



# City of Grover Beach

**PRESS RELEASE**  
**FOR IMMEDIATE RELEASE**  
Thursday, December 6, 2012

Contact: Robert Perrault, City Manager  
Telephone: (805) 473-4567

## Grover Beach City Council Leadership to Change Hands

GROVER BEACH, CA — On Thursday night, December 6, 2012, **Mayor John P. Shoals** will be stepping down from the dais after 10 years of service on the Grover Beach City Council. First elected as a Council Member in 2002, Mr. Shoals served a total of six of those 10 years as Mayor. In 2004 and again in 2007, Mr. Shoals served as Mayor as a part of the rotational process then in effect for the Mayor's position. In 2008, Mr. Shoals became the first directly-elected Mayor for the City of Grover Beach and ran unopposed for a second two-year term in 2010. Following the completion of this second term, he has reached the term limit for the Mayor's position.

During his tenure in office, Mayor Shoals spearheaded a number of projects that assisted the City of Grover Beach in moving forward. Early in his City Council career, he supported the creation of the first full-time Fire Department and the completion of a joint fire services agreement with the City of Arroyo Grande. This agreement ultimately led to the formation of the Five Cities Fire Authority, which is providing comprehensive fire services to the three South County communities of Grover Beach, Arroyo Grande, and Oceano. In 2004, he led the Council in gaining approval for the Grover Beach Community Vision, which recognizes the City as a beach town destination capable of providing services to the year-round resident. Implementing the Vision document, the Council also adopted the Economic Development Strategy, the Land Use Element, and the West Grand Avenue Master Plan.

Perhaps the most significant accomplishment during this ten-year period was the development of the Grover Beach Lodge and Conference Center Project from a concept to a fully-entitled project that lacks only Coastal Commission review to become a reality. Upon completion of construction by Pacifica Companies, this 150-room hotel and conference center will serve as the cornerstone for future economic development. Other projects fostered by Mr. Shoals include: the Grover Beach Broadband Municipal Network and improvements to the West Grand Avenue Corridor. In addition, Mr. Shoals represented the City actively on a number of local and regional committees.

In stepping down from the Council, Mr. Shoals will be returning to private life to enjoy time with his wife Staci and to focus on his position as Senior Government Relations Representative with Pacific Gas and Electric Company.

Stepping into the position of Mayor will be **Mayor-elect Debbie Peterson**. Ms. Peterson will become the first directly-elected woman Mayor of the City of Grover Beach. Ms. Peterson has filled a Council Member position for the last four years and had previously served as a Grover Beach Planning Commissioner. An active Real Estate Broker, Ms. Peterson has a background in marketing and owning small businesses.

Joining Ms. Peterson on the dais will be first-time **Council Member Jeff Lee** and returning **Council Member Karen Bright**. Mr. Lee is a long-term member of the community who has served as the Parks, Recreation, and Beautification Commission Chair. Mr. Lee is currently employed as an engineer with the County of San Luis Obispo. Karen Bright was elected to her second four-year term on the Council. Council Member Bright has also been a long-term community resident and, prior to her Council service, Ms. Bright served on the Planning Commission and with several non-profit organizations.