Schnitzer, Jeanette Gatto, and Jeniffer Viscarra care about the community and are committed to delivering the city back to the people. If Ralph Waldo Emerson was correct that "a good indignation brings out all one's powers," then hold on to your hats! These candidates have great potential individually and collectively. They will get Sunny Isles back on track.

WHO WE ARE - BRIEF BIOGRAPHIES OF THE CANDIDATES

Michael Schnitzer is a Brooklyn, N.Y. native and graduate of Yeshiva Shaare Zedek and Lafayette High School and went on to earn a Bachelor's degree in Behavioral Psychology at the University of Miami. He went to Graduate School in New York City's Parsons School of Design's Decorative Arts Program, interning at all major museums in Manhattan and other Boroughs throughout the City. Years later, Michael changed careers beginning a two year internship in New York City, at Columbia Presbyterian Hospital's Cardiac and Vascular Program Ultrasound Department, and consequently coordinating vascular ultrasound exams with angioplasty findings for vascular surgeons and researching the advancement of ultrasound technology in the medical diagnostic field with renowned doctors. He ventured out on his own, founding a portable cardiac and vascular ultrasound company operating throughout the tri-state New York area. During this time, Michael served on his homeowner's association board of directors and on the board of directors of three Brooklyn synagogues. Michael Schnitzer moved to Winston Towers in Sunny Isles Beach in 1998 serving on the Board of Winston Towers 300 from 2004 and as President from 2005 through 2008. He became Property Manager of WT300 in 2008, and President of the Winston Towers Master Association in 2009. In this capacity Michael took action to save many voters the great inconvenience of having to vote outside Winston Towers. As a result, all Winston Towers voters now vote in the same polling location within the complex. Under Michael's leadership, Winston Towers residents have enjoyed the benefits of many innovative plans that he implemented including bulk contracts for high speed internet with Atlantic Broadband and negotiating Total Appliances maintenance contracts, including a satellite office in Winston Towers 300 for more effective service. Michael is a person who cares deeply about his community and takes great pride in maintaining high standards in his work, which ultimately serves Sunny Isles Beach residents.

Jeanette Gatto was born in Brooklyn, N.Y. After attending the University of Miami Jeanette worked for some of the most prestigious ad agencies in the country on the East and West coasts. Focusing on the challenging and fast-paced areas of media and communications, she oversaw multi-million dollar portfolios of high profile clients, developed communication strategies and efficiently allocated funds to communicate the ad message. Her leadership and managerial abilities were recognized early on, ultimately becoming the youngest Senior Vice President for the largest independently owned ad agency in San Francisco, and named director of the New York and Chicago satellite offices. She was a recipient of the Northern California Broadcaster's Association Radio award and was invited to speak at two Advertising Council Conventions in Atlanta, GA and Anaheim, CA. Jeanette was also involved in several charities and fundraising events in the San Francisco Bay Area. Throughout her illustrious career, Jeanette honed her skills in negotiation, management, and most importantly, ensuring budget control and fiscal responsibility for her clients.



Jeniffer Viscarra has lived in Sunny Isles for ten years. A resident of North Dade since 1981, Ms. Viscarra graduated from North Miami Beach Senior High School. She put herself through college with an academic scholarship and a part-time job as a recreation leader with Miami-Dade County Parks and Recreation. In 1996, she graduated with honors from Barry University, where she earned a Bachelor's Degree in English, minored in Spanish, and earned the university's first certificate in Women's Studies. Committed to helping others, Ms. Viscarra taught children with special needs for two years prior to pursuing her Master's Degree in English at Florida International University, where she also graduated with honors. She remained with FIU training and supervising tutors as the writing lab coordinator for the university's two main campuses and also taught English composition courses as an adjunct professor for the English Department. Four years later Ms. Viscarra moved to New York where she pursued a juris doctorate at Yeshiva University's Benjamin N. Cardozo School of Law. Upon graduation, Ms. Viscarra returned to Miami-Dade County to practice law. She currently helps individuals with immigration proceedings and family law matters. In 2009 Ms. Viscarra returned to the classroom as an adjunct professor, this time teaching legal writing to undergraduates at Florida International University with the aim of preparing her students for the rigors of law school. In addition, Ms. Viscarra volunteers as a judge in moot court competitions, is a board member and officer of her condo association, and an active member of the Aventura-Sunny Isles Beach Chamber of Commerce.



WHAT WE NEED

- Larger police force**
- A legitimate City Planning & Zoning Board**
- A working drainage system citywide**
- Lower property taxes**
- Reduced permitting & construction fees**
- Traffic and feasibility studies prior to land purchase for development**
- Underground power lines that prevent power outages caused by heavy storms/hurricanes**
- Less city-owned public parking lots to reduce traffic congestion**
- A moratorium on development**
- A more fiscally responsible City**
- A City Attorney's Office which represents the best interest of the citizens of Sunny Isles Beach, and not just the City Commission**

WHAT WE GOT

- Only *five* police officers patrolling the City on regular shifts**
- A "developer-driven" local government which resulted in the overdevelopment of beachfront property**
- A million dollar drainage system that obviously does not prevent our streets from flooding**
- Lower property values due to an over supply of condominium units**
- Overly aggressive fines for building code violations and excessive permitting fees**
- Using taxpayer dollars to overpay for properties through eminent domain AND purchasing land without first investigating environmental issues/concerns**
- Costly and unwarranted landscaping, streetscaping and narrowed streets**
- Multi-level parking garage for non-residential use**
- A large lot located at the City's gateway purchased to provide a home for a new aquarium**
- A \$20 million bank loan from Bank of America earmarked for development projects yet to be determined**
- A City Attorney's office that not only cost the City \$600K but one which outsources to law firms at additional taxpayer expense**



WHEN ALL ELSE FAILS, PRAY FOR PUBLIX

BY JENIFFER VISCARRA

Every weekday afternoon at 2:45 PM, Publix, Sunny Isles' primary supermarket, is overtaken by frantic parents scrambling to find parking spots so that they may walk to the adjacent school and pick up their children. You can't blame the parents, especially those who have very young children, because those kids should not cross a very busy street by themselves. At the same time, because there is no city designed parking area or system for the safe pick-up of the children, parents illegally park at Publix, filling up the parking lot and interfering with the store's day-to-day business. After all, anyone wanting to do their shopping around the time of dismissal quickly learns to make other plans because it is extremely difficult, if not impossible to find a parking spot. Publix has tried to address this problem by posting signs all over their parking lots but has seen no results.

Apparently there is nothing the Sunny Isles Beach police can do to help because Publix is private property and the city police cannot ticket these illegally parked cars. Though this is an obvious problem, there does not seem to be any solutions offered by City Hall. On the one hand, it needs to be able to conduct its business. On the other hand, it has been left with no choice but to absorb a daily disturbance that includes scores of children darting in and around its parking areas as they try to find their parent's car. These circumstances clearly create a foreseeable danger for the children, and it is irresponsible for our local

government not to provide crossing guards in the lots to organize a safe and effective pick-up. Given this chaos, it is truly surprising that no child or parent has been involved in an accident so far.

It is a very difficult situation that Publix faces, and the buck stops with our local commission and mayor who decided to place a large school in a highly overcrowded area while overlooking the logistics of how the children will get to and from school. Furthermore, our local government seems to have failed to consider the negative impact to the adjoining areas as well as the local surrounding businesses. Based on the results, one must wonder whether the mayor and commission did any traffic studies or area planning before they picked this site for our only school.

Until our local government resolves this problem, we are all destined to either park illegally while we pick up our children or avoid shopping during these hectic times. As such, Publix and its customers are left to "take one for the team" so to speak. Being left with no viable options, it seems the only thing we can do is pray that no one gets hurt when shopping and parking at Publix.





*A new
leadership
seeking a
better
tomorrow.*

**ELECT MICHAEL SCHNITZER, JEANETTE
GATTO AND JENIFFER VISCARRA**

BECAUSE SUNNY ISLES BEACH DESERVES BETTER!

Political advertisement paid for and approved by Michael Schnitzer, for Mayor, Jeanette Gatto for City Commissioner (Seat 2) and Jeniffer Viscarra for City Commissioner (Seat 4).

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