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**What are your top 3 priorities if elected?**

1. Address the violent crime issue in Peoria.
2. Create new jobs in Peoria
3. Balancing the budget without increasing taxes to the people.

**What are the key business issues in the city and what will you do to address these issues?**

There are many key business issues in the city today. They are as follow in no certain order:

Utility Costs, Education, Recruitment, Competition in a Global Economy, Technology Infrastructure.

I think the City of Peoria of Peoria should take more of an active leadership role in helping business grow and locate here in Peoria.

I think the COP is also responsible to see that the basic utility service prices are the most affordable to homeowners and business. Concerning the increase in electrical rates, the City should provide an option of purchasing from another entity. The Chamber has made an excellent move in this direction and I would like to see the city work with the Chamber to expand access to the program as far and wide as possible.

Education is a major element of business development and recruitment of people. We must have good K-12 schools in order to recruit people to our community. While the City of Peoria does not have any legal authority over the school districts in this community, we should establish scheduled meetings with the school districts to have open communication with them and assist them in ways they may need us.

I would like to see the City of Peoria work with Bradley and the U of I College of Medicine to establish additional PhD programs in engineering and science as a catalyst for future growth. Specialized training and certifications related to super computing applications are needed at our community colleges as well. We must be responsible for helping our businesses prepare to compete in a Global Economy.

I think the COP should include fiber optics as basic infrastructure in our City. This is a basic essential needed to support the knowledge economy. I will spearhead a study to prove that installing fiber optics in key parts of our city will provide revenue growth and quality job opportunities.

I think the COP businesses have a major opportunity to be one of the leading cities in the US and World. We must take advantage of the I-wire brought down here by

Representative Leitch. This is the most significant thing done our community to make us part of the knowledge economy. We need a city councilperson to be a knowledgeable expert and advocate for using the educational, scientific and professional assets we have here to capitalize on those resources to firmly establish Peoria as a regional leader in the nation in the emerging Knowledge Economy. Few communities in the United States have the combination of resources necessary that we already have regarding what it takes to be a leader in the prosperous Knowledge Economy. Few communities therefore have the opportunity we have if we maximize utilization of these resources. We should strategically expand even further on what we have in ways such as working with our universities to establish more PhD programs. We need to offer PhD programs in engineering and sciences in Peoria. We must also include other special certifications and degrees that allow us a community to develop around super computing applications. We must work with the institutions in our community help them achieve that goal. We will need to recruit PhD level engineers and scientists that can utilize super computing technologies.

**What will you do to make Peoria city government more effective?**

**I will use my skills as a successful business entrepreneur and my Executive MBA to be a force on the city council for upgrading business practices and seeking the most efficient methods of delivering services. My education combined with my real world business experience will enable me to continually evaluate the efficiency level of city departments and agencies. I will work with city employees and my fellow council members and the mayor to thoroughly consider better ways of providing service to citizens and seek cost savings everywhere possible.**

I think the City of Peoria can look for opportunities to eliminate duplication of efforts with other Peoria bodies of government for the purpose of reducing unnecessary expenses.

I think the City should continue to make everything available by internet including bill payments.

**What do you believe needs to be done to make Peoria City Hall more business friendly and how will you accomplish that?**

I believe that Customer Service is a function of City Hall. I believe in order to have good customer service the whole organization must have a change of mindset by establishing a service mentality. Methods of Customer Service must be taught and continuously reinforced to city management. Employees of the city must be rewarded and disciplined for their customer service behavior. Customer surveys must be available to citizens/visitors who interact with employees of City Hall. The customer survey results must be compiled by a third party. The top leadership must have a customer service rating included in their performance reviews. City Hall must also be staffed appropriately with well trained personnel in the areas that demand the most interaction with the people.

I will work with other council members and the mayor to foster a service mentality throughout city government that is essential to support growth opportunities in Peoria.

**What do you see as key budget issues facing the City of Peoria? Would you consider alternate sources of revenue other than a real estate tax increase? If so what alternate source do you prefer?**

The City of Peoria is faced with expenses that have been increasing every year and revenues that are stagnate or with slight annual increases. The City of Peoria must prioritize our expenditures and focus on increasing revenues through growing businesses and people in our community.

The only real way to sustain funding for essential and valuable city services is to foster a growing economy. City leadership can take a leap forward in spearheading efforts to capitalize on the resources we have and work with our education institutions and businesses to add additional strategic assets to compliment what we now have. We must have a committed, experienced and knowledgeable city council person as the resident expert and advocate making optimum use of those assets we now have. Some of these efforts will be a marketing job to trumpet what we have and also to increase utilization of those assets, and some of the efforts will be working to add the community assets necessary to economically soar as a community.

If we succeed in this endeavor, our citizens as well as city government will have significant income growth.

Raising taxes or fees will be counterproductive for economic growth. Doing so may temporarily increase city revenue but new taxes and fees ultimately always causes a decrease in economic activity. We cannot have higher property taxes as surrounding communities will then be more attractive areas to live in. We cannot increase business taxes or we ultimately have fewer businesses.

The win-win approach is to position and market Peoria for all it is as a leader in the emerging Knowledge Economy to capitalize on our resources and prosper as a whole community.

**What is your opinion on the Heart of Peoria Commission's proposed form based code for targeted areas of the City?**

The Heart of Peoria Commission's proposed form based code for areas of Peoria is a well thought out plan. The process has been very thorough and has included expert consultants, local government, developers and most importantly Peoria citizens and businesses from those select areas. The form base code provides a vision and a process for developing areas which provides long term stabilization. I believe form base code is an excellent way to recruit employees and business to these areas because it says we are planning, developing and investing into an area, and here is what it is going to look like when we are finished.

**How will you work to develop and maintain a cooperative and intergovernmental relationship with other local units of government, particular that of the Peoria County and Peoria Public Schools?**

It is important that the City officials must maintain open communication with other local units of government. There are many issues that can come up when both parties have a valid concern but only one may be legally responsible. Before making any decision it is important to meet and hear the concerns of all parties. Listening is every bit as important as talking when dealing with other government entities. Regular consultations will lead to a better understanding of the concerns and objectives of these other elected bodies. Ultimately our objectives intersect and with a spirit of cooperation we can achieve a more harmonious unity of purpose.

**What do you think the City should do attract and retain business in the City?**

I believe the City of Peoria currently has some excellent programs to attract and retain businesses such as the TIF, Business Development Fund, the Enterprise Zone, and Facade Improvement Program.

I think the City of Peoria can attract and retain businesses by taking a greater role in leadership in economic development and better communication with business in the city. When we accomplish these two things, better use of infrastructure and programs to attract and retain businesses will occur.

Global economics has changed America. Our city does not have an adequate strategy to lead us through this from a city/community stand point. I believe planning with our business is crucial at this time.

**What is your position on the use of cumulative voting for the at-large council positions?**

People need to understand the origins of cumulative voting for the at-large city council positions. Cumulative voting was a hard fought victory in Peoria by civil rights activists. Many still believe it is essential for balanced representation on the city council of all the people of our city. Some make the point that cumulative voting has outlived its usefulness. Before any steps are taken, it is imperative for the city to embark on a listening tour of the city to listen to the concerns of citizens throughout the city on this matter. Those in authority need to be made fully aware of all potential consequences of changing this system. Attempts to change the system may lead to expensive court litigation. We need more unity in Peoria and I intend to strongly oppose any effort which will lead to more divisiveness or disenfranchisement. Until systematic open hearings are held and every aspect of changing the system is examined, I will oppose changes to the current system.

What is your position on City funding for the Economic Development Council of Central Illinois?

I believe that the City of Peoria can work with the Economic Development Council of Central Illinois and participate in funding programs or studies that are needed for the City of Peoria.