

# Madison Council Candidate Questionnaire

The first section of the questionnaire is for your basic contact information and campaign media

Candidate Full Name \*

Barbara Harrington McKinney

Aldermanic District \*

District 20

Home Address \*

[REDACTED]

Email Address \*

[REDACTED]

Phone \*

[REDACTED]

Campaign website (if applicable)

[info@BarbaraMcKinney4Madison.com](mailto:info@BarbaraMcKinney4Madison.com)

---

Social Media (Facebook, Twitter, etc.) accounts, if any

<https://www.facebook.com/BarbaraMcKinneyMadisonAlder20>

---

## Questionnaire - Part 2

Please state your position on the following issues.

Please limit answers to 500 words (approx. 3,500 characters). Any answers exceeding the word count limit will be redacted after 3,500 characters.

If you have completed this questionnaire before, you may skip any question that is not starred (\*\*) unless you would like to modify or update an answer submitted in a prior year. If a question is skipped, we will re-post the most recent submitted answer in its place.

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

Unfinished Business I care about the City, I care about the residents in this District District 20 is a district that is culturally diverse Madison is ranked as one of the best places to live I am running to support a city that is inclusive, innovative and thriving for all I welcome engagement and involvement of all voices

---

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

My education, experience and volunteer work have uniquely prepared me to understand challenges of being a successful business owner. I was an independent business owner for over 10 years as a financial services advisor. My customers were educators and employees of 501(c)3 non profit organizations creating retirement plans. As a small business owner, I was a self creator of opportunities to attract, enroll and keep clients. Growing a small business was challenging. Often struggling with lack of capital and cashflow. Commission based business owner.

---

### 3 What are the most important issues facing businesses in your district?

District 20 was impacted by the 10 year Redistricting. Currently, District 20 would not qualify as a Tax Incremental District as, it has no significant engine generators. It would be interesting to have the Chamber research what were the possibilities of business development in the newly created District 20.

---

### 4. How do you define economic development? Please elaborate.

Textbook definition of economic development Helps communities to maintain, improve, create, retain, connect; focus on growing local economies to in increase the quality of life

Economic development in practical and lived experiences is the Urban League's new Black Business Hub, to assist disadvantaged businesses and entrepreneurs to increase their quality of life The Home Ownership program that offers low interest loans and down payment help to families so they can build wealth and create a sense of belonging I define economic development as investing in opportunities to create generational wealth which can be passed down from one generation to the next Addresses inequity where women earn only 83% of what men earn; the gap even worse for women of color

---

### 5. What is your perception of Madison's business brand? How do you think Madison is perceived locally and nationally?

Everything matters. I read that the three ways to build wealth is to accumulate it over time: make money, save money, invest money. The top 5 employers in Dane County are UW-Madison, UW Health, State of Wisconsin, Epic Systems Corp, and American Family Insurance. Madison Region Economic Partnership Entrepreneurs launch very successful start-ups and has an excellent business brand. Madison is entrepreneurially driven. My perception forecasting for Local Madison is not as great for underrepresented populations. I voted for the Public Market, only because if offered minority business owners opportunity.

---

6. How can Madison best attract and retain a diverse workforce?

Madison must own its problem. We say that community engagement is welcomed, and involvement of community voices are welcomed, but are they? Not merely diversity in skin color and gender; but also diversity of thought. Difficult conversations related to sustainable funding, defined goals to reduce disparities. We do better when we work together. I often feel there is a carefully crafted agenda, and a lack of transparency to keep people intentionally uninformed. Our city is growing rapidly, projected approximately 70,000 new residents annually over the next two decades. Apartment density, market rate housing cost more than the average worker can afford. Increased pay (livable wages), building housing that is accessible and affordable.

---

7. What strategies would you recommend for the city to meet the diverse needs of workforce housing?

---

\*\*8. In what ways can city government support entrepreneurs of color working to start and grow an emerging business in Madison?

Programs that support workers, training, development, mentors. W

---

\*\*9. What is your assessment of Madison's transportation system? What priority improvements are needed to support mobility for a growing workforce?

Safe, affordable, accessible public transportation is essential for a growing workforce. Bus service should be available to everyone. Transit mobility should be more frequent and direct but not at the cost of limited stops and a smaller service area. Everyone needs accessible buss service. But is the new BRT concept the best answer? Is it really reaching the communities of greatest need? When the generous federal dollars are spent. how will Madison hand its structural deficit?

---

**\*\*10. A challenge that often comes with growth are issues impacting crime and safety. Some of these challenges are real; others perceived. In either case, it impacts livability and our ability to recruit and retain talent to Madison. Do you view Madison as a safe community and what is the Common Council's role in building safe communities?**

I support investing in resources that create healthy, safe and sustainable neighborhoods. Prioritize community policing and partnerships to reduce crime and disorder. At any given time, the west district has about 6 officers working patrol for 60,000 residents. We need to support a properly-resourced police department as an investment in our city. Residents should feel safe in their community. The Council should support BWC. Many residents view Madison as becoming unsafe.

---

**\*\*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 the Chamber will publish my answers to this questionnaire.

This form was created inside of Wisconsin Alumni Association.

Google Forms