

Greater Madison Chamber of Commerce Alderperson Candidate Questionnaire

Please tell us about yourself.

Your Name: *

Lee Lazar

Aldermanic District: *

13

Current Home Address: *

1906 Vilas Ave., Madison, WI 53711

Email: *

[REDACTED]

Phone: *

[REDACTED]

Campaign website, if any:

TBD

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

@LeeLazar on Twitter

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

I am currently employed as a commercial insurance agent with Associated Agencies, Inc. out of Rolling Meadows IL and have worked there since March 2009. I have not produced a resume since 2003, so please pardon my long response here!

Undergraduate Degree - Bachelor of Arts in Economics and English from the University of Michigan, class of 2000.

Graduate Degree - Masters of Business Administration with a concentration in Financial Analysis from Depaul University, class of 2006.

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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 a citizen of Madison's District 13 submitting my candidacy for elected office in order to serve my community. I intend to be a responsive and transparent alder in all my dealings. My priority issues are:

- a) To responsibly manage development in support of Madison's growth.
 - b) In my immediate neighborhood, I am 100% in support of the Edgewood stadium project.
 - c) Use my position as Alder to promote equality within my district and across Madison.
 - d) Run as close to a zero dollar, zero waste campaign as possible.
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****2. What in your background or experiences qualifies you to understand the unique needs facing small businesses?**

I work for a 128-year old family business and help my clients on a daily basis with these "unique needs." Besides insurance, I am well versed in licensing & permitting & dealing with all forms of bureaucracy, managing cash flow, the effect of a major municipal construction project on business (Monroe Street and beyond), disaster recovery, marketing, social media strategy, hiring and group benefits strategy, and more. My career is built on foreseeing the unique needs of my clients and then responding to the unforeseen catastrophe that hits when and where you least expected it.

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

District 13 businesses face high rents on poor commercial/retail real estate stock that is badly in need of redevelopment. I am the candidate best suited to help responsibly manage the inevitable growth, development, and increase in density coming to our part of town.

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

Madison is perceived right now, unfortunately as an outpost of ultra-liberalism and high taxes. I want to change that. Madison is a start up nexus, a favorable place to move a corporate headquarters where high-level talent can be acquired from within or without, and in my opinion with companies like Trek, Saris, and more, it should be a worldwide center for the manufacturing and marketing of active lifestyle products.

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

Madison needs to keep adding corporations that will bring high-paying jobs to the community. In addition to the startup culture and active lifestyle products, I would like to see an accelerated push to support health tech companies.

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

Truly the economy will be inclusive once the schools are. It starts at the ground level there. The City should celebrate its most inclusive employers, and if possible, offer incentives and opportunities for companies that are dedicated diversity and equality. I am not a trained social justice warrior (yet) and one of the things I hope that the organizations offering endorsements and support to elected officials will do is help guide us in this realm. Anyone running who things they have all the answers to this is a phony candidate.

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?

1) We need local incentives for the creation of affordable housing, and education for developers on the use of tax-exempt bonds for the funding of these projects.

2) Parking prices downtown need to be increased substantially where they can capture a higher willingness of the user to pay, and compel others to choose alternative transportation. This will create a higher value per parking space, and make developers more willing (less unwilling really) to create additional capacity.

3) Everyone in Madison wants the rail that Scott Walker tanked.

4) All new developments on the periphery of Madison should include road improvements where needed, negotiated between the city and developer with each party footing an appropriate portion of the bill.

5) MOST IMPORTANT - The city must do a better job preparing for future extreme weather events like the storms that led to flooding this past summer. These will only increase in frequency and severity in the future.

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

Economic development is characterized by increasing net output and business profits with employee wages and standard of living improving at a similar rate.

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 support the Wing as it seeks to continue its mission by acquiring next-generation F-35A jets. I believe the economic impact will be positive, and in a geopolitical environment growing ever more unstable, I am in favor of modern defense capabilities being close at hand to defend our community. If the military believes that Madison has ability to build the infrastructure and is located strategically to support these aircraft, I am in favor.

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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