

**The Pleasanton Chamber of Commerce's  
Candidate Endorsements for the 2024 General Election**

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The Pleasanton Chamber of Commerce's Business and Community Political Action Committee (BACPAC) recently completed its "Candidate Review" process. BACPAC made its endorsement recommendations for the 2024 General Election to the Chamber's Board of Directors for final consideration. These recommendations were approved at the most recent Chamber Board meeting. Candidates endorsed include those running for Pleasanton's Mayor, two City Council districts, and the Pleasanton School Board of Trustees.

BACPAC's Candidate Review process is comprised of three distinct steps: the Candidate Questionnaire, which is the first document submitted; the Candidate Interview, an individual interview with BACPAC; and the Candidate Forum, in which all candidates come together to answer questions on economic development and community vibrancy, as informed by the Chamber's public policy agenda. This local public policy platform lists goals for the economy, jobs, water, public safety, business formation, fiscal sustainability, and more.

After our lengthy Candidate Review process was completed and after further discussion by the Chamber Board, BACPAC and the Chamber's Board of Directors endorse the following candidates for office in the 2024 General Election, to be held Tuesday, November 5, 2024:

- Mayor of Pleasanton: **Jack Balch** ([www.JackforPleasanton.com](http://www.JackforPleasanton.com))  
*(Outside of his presence as a current City Council member, Jack is a CPA and the CFO of Balch Enterprises. His professional life is focused on ensuring the financial health of his organization is sound. His knowledge of the risks involved with these decisions, combined with a thorough understanding of the critical financial choices we will have to make next year, makes him an ideal choice to lead Pleasanton. We are happy to endorse him as Mayor.)*
- Pleasanton City Council (District 2): **Valerie Arkin** ([www.VoteValerieArkin.com](http://www.VoteValerieArkin.com))  
*(Though we did not endorse Valerie in 2020, we have watched her leadership grow by using her voice to become a consensus-builder. Valerie has shown she is open to discussing important issues, listening to different points of view, and modifying her position when a convincing argument is made. This is the type of leadership we want to see consistently demonstrated by our City Council. Combined with her experience and knowledge of the critical issues we now face, we are happy to endorse her for another term as City Council member, District 2.)*
- Pleasanton City Council (District 4): **Matt Gaidos** ([www.Vote4Gaidos.com](http://www.Vote4Gaidos.com))  
*(As a Deputy District Attorney, Matt has spent years fighting to put criminals behind bars. He has a strong focus on ensuring the community he has lived in his whole life is safe for everyone. His current role as Chair of the Planning Commission has given him a close-up view of the many different economic development issues and activities happening in Pleasanton right now. He has a strong voice that he will use to fight for what is right for his district and the entire city. We are happy to endorse him for City Council member, District 4.)*

- Pleasanton Unified School District (Area 3): **Kelly Mokashi** ([www.VoteKellyPUSD.com](http://www.VoteKellyPUSD.com))  
*(Though we did not endorse Kelly in 2020 we saw that, after getting elected without our endorsement, she understands the fiscal issues confronting the PUSD. This knowledge is critical to helping address and overcome the fiscal challenge the PUSD faces, which affects students and their families. She is also acutely aware of the challenges inherent in the hiring and successful onboarding of a new Superintendent. Because of this, we are happy to endorse her for another term as a PUSD Board of Trustees member representing Area 3.)*
- Pleasanton Unified School District (Area 4): **Jenifer Flynn** ([www.VoteJenFlynn.com](http://www.VoteJenFlynn.com))  
*(Jenifer has spent years working in a leadership role within the school district. She has served in the PTA, currently sits on the PPIE Board, and is Vice Chair for the Budget Advisory Committee. She is also a former district employee and a parent of school-age children enrolled in PUSD schools. Her knowledge of the current budget issues and involvement in parent-teacher activities gives her a strong foundation to serve on the PUSD Board. We are happy to endorse her for the PUSD Board of Trustees representing Area 4.)*

The Chamber and BACPAC extend our thanks and gratitude to all who participated in our Candidate Review process! We applaud those who raise their hand to serve our community. Public service is a critical part of our way of life. All community members have an opportunity to participate and make a difference, but only a few answer that call. Thank you, Candidates, for stepping forward!

If you are interested in learning more about these candidates, volunteering for their campaign, or sending in a donation, please visit their campaign websites (which are listed next to their names).

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*The Business and Community Political Action Committee is a committee of the Pleasanton Chamber of Commerce. All endorsement recommendations made by BACPAC are subject to final approval by the Chamber's Board of Directors. Please contact the Pleasanton Chamber of Commerce for more information.*