

Greater Madison Chamber of Commerce Alderperson Candidate Questionnaire

Please tell us about yourself.

Your Name: *

Lindsay Lemmer

Aldermanic District: *

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Current Home Address: *

5405 Sudbury Way

Email: *

[REDACTED]

Phone: *

[REDACTED]

Campaign website, if any:

lindsayforalder.com

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

https://www.facebook.com/lindsayforalder

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

Will send my resume.

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?**

Madison is growing, yet failing to address ongoing disparities. The great opportunities Madison has to offer are only available to some of us.

We need to support a strong middle class, a growing economy, and infrastructure to make Madison a great place to live and raise a family, now and into the future.

I will prioritize the issues voiced by my community:

- * Options to make it easier to rent, own or stay in a home in Madison.
 - * Make our communities safer and stronger and increase opportunities for everyone.
 - * Champion investments that will prepare Madison for continued growth, such as public transit.
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****2. What in your background or experiences qualifies you to understand the unique needs facing small businesses?**

I would use the skills and knowledge I gained earning my Master of Business Administration to help me to understand your needs and priorities, while being a careful steward of public tax dollars, and ensuring financial responsibility and equity in city projects.

My expertise in communications, engagement and strategic planning would be useful in continuously engaging the small business community and the Greater Madison Chamber of Commerce, to make sure your voices are represented.

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

District 3 is largely residential, and has a mix of businesses, with a larger concentration of light industrial, professional and services businesses. Madison's housing boom has had uneven consequences on our city, and the Acewood Boulevard area has suffered from a declining market and customer base. Retail and other businesses have moved on over the last few years. Online shopping and new options in more competitive areas reduced the available business in the area. I would work with property owners, neighbors, developers and city planners on more modern and competitive business options that are projected to do well in this location.

****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 viewed generally as an attractive place for businesses, but there is a great deal of work to do. We have a welcoming city with beautiful green spaces and trails, a shocking array of restaurants, a thriving art community, unparalleled summer events, unique and fun local businesses, and community that seeks to foster an entrepreneurial spirit. We also have serious disparities, meaning only some of us get to enjoy the positive aspects of this strong brand. This must be addressed. Likewise, Madison is also seen as a sometimes difficult place to do business due to planning issues and conflicts.

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

We need to focus on strategies to help Madison be an even more attractive location for young adults, and move the city to be more inclusive and accessible. Prioritizing our public transit system is one such move. Our bus system doesn’t reach many parts of our city, and stops service early in the day for many areas, making depending on it an option only for people living in more central parts of the city with specific schedules. Investing in improving our public transit, including supporting Bus Rapid Transit will make our city much more accessible, navigable and inclusive, while making Madison an even more ideal place to start a business. Additionally, we need to consistently apply strategies to improve its equity and inclusivity to bring more voices to the table.

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

Attracting and advancing a diverse community is what will make Madison a great city as we continue to grow. The City of Madison is becoming more diverse but experiencing serious, persistent racial disparities. We should strengthen training and educational programs for youth and underserved communities and connect these programs to the businesses in our community providing these “good jobs” as stated in the Connect Madison plan, and work to encourage and expand these partnerships. I would also like to see the city continuously engage the Black Chamber of Commerce, the Latino Chamber of Commerce, and WWBIC.

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?

Keeping our infrastructure in good condition and ensuring everyone has transportation access is of key interest to me, as is confronting our housing crisis. I would prioritize making affordable and market-rate housing more available. People are gravitating to renting in walkable areas. I would look for opportunities to incentivize landlords and management companies to make renting their apartments - and being able to stay in them - a possibility for more people. We should continue encouraging mixed-use developments that include both apartments and retails. Fully utilizing TIF funding is critical. My MBA will help me address this in a fiscally responsible way.

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

Economic development means everyone gets access to the great opportunities Madison has to offer. It's more than just growing our economy. It's our middle class growing, not just increases of the least and most wealthy, which is unfortunately what has been happening. Economic development is bringing everyone to the table, supporting initiatives that foster equitable growth development, and making strategic investments to make sure our businesses and workers are able to thrive, now and into the future.

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.

The collaboration, years of perseverance, and passion displayed by those who worked so hard to bring the 115th Fighter Wing to Madison is inspiring. The economic benefit is clear, and the data from the Noise Abatement Subcommittee shows that the noise complaints voiced in response to military aircraft are low, particularly compared to those for other types of aircraft. I've heard mixed - and strong - opinions from my community regarding the jets. I look forward to seeing the environmental impact statement in order to make a fully informed opinion.

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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