

**Citizens for a Fair Ferndale
Candidate Forum
Saturday, October 26, 2013
12:30pm - 3:45pm
Ferndale Public Library**

Mayoral & Council Candidate Questionnaire

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1. Why did you decide to run for Mayor/Council?

I am already "out there" in the community as one would want a Mayor to be, but I can be even more effective with the resources and position that being in office could provide.

2. What is your vision for Ferndale? Over the next four years? Over the next ten years?

Over the next four years: greater economic self-reliance as a city and for our residents and businesses; a stronger sense of community between neighbors and neighborhoods, both sides of Woodward, and businesses and city government. Over the next ten years, because it must be part of a regional solution: improved transportation to better link us with jobs, customers and other communities, and therefore need for only one parking structure, which will exist.

3. What two (2) things are you going to do that will bring your vision to reality?

Create a "trialogue"--communication between residents, businesses and city government--with more and clearer information between all three. Inform and educate residents and the business sector of ideas gleaned through resources, including staff expertise, organizations, conferences. regional collaboration, and from them.

4. Of all the issues facing Ferndale, what two (2) would you give top priority and why?

"It's the economy" again and obviously--to prevent having to extend the Headley Override. And communication, as I stated above--as I campaign, I am repeatedly answering questions that should have been explained clearly by city council and staff--the residents can be an active part of the solution but must not be kept in the dark.

5. Ferndale prides itself on an active citizenry.

A) What two things would you tell someone who "just wanted to help", or who "just wanted to get involved"?

First, I "interview" them about their interests, background and abilities and I suggest matches. Secondly, I explain that many entities--the library, DDA, Chamber, school districts, organizations such as CFF--have committees and projects and the city has boards and commissions they could apply for, and, as mayor, I could appoint a greater diversity to them.

B) Please list and briefly describe three (3) resources (print, electronic, or otherwise) that residents who want to get involved should go to for ideas, background, facts or figures:

FerndaleI15.com (now oaklandcountyI15.com), the DDA website, the city website at http://ferndalemi.gov/Services/Community_Partners. (The library once had a print document of area organizations, but parts of the websites could be printed off there.)

6. How do you see the council and other city leaders continuing and enhancing communication and collaboration with other organizations, municipalities and our school district? Please offer specific examples.

During council meetings: welcome audience members to and at the podium, practice "active listening," provide clear explanations and a direction for possible solutions and encourage persons to speak about their answers and ideas to current challenges. As mayor, I will also set up regular coffees and town hall meetings.

Continue, as I have, to attend meetings and attend and volunteer at events of both school districts, neighboring municipalities, local organizations, plus to report back at council meetings and coffees.

7. Please explain the importance of the city's Master Plan. Is it still relevant in this economic climate? When and how should it be reviewed?

This is a very timely question. The Master Plan is to be reviewed every 5 years and the current one was released in summer, 2008. Some "plans" have been achieved, some have been neglected or ignored, including ones that "sounded good" on paper. Especially in this economic climate, it needs to be reviewed and adjustments made. For the last one, a consultant was hired. I'm sure our Chief Innovation Officer can adapt the methods and surveys it used to our current situation. Most importantly, we need much more citizen involvement than "3 to 20" participants at the meetings.

8. The Ferndale City Council just passed a Good Neighbor Civility Resolution. How would you as Mayor/Council Member promote the message of civility in Ferndale?

First, by welcoming people to and at city council meetings as I wrote above.

Neighborhood Mediation--I arranged a program about it years ago. A neighbor and I used it (but drove 14 miles to get to it). It dramatically reduces police calls for such disputes and builds community.

Continue to wear my button--I have been asked about it often since I put it on the name tag I almost always wear. "Glad you asked!"