

JESSE “CHIP” NELSON

Business Owner

We need a dedicated, experienced, proven leader to be our councilmember – especially when our City and residents are facing unprecedented economic and social challenges.

Upon election, my primary goals are to maintain our City’s financial security and protect our city’s unique charm, open equestrian spaces and historical significance.

I’ll prioritize smart growth strategies to balance the need for progress with the preservation of our community’s unique historical identity.

I’ll ensure you’re always protected by the finest fully-funded police and firefighting forces.

I’ll support policies promoting:

- lower taxes;
- conservative fiscal policies;
- strong families;
- vibrant local businesses;
- reduced traffic;
- safe neighborhoods/parks.

I will oppose development of a dangerous, unpopular, large battery storage facility in District 1.

I am well qualified to serve. I am a business owner and for 24 years my wife and I have raised our three children in South Orange County. I have a proud record of community service, including years of service as a member of the board of directors – and as coach – in local youth sports organizations. I served as President of our public high school’s football booster program.

I’m proud to call San Juan Capistrano home, and I respectfully ask for your vote and support.