

Madison Council Candidate Questionnaire

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

Candidate Full Name *

Katherine Pedracine

Aldermanic District *

14th District

Home Address *

[REDACTED]

Email Address *

[REDACTED]

Phone *

[REDACTED]

Campaign website (if applicable)

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

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?

I am looking to see how I can make a difference in my community by making myself available to do the work needed to make change I have concerns over transportation, parking, safety and security for our neighborhood

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

As a business owner myself, I am very aware of the day to day struggles of a small business owner. We face employment struggles, financial struggles and the biggest struggle is navigating the services provided, as being a small business qualifying can be difficult. There are the requirements of having employees, having enough employees, providing benefits as well as reasonable working salaries and still have cash to run the business. These items in themselves is something all business' face, although small business owners have more restrictions.

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

I am a property owner and work as the Property Manager for a senior and disabled property. The most important issues we face at this time are safety and security. We are having the homeless population preying on the residents as well as damaging the properties. The difficulty is being able to provide a sufficient means to remedying the problem and maintaining the implementation of the solution. I see small businesses trying to stay afloat although because of the increase in the costs of supplies and the ability to get the supplies, as with most businesses these days revenue is down and they go out of business. Another issue is the ability to get reliable employees because it's unaffordable to pay a living wage, it becomes the circle again because people lose their jobs, then their housing and now unemployed and homeless.

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

I see economic development as a way for all in the community to thrive. The small businesses in our city need some assistance with hiring. At this time everyone is struggling financially, especially small business, as hiring employees at a livable wage when revenue is down is a major difficulty. There could be a fund created for small business' that hire a specific number of employees and the fund would help offset cost of livable salaries and benefits (medical insurance, life insurance, ect) for a limited time frame, twelve (12) to eighteen (18) months while the business regains its stability. I believe the more people that are gainfully employed helps our tax base that provides money for our public services and in that way we assist the community as a whole.

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

Madison's business brand to me portrays a pretty diverse atmosphere in what is all offered within our city. Our city was listed as one of the best cities to live and raise children, even though there is the perception all of our college kids are waiting for a party to break out. As a black woman and business owner my associates both locally and nationally perceive Madison as non inclusive, meaning there are different standards for different people. Madison is difficult to thrive in as a small business owner.

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

I believe we need to open our views and become more inclusive of the business' and entrepreneurs we encourage and promote. I believe we can retain a more diverse workforce if we provide sustainable wages for everyone as well as affordable housing. The people need a livable wage to afford housing, without housing it becomes a vicious circle.

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

I would recommend the city create an affordable housing program for individuals that are working although not making a sustainable wage to afford housing, to ensure the ability for these individuals to maintain their employment. I believe we have enough housing facilities not in use at this time to create this environment as all of the current housing developments are out of reach for individuals making minimum wage or substandard wages.

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

We can hire more individuals of color to better diversify the individuals that are making the decisions of who we courting as entrepreneurs looking to come here and grow their business. We need to open the lines of communication and have the hard conversations on what it is that is keeping people of color from coming to our city, so we can make the change and show we are an all inclusive place to come and grow your business.

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

Madison's public transportation system is somewhat ineffective at this time. I believe we need to look at the possibility of creating a system that is more in line with what the community (including the complete city) needs. Work hours vary significantly and numerous locations in the Madison area don't have public parking available. This is a significant problem and from what I have read there is to be a reduction in the number of routes we currently have, this will create more transportation problems for the individuals that depend on public transportation.

****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?**

Madison can be a safe community, it really depends on where you are in the city. Some areas are more safe than others, although because people are becoming more desperate to maintain just day to day needs the city has some safety concerns. I don't like to keep harping on the same thing although a lot of it has to do with the homeless population and the increasing need for affordable housing. We are seeing large numbers of people out of work and this eventually sends them to homelessness and once there it is difficult to find your way back. I believe the Common Council's role is to provide, within the budget, monies to support the programs put in place to assist individuals with needs. We as the Common Council need to have our ear to the ground to know what is needed and begin the process of finding resources to assist with the community needs.

****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