

# Greater Madison Chamber of Commerce Alderperson Candidate Questionnaire

Please tell us about yourself.

Your Name: \*

Erica Janisch

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Aldermanic District: \*

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Current Home Address: \*

5305 Raymond rd, madison, wi 53711

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Email: \*

[REDACTED]

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Phone: \*

[REDACTED]

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Campaign website, if any:

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

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

Bachelor of the arts degree in history, University of Wisconsin-Green Bay. Will send resume

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## Greater Madison Chamber of Commerce Alderperson Candidate Questionnaire

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?

As a stay at home mom my main concern is taking care of my family and community. I want the neighborhood we live in to be safe, family friendly, and all our children to receive the best education possible.

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

I come from a very small town in Wisconsin called Phelps. I have seen first hand how tourism effects small businesses. The majority of our business happens in the summer and if tourism was low then families struggled all year long financially and emotionally.

I also worked for a small family owned business, in Land O' Lakes, to get through college. It business wasn't good then I risked not making enough money to pay for tuition and books. I have seen dozens of families, some of them my family, lose their businesses and pride.

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

In our district over 70% Of school aged families are low-income. These families are unable to pay the higher prices to shop or eat at local businesses. Therefore, they are forced to shop and eat at big box businesses.

We also don't have many minority run businesses. The majority of school aged families are minorities and I feel the businesses in our district should reflect that.

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

My perception of Madison's business brand is small businesses that offer unique products and experiences. Every business offers quality and has upstanding customer service. I believe the local and state perceptions are similar to mine. They think the businesses are unique, organized, small, and friendly. When I talk to friends and family that live in other cities throughout Wisconsin they always mention the farmers market and the unique businesses. They want to know more about them and where they can get their products. They love the restaurants that offer one of a kind experiences. Locally, people love going to small breweries and coffee shops. They love the shops downtown. It's a place where you can do something different each time even if you live here.

Nationally, the perception is we offer a variety of unique foods and beverages. We are run by small farms that offer organic Fruits, veggies, and meat. We have shops that are Madison specific and we are kind and out-going.

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

The City Of Madison can attract and retain diverse and talented workforce by creating affording housing and offering social programs for minority children. I spoke with an African-American woman who works for MMSD. She came from Chicago and wants to go back. It's expensive to live here and her children don't have much to do outside of school and most extracurriculars are expensive.

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

The City Of Madison can build an inclusive economy and ensure the advanced industries accelerating here by, once again, creating affordable housing and programs for those who either have families or want to start families. Without people who want to work and live here we won't have much of an economy. We also need to make products and services more affordable and offer a better transit system so people can travel further to receive products and services.

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## **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 strategies I would recommend for meeting the diverse needs of workers mobility is working with the Metro system to provide additional routes outside of downtown and offering additional times. We can also look into ride share programs. Also, we need to work on the qualities of the roads. People don't want to drive on bad roads that ruin their cars. When it comes to housing we need to create affordable housing. It's too expensive to live here alone, much less raise a family here. We also need to change people's perceptions that certain neighborhoods are "better" than others.

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

Economic development is creating jobs and expanding on the pool of qualified candidates, especially diverse candidates. A strong economy should improve people's quality of life by growing incomes and providing opportunities. Economic development means creating an economy that is sustainable for the next generation.

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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.

I absolutely support the Wing as it seeks to continue its mission. I am the granddaughter, daughter, sister, and wife of combat veterans. I have seen first hand the positive economic impact military opportunities have on families and communities. My husband is currently in college and utilizing his GI Bill. I feel this would be an amazing opportunity and allow not just individuals, but whole families, to grow roots in Madison.

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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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