



Zone 7 Representative Candidate

(Martin) Jon Liberman

What is your name, the seat you are running for, and one or two lines about you personally?

- M. Jon Liberman
- Zone 7 Representative
- I am 71 years old. I have lived in Soro all of my life. I have graduated from Shenandoah Street Elementary School, Louis Pasteur Junior High School (now LACES), Alexander Hamilton High School and Cal State University Los Angeles.

What is your stake in SORO?

I reside in Zone 7

What is your favorite thing about this community?

Aside from the fact that the local Taco Bell is outstanding, I appreciate the uniqueness of the community. It is a true microcosm of the Los Angeles melting pot.

Five years from now, how might SORO look different, and how would you make that happen?

I have been on this Board since it was Chartered by the City of Los Angeles in 2004. As such I have a unique perspective as to how the community might change and the influence I might have in that change during the next 5 years.

Being completely candid and wanting to be transparent, you need to understand that I am running unopposed for this seat. This means that if I vote for myself (and I will be voting for myself) I will win this seat and have some measure of influence on the community for four of the next five years.

There are approximately 45,000 Stakeholders in this Neighborhood Council. About the only constant in life is that change is inevitable. This is an extremely diverse community. That which is precious to some is intolerable to others. The value of a Neighborhood Council is that if it functions well it allows for change to be managed to improve the community. There are times that change is not necessarily good. Your vote and the votes of the other Stakeholders will determine whether this body functions well. This in turn will influence what the community will look like in the future.

All of the above is a lengthy preamble to something that I care about. Your vote is important and will influence what this community will be in the future. The job of being on this Board of Directors is one that should not be determined by a popularity contest. Rather you should consider the realities of the position and ask how each candidate for the position will be able to handle the skills needed to function. Following is a list of traits that I think are necessary to function as a successful Board Member:

- a) The willingness to serve. This job requires long hours. I typically put in ten to fifteen hours per week. Some Board Members put in more hours. You may be able to put in less hours but candidates need to be realistic about time commitments,
- b) The ability to see both sides of an issue. As an elected official you represent both those who voted for you and those who voted against you. Your goal is to improve the community for all. This may require you to vote against the side of an issue you would prefer be successful if you genuinely believe that the other position would be of greater benefit to the community.
- c) The ability to work with others whose background, perspectives and interests are different from yours. Our community is diverse. That is a good thing. You need to understand that the Board makeup is structurally designed to reflect that diversity.

- d) The ability to disagree on a point without being disagreeable. Civility goes a long way towards a successful experience as a Board Member.

Your vote is important. Read the candidates platforms to see what they say. If they have not been on the Board are the candidates specific as to what and how they plan to achieve their stated goals. If they are running for re-election see what they accomplished in their current term of office. I'm biased but I think several existing Board Members have done outstanding jobs this term. I think you owe them a second look to see what they actually accomplished before determining to vote for a fresh face.

What are your strongest skills and leadership qualities, and how will they be an asset to your work as a board member?

I think that the four traits I mentioned in my response to question # 5 are reflective of my view as to the strengths I admire and try hard to emulate.

What is one thing most people don't know about you?

I can't answer the question. I feel that I'm an "open book" and what you see is what you get.

Register to vote online (until May 31) at soronc.org/vote

Vote in person at the SoRo Festival, Sunday June 5, 11:30-3pm.