

Madison Council Candidate Questionnaire

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

Candidate Full Name *

Regina Vidaver

Aldermanic District *

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Home Address *

[REDACTED]

Email Address *

[REDACTED]

Phone *

[REDACTED]

Campaign website (if applicable)

<https://www.regina4madison.com/>

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

[Regina for Madison \(Facebook\)](#)

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?

It is an honor to serve the people of my district and Madison as their representative. I enjoy learning about the various issues that come before the City, and believe I have much to offer with my experience in management, strategic planning, servant leadership, health equity, and community service. My goals are to use this office to improve the health and resilience of our City.

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

For ten years I ran a non-profit business. When I started, I was the sole employee and had a budget of \$250,000; during my tenure I grew the organization to over 20 employees, and a budget of \$4.5M. I understand issues related to staffing, licensing, financial reporting, space and equipment, and HR. Small businesses are essential to creating wealth and health in our community.

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

Staffing and revenues. The pandemic forced many small businesses to shift their models, or close. Both have occurred in my district. I work to personally support and promote our small businesses at every opportunity. See, for example, my Regent Neighborhood Association Newsletter article from July 2021: https://www.regentneighborhood.org/uploads/3/1/9/9/31990491/rna_july2021_web.pdf

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

Economic development occurs when policies and systems facilitate the economic health and vitality of a community. When reviewing issues designed to improve one facet of community health, we must weigh proposals against potential unintended consequences, and business impacts

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

I believe that Madison is perceived as an area conducive to promoting entrepreneurship and business development. While there may be some aspects of Madison's ordinances that may seem more restrictive to businesses than in other areas, most business owners appear to recognize that there are multiple priorities that need to be served, and our climate and environment must be protected and healed for all of us to thrive.

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

We constantly and consistently must hold up diverse role models as people to herald in our community. The more we promote the value that diverse individuals and approaches bring to our community, the more we will be able to attract people who share our diversity, equity, and inclusion values.

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

This is certainly a difficult issue, especially given state preemptions on municipalities to be able to include any requirements for such housing in new developments. As an Alder, I expressly advocate with every developer I meet with to include at least some affordable or workforce housing in their plans. Sometimes I am successful, and sometimes not. The economics are really difficult these days, so there really has to be intentionality by developers to include affordable and workforce housing, or it will never happen. If the business community had a fund available to provide loans or other forms of financing, for workforce housing, it would certainly be a "carrot" that would be considered by developers.

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

I am proud to have supported the final financing for the Madison Public Market. This is one example of ways the City can be supportive. Other initiatives, such as the pop-up shops on State Street, and expanding the sidewalk streetery program, have also made strides. There is always a challenge to working with intentionality to support entrepreneurs of color while not appearing to be discriminatory against others.

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

We will likely see changes once the Metro redesign and BRT take effect. While some people will be thrilled at greater opportunities to live a car-free or car-less life, these public improvements will have no impact on others who wish to retain the freedom to travel by car at their discretion. The changing workforce to full or partial remote work also will have long-lasting impacts on how people use their cars and public transportation. We must be cognizant of changing needs, and pivot as needed to accommodate those changes.

****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 do view Madison overall as a safe community. However, there are certainly areas of the City that are less safe than others. We have opportunities in terms of parks, economic development, and housing improvements to create more cohesive and healthier communities - these changes will impact crime and safety over time.

****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.

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