

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 *

5

Campaign website (if applicable)

ReginaforMadison.com

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

facebook.com/Regina4Madison

Questionnaire

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?

To serve my community in a greater capacity.

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

I ran a small nonprofit business in Madison for 10 years. I understand the business needs of hiring, training, resolving conflict, marketing, communications, and capital development.

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

The COVID-19 pandemic has stressed most of our businesses. Our dining and hospitality industry, in particular, has been deeply impacted, and only after containing the virus through appropriate public health interventions will there be rebound.

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

Madison is often cited as one of the best cities to live. However, this overall perspective masks the deep racial divides we see. We must strive to build up our communities and businesses of color to make Madison truly a good brand.

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

We have to show we want diversity. We have to do better in our educational system, policing and incarceration practices, and supports for businesses. There are many good initiatives underway - these initiatives need time and resources to succeed.

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

There is already effort underway to make Madison College and UW-Madison more accessible and inclusive; these efforts must continue. Provide other social supports, such as free child care, teen mentorship, and targeted outreach to entrepreneurs.

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

The bus rapid transit plan must come to fruition. Affordable, safe housing needs to be available within walking distance to transfer points. TIF financing should be targeted to areas where resources are most needed.

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

Good economic development recognizes that land, labor, capital and entrepreneurship need to be fostered for long-term positive impact on business activity, employment, fiscal resilience, and community connection.

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

There are already grant initiatives from the city to support small businesses; these must continue until the need subsides. There may be opportunities for combined communication campaigns to promote small

businesses in our community.

****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 must continue to communicate that the only way for our businesses to succeed is for everyone to comply with evidence-based public health measures. Businesses have pivoted to accommodate new consumer demands and needs; this need will continue.

****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.