



Ravinia Neighborhood Association (RNA) Questionnaire

1) State your reason for seeking a position on the Highland Park City Council (Full-Term):

As a current City Councilman, 20-year resident, parent, communications professional and community volunteer, I am deeply committed to our residents and businesses. My experience as a professional and Councilman provides me with a comprehensive understanding of complex city issues and policy-making. I have consistently proven my ability to establish clear objectives, bring varied interests together and put plans into action as we focused on our core priorities: Fiscal stability, public safety, infrastructure investment and community vibrancy. If re-elected, I will continue to bring these abilities to City Hall and find solutions to our city's issues in a collaborative and comprehensive manner as I have for the last four years.

2) Describe the skills, talents and experiences you would contribute to your position.

My abilities are often demonstrated through accomplishments and experience. Sample highlights include:

CITY COUNCIL ACHIEVEMENTS

- Co-authored Economic Development Strategic Plan to provide road map for business development and increase revenue opportunities
- Advise City Manager's Office for general communication, crisis communications and public relations
- Initiated and managed re-branding of City to provide comprehensive, consistent and transparent communications to residents, businesses and visitors
- Founder of Annual Business Summit (first held in 2013), a one-day, annual event (since 2013), attended by over 200 existing and prospective businesses, to attract and retain business; solely funded by sponsorships
- Oversee commission budget preparation and activity management as Mayor-appointed liaison to: Business & Economic Development Commission, District 112, Cultural Arts Commission and Human Relations Commission and various business groups including Ravinia Business District Association.
- Founder of the Highland Park Career Exploration Program for students, New Resident Fair, and Art at City Hall Program



CIVIC EXPERIENCE

- Highland Park City Council, Councilman, 2013 - Present
- Human Relations Commission, Council Liaison
- Cultural Arts Commission, Council Liaison
- Business & Economic Development Commission, Council Liaison
- Ravinia Business District Association, Council Liaison
- Breirgate Business District Association, Council Liaison
- North Shore School District 112, Council Liaison
- Park District of Highland Park, Former Council Liaison
- Highland Park Chamber of Commerce, Past Board Member
- Highland Park Downtown Business Alliance, Past Board Member
- Business & Economic Development Commission, Past Chairman
- State Representative Karen May, Former Staff Member

COMMUNITY SERVICE

- Highland Park Historical Society, Ex-Officio Board Member
- Jewish Council for Youth Services, Appointed Director for Life 2014
- Highland Park/Highwood Legal Aid Clinic, Volunteer
- Northwestern Women’s Board, Member
- Joint Action Committee for Political Affairs (JACPAC), Member
- League of Women Voters, Member

PROFESSIONAL EXPERIENCE

- Marketing & Communications Professional
 - BBDO
 - McCann Erickson

EDUCATION

- Boston University, BS, Communication



3) Write a brief job description of your view of this position, including the time commitment required.

The City Council establishes policies for the effective and efficient delivery of city services to residents and businesses in the areas of finance, infrastructure, public safety and human services. The Council oversees an \$83 million budget with an eye toward improving quality of life for residents.

It is my job to approach issues in a comprehensive manner and work collaboratively to meet the needs of our community today and for years to come. By statute, a City Councilman is considered part-time. However, the time commitment varies based on issues and needs. Flexibility and responsive action is essential.

4) What do you feel are the most important issues facing the City of Highland Park and how would you address those issues?

Meeting the needs of the community fairly, efficiently and consistently are the most important issues facing the City. To accomplish this, we need a strong economic foundation to support the unique characteristics of the city and to keep our community thriving. The City Council manages economic, public safety, infrastructure, environmental and quality of life policy, but the reality is, without a healthy economic engine as a foundation, little else can be accomplished. Responsibly using each dollar is essential when managing taxpayer dollars.

The City Council has taken many steps to improve our budget and spending process, keeps a close watch on state budgetary challenges, and adjusts operations spending to ensure a balanced budget. The Council is always seeking opportunities to coordinate and share services.

All of this helps to maintain a fiscally sustainable budget even as we face constant external challenges while providing the high level of services Highland Park residents and businesses have come to expect.



5) How would you reach out and engage all members of the community?

As a Councilman, I drove a successful initiative to expand communications to increase and support transparency in our government. The recent successful effort to overhaul our print, digital and website communications have resulted in more frequent and user-friendly communications which provide critical and helpful information to our community. In addition, I periodically reach out by knocking on doors or bringing groups together to talk, learn, and share ideas. I take great pride in my reputation for timely, effective response and action to resident emails and phone calls.

I would continue to improve and augment the communications projects. Residents and businesses increasingly seek more access to City government, opportunities to engage in conversation and representatives that will listen and work together to achieve our collective goals.-We start with numerous opportunities to attend public meetings (which are posted with agendas on the City website and for which electronic notice is now available), or watch them on-line or on our Government channel. As an active liaison to several City commissions and sister governments, I personally report and/or work with staff to create easy-to-read frequently asked questions (FAQs) that are published on the City website and other modes of communication.