

# Madison Council Candidate Questionnaire

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

Candidate Full Name \*

Mara Eisch

Aldermanic District \*

10

Campaign website (if applicable)

[www.maraforalder.com](http://www.maraforalder.com)

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

facebook-Mara For Alder; twitter #maraforalder

## Questionnaire - Part 2

Please state your position on the following issues. Please limit answers to 500 characters. Any answers exceeding the word count limit will be redacted after 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?

The lack of progress on the same issues requires different actions. I will start the conversation in Dist 10. Talking to/understanding each other changes attitude, language, and action.

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

I am a very small business owner currently and have been in the past. I think that provides a front row seat at some of the human resource, benefits, and management needs of small business.

3. What are the most important issues facing businesses in your district? taxes, recruitment (qualified prospects), benefits (health care)

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

I think Madison has a very positive business brand, perceived local and nationally as a place to 'start up'.

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

We can grow a diverse workforce through our schools, retain through positive lived experiences, attract through a positive reputation

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

Thru inclusion not isolation, talking as in Q1 above. It should not be an exception to see diversity in the candidate pool, it should be the norm.

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

We need to create less dependency and more independence through our programs.

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

Econ dev is the enterprise of wealth production resulting in enhanced prosperity/QOL across diverse pop in the community. To assess eco dev benefits, I would look at growth in prosperity/QOL across the community of Madison over the past 20 years.

\*\*9. What can the city do to support small businesses, particularly those hardest hit by the pandemic?

To keep small businesses afloat the city can use state and federal resources as grants to meet payroll, income, and benefits costs. Not all need the same assistance, be fair to target those who cannot make it without help.

\*\*10. As an alder, how would you work to achieve equilibrium in our local response to the pandemic in balancing the pivotal interests of public health, economic health and public confidence?

We are nearing herd immunity and vaccination interventions to begin opening up the econ, we need to support masks and distancing even as we open up. No shaming, lets just get this done!

**\*\*If offered an endorsement from the Greater Madison Chamber of Commerce, would you accept it? \***

Yes

**\*\*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.