

"I'm running for Mayor
because I believe all voices
in our community should
be heard. I want to
work with you to build a
more vibrant Newark."



Catherine Ciferni

FOR MAYOR

ciferni4newark@gmail.com

 [ciferni4newark](https://www.facebook.com/ciferni4newark)

Your Voice ★ Your Vote

Our Newark

VOTE APRIL 9, 2019

Polls Open 7am - 8pm

www.ciferni4newark.com

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PERMIT #751



Your Voice ★ Your Vote Our Newark

SMART GROWTH:

Ensuring that future growth benefits and accommodates all citizens.

COMMUNICATION & TRANSPARENCY:

Making Newark government open and accessible to everyone.

BUILDING BRIDGES:

Connecting residents to city government so every voice is heard.



Newark Leaders Support Catherine!

Proudly Endorsed By
New Castle County Councilwoman Lisa Diller
State Representative John Kowalko



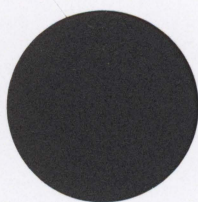
VOTE
April 9
Polls open
7am - 8pm

**CIFERNI
FOR
MAYOR**

www.ciferni4newark.com



Sorry
I missed
you
- Mark

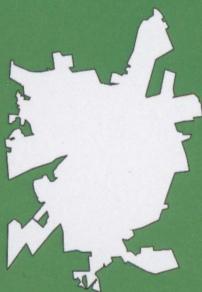


Brandon Joseph
FARZAD
For Mayor of Newark

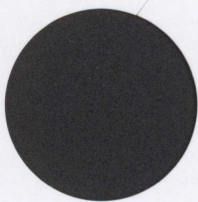


Vote **TUESDAY APRIL, 9TH**

Facebook: Brandon Joseph Farzad For City of Newark
E-mail: BrandonForCityOfNewark@gmail.com



*Analytical
Balanced
Compelled*



Brandon's plan as Mayor:

Increased Communication Between the University and the City.

- Will keep his finger on the pulse of University activities by staying in continuous contact with University leaders, liaisons, and planning directors.
- Will work to facilitate positive relationships between the City Council and City Manager.

Focused and Organized City Council Meetings

- Will make the effort to eliminate excessive and counterproductive debating during meetings in order to keep the conversations focused and on-task.

Shift the Focus of Rental Distribution

- Will assure that the City keeps our eyes on key rental metrics to stay ahead of large UD student enrollment spikes.
- Will coordinate with local rental owners to move the concentration of rental properties closer to the University and away from family-oriented neighborhoods.

Note **TUESDAY APRIL, 9TH**



Brandon Joseph
FARZAD
For Mayor of Newark

Facebook: Brandon Joseph Farzad For City of Newark
E-mail: BrandonForCityOfNewark@gmail.com

Elect

**JERRY
CLIFTON**

NEWARK MAYOR, APRIL 9

Because Experience Matters

PUBLIC SERVICE

NEARLY TWO DECADES
ON NEWARK CITY COUNCIL

FORMER DEPUTY MAYOR

FISCALLY RESPONSIBLE

SUPPORTS
COMMUNITY INVOLVEMENT
& DIVERSE POINTS OF VIEW

UNLIKE HIS OPPONENTS
WON'T REQUIRE
"ON THE JOB TRAINING"



TO MY NEIGHBORS AT:

PAID FOR BY: CLIFTON FOR NEWARK



— ★ —
Paid for by Committee to
Elect Ciferni

April 9, 2019

★
vote

Ciferni

— for —

Mayor

— ★ —
Catherine Ciferni supports:

Transparency

Citizen Involvement

Smart Growth

Endorsed by State

Representative John Kowalko
and County Councilwoman

Lisa Diller

— www.ciferni4newark.com

Catherine Ciferni

**Mayor
April 9, 2019**

Ciferni, a long-time resident and activist, is an tutor at the English Language Institute at the University of Delaware. Ciferni has served on a number of Newark boards and committees in her years of political activity. She hopes to continue Newark's tradition of being open and responsive to all residents.

Dear Newark Neighbor:

We are writing to ask you to vote for **Catherine Ciferni** for Mayor of Newark on April 9, 2019.

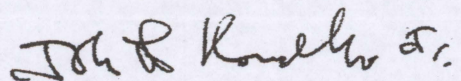
We have known and worked with **Catherine** for many years and have been impressed with her grasp of city issues and commitment to government transparency and citizen input. **Catherine** will be a full-time mayor and will devote herself to solving some of Newark's most pressing problems.

Catherine Ciferni understands that Newark is no longer a town but a city and that the community must look at its many pressing issues in a new way. **Catherine** understands that young people who want to stay in Newark need to be able to find good jobs and housing that they can afford. She also understands that Newark is home to many families who love living in Newark with its parks and wonderful recreational activities. **Catherine** understands that development must be balanced with a continued high-quality of life for residents. **Catherine** is well aware of the past city connections with developers and will work to make sure that both the Mayor and Council and the city administration maintain appropriate relationships by strengthening the City's Code of Ethics.

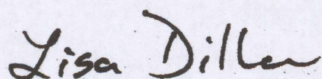
Catherine is the type of leader who knows that cooperative efforts have a maximum beneficial value for the entire community. She will embrace the assets we enjoy as a college town and reinvigorate communication with the University of Delaware.

We are fortunate to have a candidate like **Catherine Ciferni**, a candidate of integrity and vision who cares about this city and its future. That's why we will vote for **Catherine Ciferni** for Mayor of Newark on April 9, 2019. Please join us in supporting her election as the next Mayor of Newark.

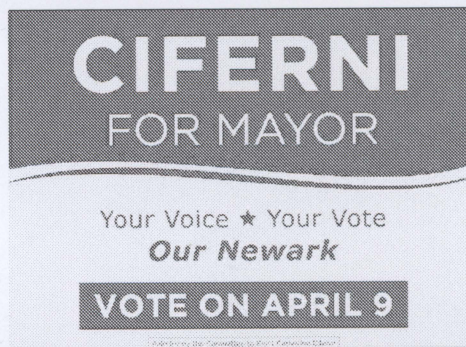
Sincerely yours,



State Representative John Kowalko, 25th District



New Castle County Councilwoman Lisa Diller, 5th District



Dear Fellow Newark Resident,

I am so grateful to have met so many of you knocking on your doors over the last few weeks as I have campaigned to be our next Newark mayor. From doorways across the city, you have welcomed me in listening to your concerns and sharing my thoughts about where I hope to take our city.

Fifteen years ago, I found myself coming to Newark as an AmeriCorps Vista volunteer assigned to work with high-needs students at Kirk Middle School and senior citizens at The Ministry of Caring in Wilmington. It was in these two jobs that I learned the strength of advocacy and the power of giving back to the community.

It was that advocacy and desire to give back to the community that led me to begin attending Newark City Council meetings 12 years ago as my preferred form of civic engagement. I say that because I truly enjoy the workings of our government, even though I challenge some of the status quo within from time to time. Our city has many needs: ensuring the relationship between Newark and the University of Delaware improves, making sure our growth and development in the city is smart and takes into account all residents' needs, and designing a livable Community for All.

On Tuesday, April 9, you will have a choice as to who will represent you as our next mayor. I began this campaign with a vision for the kind of mayor Newarkers deserve: open, honest, transparent, and willing to join you for a cup of coffee and discuss the issues that need addressing in our great city. I promise to actively seek out solutions to the challenges facing our city. I hope you will consider giving me your vote on April 9 so I can have the honor of serving you.

Sincerely,

Catherine Ciferni

PAID FOR BY COMMITTEE TO ELECT CIFERNI

334 E. Main St., Apt. E-4., Newark, DE 19711 | 215-964-4882 |
ciferni4newark@gmail.com | www.ciferni4newark.com



What Friends Are Saying About Catherine

"I have known Catherine for over a decade, when we both worked as AmeriCorps volunteers. In that time and since, Catherine has always been a fierce advocate for accountability and transparency in government and improving the lives of all. I believe she will make a great mayor of Newark and I hope you will support her on April 9."

*Erik Raser-Schramm, Chairman,
Delaware Democratic Party*

"Catherine is one of those people who combines the visionary's gift of seeing wonderful possibilities in the future with the down-to-earth person's ability to achieve wonders in the here and now."

*David Robertson,
Newark Poet*

"Catherine Ciferni is an undeniable advocate of government accountability and transparency, who tirelessly champions for honest democracy. Her candidacy for mayor is not good news for any individual or corporate entity with a mind to exploit Newark for profit at the expense of its citizenry or their quality of life."

*Nancy Turner, Resident, West Main
Street*

"It is a privilege and a pleasure to endorse and support Catherine Ciferni in her bid to become the next Mayor of Newark. As a State Representative and resident of the City, I have always insisted that Newark's elected officials work on behalf of all of the families and residents in Newark without any reservations or special interest agendas. I have worked with Catherine, a longtime civic activist, on many issues over the years and I know her to be extremely engaged and knowledgeable as far as what's impacting Newark residents. Her openness, honesty, and value for government transparency assures me that she will do her best for all and make a great mayor for Newark."

State Representative John Kowalko, 25th District

Dear Neighbor,

I am writing to urge you to vote for **Catherine Ciferni for Mayor** next week. I don't think the decision to vote for a particular candidate has ever been clearer.

What are our greatest needs in our town? We need a viable downtown. We need safe, comfortable neighborhoods which preserve our housing values. We need a sustainable revenue to secure our future. Catherine Ciferni has plans for all three. She knows that Main Street just isn't working and filling that little street with seven story buildings is **not** an answer. She knows that encroachment of student housing into our neighborhoods damages not just our quality of life but our housing values, and she has plans to work with the University to help solve this issue as hasn't been done in ten years. Catherine also knows that our business areas need depth and diversity and she has plans to discuss options for small businesses.

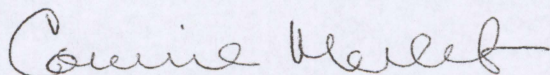
I love my street and I love my house. I have painstakingly restored my 1930 home. I should not have to worry about losing my neighborhood. We live within walking distance of the University. We all chose to live here and we are willing to maintain our neighborhoods. But we need a council and a mayor who have our values!

Catherine has so many positive qualities which make her the best choice for mayor. I have known her for more than a dozen years and watched her at so many meetings, and I feel confident that not only does she have the temperament and the brains to lead Newark, but also the experience required to run meetings and to lead our city towards a newer better municipality.

Catherine Ciferni understands the complexities of running a city because she has been to hundreds of city council meetings, planning commission meetings, housing meetings. She has stood up for those with inadequate housing, disabilities, parking issues, and more. She believes in good government and transparent government. We have always been able to count on her to speak up at council meetings when she sees inequities. I am always surprised when I sit near Catherine at meetings and see her with her computer open going through city code and finding that line which has been either ignored or unnoticed by council members but which have bearing on the issue they are addressing. It is refreshing to have Catherine stand at the microphone and clarify an aspect of the agenda that seems to have been misunderstood.

I belong to several organizations with Catherine Ciferni. She has reviewed rules, rewritten Bylaws, and presided over several organizations and committees. Catherine has been given leadership positions because she is so thorough and capable. She is also calm and never loses her composure. I cannot think of a better person for leadership of our city.

I hope you will join me in voting for **Catherine Ciferni for Mayor**.

A handwritten signature in cursive script, reading "Connie Merlet". The signature is written in dark ink on a light-colored background.

Connie Merlet

14 Kells Ave