

Hi <name> ,

The City of Coeur d’Alene is running out of money!* I need your help so I can get us back on track by serving as mayor. ** The current council is 98% there. With fresh leadership and bold ideas, together we can work it out. We only need to improve 2%. I invite you to visit my website www.bettercda.com to explore my ideas and vision for the city.

Come to the town hall Thursday, **October 2nd at 5:30 pm** in the library (community room). Bring your concerns and ideas so we can make CDA better! Finally, I need your **vote Tuesday November 4, 2025!**

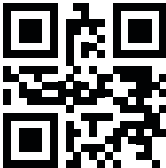
John Pulsipher for Mayor of Coeur d’Alene

*In ‘24-’25 the city spent \$2 million more than it took in and this year (‘25-’26) it is on track to spend \$1.8 million more than we collect, after a 3% and 4% property tax increase, respectively.

**I will not accept the salary: \$38,400 nor health insurance benefits.

“Coeur d’Alene benefited from good leadership for many years. It’s time for the next generation of leaders to stand on their shoulders, engage the citizens of Coeur d’Alene, and chart the future.”

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JOHN
PULSIPHER
Mayor of CDA

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