

Greater Madison Chamber of Commerce Alderperson Candidate Questionnaire

Please tell us about yourself.

Your Name: *

Sheri Carter

Aldermanic District: *

14

Current Home Address: *

3009 Ashford Lane

Email: *

[REDACTED]

Phone: *

[REDACTED]

Campaign website, if any:

www.shericarter.org

Social media (Twitter, Instagram, etc.) handles, if any:

n/a

Past education and work history (question optional; alternately you may send résumé to brett@madisonbiz.com)

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Instructions: Please state your position on the following issues. Please limit answers to 100 words. Any answers exceeding the word count limitations will be cut after 100 words.

If you have filled out this questionnaire before, you may skip starred** questions or modify previous answers to those questions. If you skip starred answers on this questionnaire, we will re-publish your 2017 answers.

****1. Why are you seeking this office?**

I am seeking the office of District 14 Alder to continue to serve South Madison. I am proud to represent a district that is diverse both in language and ethnicity. I want to continue to bring the voices of my constituents to the table, working together with the City and private partnerships to find solutions. I will continue to work on several fronts: community sustainability, racial inequities, environment, and homelessness. My vision is to increase economic development, post high school education, and/or certification, and entrepreneurship. This is what motivated me to run initially and still drives me to serve my district today.

****2. What in your background or experiences qualifies you to understand the unique needs facing small businesses?**

My professional experience is in administration within the following areas the legal system, health services and social service industry. I have worked with non-profits and small businesses both newly form and established. I understand the challenges of uncertain funding, managing a small staff, seeking affordable insurance, and grant funding. This is the same experience almost every non-profit and small business deals with every day. I want to do what I can to provide every small business the opportunity to increase their capacity.

****3. What are the most important issues the businesses in your district face?**

The businesses in my district face two challenges; disparity and opportunity. The economic investment that other part of the city has experience has not come to District 14. One factor in the delay in economic investments is the lack of a comprehensive plan for South Park Street from the Beltline to Wingra. South Madison will only reach its' full potential once a comprehensive plan is in place, and in turn South Madison will become a thriving community. With that said, I have worked with several businesses that relocated to South Madison and have plans to expand their workforce. Madison College establishing their South Campus is a game changer for South Madison and the future of businesses that will relocate to the area.,

****4. What is your perception of Madison’s business brand? How do you think business in Madison is perceived locally, statewide, and nationally?**

Madison’s business brand is perceived as forward thinking on all levels. We are increasing the tech field in Madison to rival those on the West Coast. Our medical field is renown throughout the nation. Our art community is thriving and making in roads to national and regional acclaim. We continue to be a great place to live and work according all the rankings.

****5. How can the City of Madison best attract and retain a diverse and talented workforce?**

We need to look at this effort from various viewpoints. We need to look at where the next generation are living; if the trend continues, they are choosing a vibrant, livable urban setting. Furthermore, we must improve our public transit system which is attractive to the urban dweller. Next, we need to established opportunities of advancement from entry level to mid-careers in the urban areas. The City will need to have public transportation to the outer rim where the job centers are moving. Finally, we need to have what is important to the workforce – flourishing schools, transportation, recreation-arts-entertainment for a diverse audience and housing.

6. How can the City of Madison build an inclusive economy and ensure the advanced industries accelerating here provide opportunity for all?

The City will need to commit to both supporting the growth of advanced industries and ensuring that there is an opportunity for training for both young adults and adults re-entering the workforce. In addition, the City will need to continue their commitment to working with those organizations that provide job ready training. Finally, a shared commitment from the industries to provide entry level jobs at a living wage.

7. With Madison's economic momentum, a continued focus must be placed on infrastructure improvements. What strategies would you recommend for the city to meet the diverse needs of worker mobility and housing?

The City transit system cannot meet the needs of a growing City unless the transit infrastructure is expanded to accommodate the needs of the customers and businesses. Both the East Washington and Nakoosa facilities are on course for renovations/ improvements and will allow for additional buses to be purchased. In addition, the implementation of the BRT (Bus Rapid Transit) system will increase the capacity of the current system while decreasing the ride times. The City will need to continue their commitment to increase affordable housing throughout Madison.

8. How do you define economic development? Please elaborate.

Economic development encompasses housing, employment, living wage, public transit, opportunity for business, and investing in sustainable communities and education.

9. The 115th Fighter Wing of the Air National Guard is an important driver of the Madison economy, providing an annual economic impact of over \$100 million, emergency and fire services for the Dane County Regional Airport, and over \$1 million in tuition assistance to area student guardsmen. Do you support the Wing as it seeks to continue its mission by acquiring next-generation F-35A jets? Please explain your answer.

Yes, I will support. The economic impact, the creation of jobs, and the options for student guardsmen to advance their education by taking advantage of the student assistance program

10. If offered an endorsement from the Greater Madison Chamber of Commerce, would you accept it? *

Yes

No

By submitting this candidate questionnaire, you agree that the Greater Madison Chamber of Commerce may publish it with the intent of sharing it with its membership and the general public. *

I acknowledge that the Chamber will publish my answers to this questionnaire

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