

Pereira sees city as business

King City councilman owns a vegetable transplant firm

By **KIMBERLY CHASE**
The Salinas Californian

To Jeff Pereira, owner of King City Nursery, a city is a lot like a business.

Pereira, elected to a four-year term on the King City Council in November 2004, said the skills he uses in government are similar to those he's learned managing his vegetable-transplanting greenhouse.

"I enjoy the challenges," he said. "I enjoy fixing things."

As a member of the King City Planning Commission in 2003, he began to see problems in how the city was developing and decided that running for City Council would help him make a difference, Pereira said.

Since he joined the council, he said, the five-member council has faced such tasks as finding a new city attorney, dealing with lawsuits based on the city's redevelopment and improving the image of City Hall.

Pereira said his primary goal as a councilman is to help King City become financially stable. The council has balanced the 2005-06 budget, but he said he would like to see improvements in future spending as well.

"My goal is to some day have a balanced budget but also have a full staff and have everybody compensated for what they're worth," Pereira said.

New development plans are progressing well, he said, with the city planning to annex 1,000 acres east of town and possibly grow in other directions.

As at the nursery, Pereira said, he tries not to micro-manage people but remain aware of operations. In order to stay on top of local issues, he attends meetings of other governing bodies, including the city Planning Commis-



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Jeff Pereira, a member of the King City Council, stands in a greenhouse Nov. 22, at his company, King City Nursery, which grows vegetables for transplanting.

JEFF PEREIRA

n **AGE:** 37

n **POSITION:** Member of the King City Council.

n **JOB:** Has run King City Nursery, a vegetable transplant greenhouse, for 15 years.

n **EDUCATION:** Graduated from California Polytechnical State University, San Luis Obispo, in 1990, with a bachelor of science degree in agricultural business.

n **PERSONAL:** Lives in King City with wife Shauna.

sion, the Association of Monterey Bay Area Governments and the Farm Bureau, for which he is the south county director.

"I try to stay involved everyday, as much as I can," Pereira said.

But this councilman isn't all about work. He also plays guitar and sings in a the Shan Johnson band, which plays weddings and private parties in the area.

"Music is probably my passion," Pereira said.

Having grown up on a vegetable farm in King City, he now grows vegetable transplants, including cauliflower, tomatoes, celery and peppers.

Pereira said he's enjoying his political involvement so far and may run for another office in the future.

"I've lived here my whole life, so I was just giving back," he said. "I just wanted to help out."

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— Jeff Pereira,
King City council member

Contact Kimberly Chase
at kchase@gannett.com.