

Responses cannot be edited

## Greater Madison Chamber of Commerce Candidate Questionnaire

Please tell us about yourself.

Your Name: \*

Sheri Carter

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Aldermanic District: \*

14

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Current Address: \*

3009 Ashford Lane

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Email: \*

[REDACTED]

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Phone: \*

[REDACTED]

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## Greater Madison Chamber of Commerce Candidate Questionnaire

Instructions: Please state your position on the following issues. Please limit answers to 100 words. Any answers exceeding the word count limitations will be cut after 100 words.

If you have filled out this questionnaire before, you may skip starred\*\* questions or modify previous answers to those questions. If you skip starred answers on this questionnaire, we will re-publish your 2015 answers.

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

I am seeking the office of District 14 Alder to continue to serve South Madison. I am proud to represent a district that is diverse both in language and ethnicity. I want to continue to bring the voices of my constituents to the table, working together with the City and private partnerships to find solutions. I will continue to work on several fronts: community sustainability, racial inequities, environment, and homelessness. My vision is to increase economic development, higher education, and entrepreneurship. This is what motivated me to run in 2015 and still drives me to serve my district.

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

My experience is working with non-profits and small businesses both newly form and established. I understand the challenges of uncertain funding. I have managed a small staff, while continuing to seek affordable insurance and grant funding which is the same experience most non-profits and small businesses deal with every day.

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**\*\*3. What are the most important issues the businesses in your district face?**

The businesses in my district face two challenges; disparity and opportunity. The economic investment that other part of the city has experience has not come to District 14. One factor in the delay in economic investments is the lack of a comprehensive plan for South Park Street from the Beltline to Wingra. South Madison will only reach its' full potential once a comprehensive plan is in place, and in turn South Madison will become a thriving community. With that said, I have worked with several businesses that relocated to South Madison and have plans to expand their workforce.

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**4. What is the City of Madison's role in growing the economy? How can the City of Madison best support the growth and retention of jobs?**

The City's role in growing the economy is twofold – first we need to position our city to be attractive to variety of businesses/industries. Second, we need to established a strong collaborative effort which is well-defined, unbiased, and uniformed. In our quest to grow and retain jobs; we must not leave any area behind. We need to use our resources and partner with area residents to ensure that the City north-west-south and east are growing together. Economic development must include job creations. In addition, private and city collaboration on marketing strategies, improve public transportation, encourage a diverse social scene.

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**5. How can the City of Madison best attract and retain a diverse and talented workforce?**

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**\*\*6. Do you support the use of TIF, and how do you believe it should be utilized moving forward? How would you rate the City of Madison's past use of TIF? (Would you describe the use of TIF as underutilized, over-utilized, or appropriate?)**

I believe the City use of TIF to continue to investing in the City is appropriate. However, going forward I feel that TIF should be tied with job creation/employment growth. In addition, we must ask ourselves are we using TIF to benefit the needs of the residents and is it working for the surrounding neighborhoods. TIF is essential for growth and economic investment.

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**7. What specific initiatives in the Connect Madison economic development strategy (<http://www.cityofmadison.com/dpced/economicdevelopment/economic-strategy-symposium/554/>) do you support, and which, if any, would you like to see modified? Why?**

I support economic development strategies because they are will take the City in the right direction. I would not necessarily modify these strategies, however, I feel the following are vital to the City of Madison economic investment without leaving any part of the City behind: 1) Support and create an environment that encourages small businesses, 2) create good jobs that lead to long term careers , 3) Grow tax base and encourage targeted redevelopment with employment growth component in areas that needs are the highest and stabilize those neighborhoods.

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**8. What is your perception of Madison's business brand? How do you think business in Madison is perceived locally, statewide, and nationally?**

I believe Madison, as a brand, is perceived as an up and coming community with a vibrant urban setting in the Upper Midwest. Speaking with other elected officials across the state and nationally they view Madison as a city that encompasses the elements of technology, biotech advancement, discoveries and on the cutting edge. Locally, I believe see the potential and the advancement, but we also see reality of growth. Other cities in the State sees Madison as the place where connections are made.

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

Economic development includes job creation first and foremost, real estate development, and bringing into the city a variety of opportunities for residents and transfers. Economic development means that we carefully envision all elements to create a city that attracts both young, seniors, families, from all cultures.

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## 10. The Chamber believes that equity and social mobility are achieved through wealth creation and that the surest way is through an entrepreneurial class of color. The Chamber is launching initiatives to support this goal. What do you believe is the City of Madison's role in creating an entrepreneurial class of color?

The City should collaborate with the chamber and other community partners to increase the number of ethnically diverse entrepreneurs in the City. We continue to lack in educating African American, and other people of color about the opportunities that are available in our community. I have worked with citizens, community leaders, and businesses in my district to make sure we are providing the resources that we have across all ethnic groups.

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## 11. How can the City of Madison provide better customer service to new or existing businesses that seek approval through the permitting and planning processes? How do you define customer service in this case?

Businesses thrive and collapse by the quality of their customer service. The City of Madison is no different, and they are always seeking to provide superior quality service. This means that they need the pertinent tools to assist a new and established businesses in a timely manner and be able to refer them if needed to the appropriate area as well as provided the support they need to flourish. The City needs to established a strong collaborative effort which is well-defined, unbiased, and uniformed when serving new or existing businesses.

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12. 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 that the Chamber will publish my answers to this questionnaire

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