

Madison City Voter's Guide



General Voter Information

Welcome to the Madison City Voter's Guide created and published by the Republican Women of Madison (RWM). We hope that you will find the information published in this guide helpful in your decision-making process when you vote. RWM approached all candidates for input to this guide. This information is based on inputs provided by each candidate and information found on public forums such as Facebook and websites. The RWM does not support or promote any specific candidate; however, we do encourage you to learn about the candidates and vote on August 25!

Key Dates

- **July 26, 2020** -- Last day to become a resident in order to vote (30 days prior to the election)
- **August 10, 2020** -- Last day to register to vote prior to the election (15 days prior to the election)
- **August 20, 2020** -- For submission of regular absentee ballot application (5 p.m.)
- **August 24, 2020** -- For submission of emergency absentee ballot application (5 p.m.)
- **August 25, 2020** -- Election Day

Instructions for Absentee Voters

Make Your Vote Count!
Read these instructions carefully!

1. Mark your ballot by filling in the oval using a **black ball point pen**.
Do not mark the oval with an X or a ✓.
Do not circle the oval.
Do not erase.
2. Place your marked ballot in the white secrecy envelope and seal.
3. Place the secrecy envelope in the white affidavit envelope and seal.
4. Complete and sign the affidavit on the back of the affidavit envelope.
You must have your signature notarized or have two witnesses sign your affidavit.
5. Place the affidavit envelope inside the brown mailing envelope.
6. Seal the brown mailing envelope.
7. Return the brown envelope by mail or commercial carrier or hand-deliver the brown envelope to the Absentee Election Manager. **If delivering by hand, you, the voter, must hand-deliver the brown envelope. No one else can hand-deliver it for you.**



Sample Voter's Card

KEEP THIS CARD FOR YOUR RECORDS

VOTE AT: **PCT. 71 - MADISON CITY HALL** voting location for county/state/federal elections
100 HUGHES ROAD

CITY: **PCT. 88 - FAITH LUTHERAN CHURCH** voting location for all municipal elections (regular & special) including the 9-10-2019 election
680 GILLESPIE RD

STATE HOUSE 025 CITY (City Council District) 0M91
SENATE 02

CONGRESSIONAL 05
STATE SCHOOL 08
COMMISSION 002

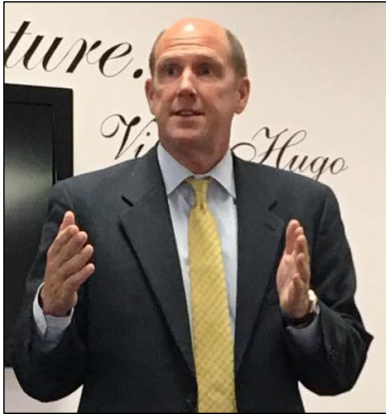
819 COOK AVE, SUITE 150
HUNTSVILLE, AL 35801
BOARD OF REGISTRARS (256)532-3510 Questions regarding voter registration
673973945
MADISON, AL 35758



Helpful Links:

- [Notice of Election](#)
- [Sample Ballot](#)
- [Absentee Ballot Application](#)
- [Madison City Election](#)
- [District Map](#)
- [Madison City Council](#)
- [Madison City Mayor's Office](#)





Mayor Paul Finley

Race: Mayor

Facebook: <https://www.facebook.com/PaulFinleyforMayor2020/>

Why do you want to serve another term as Mayor?

I love our community and am proud to have been part of the team that leads Madison. We have accomplished so much with our City Council during these last four years, and I would like to have four more years to finish what we started. We will continue to focus on managing our growth, supporting our school system, diversifying our economic base, and working each day to maximize the revenues we are given for quality of life improvements.

What are the key contributions you have made to the city that you want voters to know and understand?

Some of our administration's successes are:

- **Madison City Schools:** We provided strong support for the Superintendent's office and School Board in mediating the Limestone County tax issue, creating the Madison Growth Impact Committee, developing the Madison Growth Policy, promoting the 2019 Property Tax increase, and controlling Limestone County annexation to limit residential/student population growth. We also continue to support our school system with city financial resources to pay for School Resource Officers to be in our schools and ensure the safety of school children.
- **City Council Team Successes:** Together with City Council we have put our city in a strong financial position as we continue to grow. We have increased revenues from \$32 to \$40 million, continued to hold AA+ and AA2 bond ratings, and have a healthy General Fund balance (just in case). Along with securing the financial stability of our city we continue to make city life better by purchasing and repurposing the Three Springs facility (30,000 square feet and 30 acres) into the Madison Community Center.
- **Economic Development:** Sales tax revenue has averaged an increase of 10% each year. Our AA baseball team Trash Pandas have set records in each stage of their development and were set up for a record year when the COVID situation arose. We continue to be set up for success, even with postponement of baseball and will move into next year just as strong. In addition, working with Huntsville and Madison County, job creation, including the Mazda-Toyota facility, has created a demand of up to 50,000 jobs in the upcoming five to ten years.
- **Communication:** The Mayor's office, along with City Council, identified the importance of communication and transparency with each other and our community. To facilitate this, we brought a Communication Specialist to our team, updated and improved our city website, and pushed out videos that documented improvements throughout the city. Also, two hours each two weeks are dedicated to citizen meetings. Recently, COVID-19 has given us active participation and a voice in meetings with the Governor and Congressmen. And, we are on daily/weekly press conferences with leadership from Huntsville and Madison County, local hospitals, Military, and the Department of Health to actively communicate and share information between our residents and the largest cities in Alabama.

If re-elected, what will be your top priorities in leading the city during the next term?

- Managing our incredible growth using our Growth Policy as a guide
- Supporting our Madison City Schools as they build the classrooms, we helped them secure through the 2019 Property Tax referendum
- Finish the already funded road projects including the 5-laning of Hughes Road, 5-laning of Sullivan Street, I-565/Wall Triana Intersection Improvements, and Westchester extension among others
- Build out the recently purchased Three Springs Facility into a full Community Center, housing our Senior Center
- Build out the Town Madison project and help maximize our multi-use venue and AA Baseball Trash Pandas
- Continue to be transparent and accessible while representing Madison with candor, vision, purpose, and engaged leadership

What is one item you think city leadership could improve upon in the next four years?

The current Department Head team is incredibly strong and leading them throughout these four years has been one of the keys to our positive results for our community. Several of these leaders will be taking their vast city knowledge and retiring during the next four years. Hiring their replacement will be critical to continuing to improve our Madison quality of life.





Marc Highsmith

Race: Mayor

Facebook: <https://www.facebook.com/Highsmith4Mayor-113843280382452/>

Website: <https://www.highsmith4mayor.com/>

What made you decide to run for Mayor?

I believe I am responsible to serve my fellow citizens by going to where the needs are, and meeting them. That is why I became a soldier and, as a soldier, why I went into combat. I believe there are needs in Madison City that we should meet, and that I can do that as Mayor.

Your website and FB page speaks a lot about change and transparency. What specific changes are you looking to make for the city of Madison?

First, I believe Madison City government is falling short of what it needs to do. We should redefine growth so that it better meets our needs. I speak more to that below. We also need to better help our police department serve our community by improving their interaction with one another. I have specific recommendations for accomplishing that. I believe, too, that our citizens will be better off if we better communicate and cooperate with our sister local governments. I describe these and other specific actions on my website.

What specific experience do you have in managing organizational/community growth?

Community and organizational growth are not about getting bigger. Community and organizational growth are about getting better. **Organizational growth** that interferes with good communications, that creates obligations that exceed added resources, that makes jobs more difficult to do, or that creates proportionally more administrative staff is not the kind of growth any organization needs.

As a field grade military officer, I managed thousands of soldiers to accomplish important tasks. I know how to assess growth and to manage it. I created organizations from the bottom up, including developing a vision statement, managing the budget, and acquiring and managing people, supplies, and equipment. One of these projects required completing all of these steps within a year. When completed, it was deployed in combat situations in Iraq and accomplished critical missions impacting millions of people.

Community growth that does not improve quality of life for all people, that brings with it adverse effects on our environment, that disadvantages existing businesses, that exacerbates economic disparity, and that does not pay its fair share of our city's needs is not the kind of growth Madison City needs. My experience allows me to view growth as a tool for accomplishing goals agreed upon by our citizens, not as something we pursue independent of those goals.

Have you previously served in any other Madison City committees before? Or with other local community/volunteer organizations? If yes, what did you do and what was your contribution?

I am a lifetime member of the Alpha Phi Alpha Fraternity, Inc., and have served on several of its committees. As a member of the Voter Registration Committee, I registered voters and assisted voters who needed transportation to the polls. I am part of the non-profit organization Heal For Real Ministries, and serve as its Operations Officer. In that capacity I organize efforts to plan meals and create comfort packs for the homeless. I also work with this organization to provide school supplies and Christmas gifts for underprivileged children. Marc spends time mentoring and counseling active service members and veterans.





James Ross

Race: Council District 1

Facebook: <https://www.facebook.com/RossDistrict1/>

Website: <https://rossdistrict1.com/>

What made you decide to run for City Council? Why you?

This is my second time running for City Council, having lost in the run-off election in District 1 by less than 25 Absentee Ballots. I decided to run again because I have a strong desire to make a difference in my community. I know I can make a difference. These next four years are critical for Madison taxpayers and citizens. Our community

needs leaders with the right background and experience to navigate these challenges. Our City Council needs to be able to collaborate, think strategically, and make tough decisions that affect our families, taxpayers, and community at-large. I believe my background as a Senior Leader in the US Army as well as my business and educational background provide an excellent foundation to represent District 1. I also have three children attending Madison City Schools so I'm invested in ensuring our school system provides the best education possible for my children and yours. I'm the right choice for District 1 because I will always place "Madison First."

What specific changes are you looking to make for the City of Madison?

I'm looking at several changes that would improve the quality of life for our community. In no particular order, I'd like to see improvement in overall infrastructure to include roads, sidewalks, and public greenspace/parks. I'd like to provide a stronger voice for District 1 through improved communication on important issues that encourages feedback from our taxpayers before making critical decisions that can have a profound impact on our stability and well-being. The citizens of District 1 deserve more communication from their City Council Representative than notices when the trash is going to be picked up. We need bottom-up communication that leads to actions that make a lasting impact. Lastly, we need to ensure that any new growth is managed strategically to ensure our Madison City Schools and other public services are able to support any new development. This election cycle is all about CHANGE and for our city to move forward this change needs to start with District 1.

What specific experience do you have that will help you lead a growing city and manage change effectively?

I served 30 years in the US Army (Active Duty) and my last 10 years were spent as a Command Sergeant Major working from the Battalion Level all the way to the Army Service Component Level (3-Star) Command. My largest population that I was directly responsible for was 11,000 Soldiers and their families. Most of my adult life was leading Soldiers and affecting change. In 2004 in Iraq, I was responsible for day to day operations of Camp Blackjack in Baghdad, Iraq. As the Operations Sergeant Major, I managed all of the infrastructure, logistics, power generation, housing, maintenance, and operations of our Camp while at the same time leading Soldiers who were conducting round-the-clock combat operations. My Master's Degree is in Organizational Leadership. My background and experience provide me with the skills, knowledge and attributes our community needs now.

Have you ever served in any other Madison City Committees/Boards before/ Or with any other local community/volunteer organizations? If Yes, what did you do and what was your contribution?

I have not served on any Madison City Committees/Boards before, but I have been very active in our local community as a Board Member and Volunteer. As a Volunteer, I coached Youth Basketball for the Madison Basketball Youth League at Dublin Park. I have also volunteered with my Church on numerous community outreach programs to support local citizens who needed help. I have also served as the Vice President, Veterans Affairs Committee, Huntsville/Madison Chamber of Commerce and helped lead all Veterans Week Programs for three years. I'm currently on the Board of Directors for the Air, Space, and Missile Defense Association (ASMDA) where we run the annual Space and Missile Defense Symposium and provide college scholarships to local college students and Space Camp Scholarships to younger students. I'm a member of the Board of Directors for the Redstone/Huntsville Association of the US Army (AUSA) Chapter and I led the Military Appreciation Events with the Huntsville Havoc and University of Alabama-Huntsville Hockey Teams for three years. I'm on the Board of Directors for the Huntsville Air Defense Artillery Association where we provide Space Camp Scholarships to Gold Star Families and other children of Veterans. Lastly, I'm an Alumni/Volunteer with Leadership Greater Huntsville which exists to identify, educate, inspire and connect leaders to build a better community.





Maura Wroblewski

Race: Council District 1

Facebook: <https://www.facebook.com/Maurafordistrict1/>

Instagram: <https://www.instagram.com/maurawroblewski/>

Twitter: <https://twitter.com/MauraSki>

Website: <http://www.maurafordistrict1.com>

Why do you want to serve another term on City Council?

There are a couple of projects that have either started or plan to be started that I would like to see through to completion. The first is the Mill Creek Greenway extension. The MCG begins at the Dog Park on Balch Road. That was phase one, to have the parking lot on Mill Road, the path to the dog park and the park itself. The second phase has started and that picks up at the parking lot on Browns Ferry Road, the greenway goes between Oakstone and Foxfield near the new Bartlett Mill subdivision. Phase two ends at the parking lot between the Oakstone and Foxfield subdivisions on Spotted Fawn. The final phase, phase three will follow Mill Creek and continue between Oakstone and Foxfield and then Park Meadow and Bridgefield and it will end at the bridge of Bridgefield near the multi-use path on Wall Triana. I would also like to see the intersection of Balch and Gillespie have an infrastructure improvement with either a traffic signal or a roundabout. Our Department Head Gary Chynoweth is currently doing an analysis of that intersection

What are the key contributions you have made to the city that you want voters in your District to know about?

The multi-use path on Wall Triana from Gillespie to Browns Ferry is my proudest accomplishment. I will say that this would not have been possible without the leadership and support of Mayor Finley. This multi-use path has provided a safe and efficient way that folks that live in the six different apartment complexes on Wall Triana and Gillespie, who often have transportation limitations safely get to Kroger, the IGA, West Madison Elementary School and many other places they need to go safely.

I also strongly advocated that the Three Springs Juvenile Detention facility be relocated from the City Limits of Madison. I voted against this facility twice the first time losing four to three and it remained open until there were several escapes. This facility will now be a Madison wide Community Center serving all ages of our population.

If re-elected, what will be your top priorities in leading the city during this term?

Again, the intersection of Balch and Gillespie and the completion of the Greenway will be most impactful for my District. District 1 is from the corner of Wall Triana and Browns Ferry north to the corner of Wall Triana and Gillespie, west to the corner of Gillespie and Balch and then back south to the corner of Balch and Browns Ferry. Other than West Madison Elementary School and the Papa Jacks at the corner of Gillespie and Balch my entire district is residential. So, while I can't bring in any sales tax, retail or commercial development my focus is on improving the quality of life for my constituents.

What is one item you think city leadership could improve upon in the next 4 years?

Infrastructure. We are currently five laning Hughes Road from Plaza Drive to Millsford Drive just north of Bob Jones. We are doing the same on Sullivan Street from Highway 20 to almost the railroad tracks. There is also a plan to widen Balch from near Mill Road to just south of Madison Hospital. I believe these next four years will be the "Years of the Orange Barrels".





Joe Gaines

Race: District 2

Facebook: <https://www.facebook.com/Vote-Joe-Gaines-District-2-Madison-City-103916994708783/>

Website: voteforjogainesdistrict2.com

What made you run for city council?

I chose to run for City Council because I want to restore our community's voice to Madison City government. Our slogan says it all, "Your Neighbor, Your Voice." I'm a political outsider who wants to change the direction we are headed. As our city has grown our citizens are losing their voice in city government to big business and

developers. Our current city council has lost touch with the residents and no longer values our input, which was evidenced by two major decisions made by the council during this past term. I want to change that and restore citizen government to Madison City. As a new member of the city council I will never gamble with the city's money! Your schools, parks, trails and roads will come first, before my personal hobbies. You'll always have a voice in these big decisions. I'm not a politician. I'm in this for you, my neighbors!

What specific changes are you looking to make in the City of Madison?

Smart Growth. One of the biggest challenges facing Madison city today is our rapid growth. As our region enjoys unprecedented growth thanks to Redstone Arsenal, an increased FBI footprint, the Mazda Toyota plant, and a new Facebook data center, we are feeling the impact in Madison City with increased traffic, overcrowded schools and new housing developments popping up all around us. Unfortunately, our schools and roads are not keeping pace with this growth. Smart growth can be achieved, in part, by lowering future residential zoning density and implementing "impact fees" for all builders and developers for each new home constructed. These impact fees will help offset the costs of new infrastructure. This impact fee would also be extended to commercial entities wanting to do business in our growing city. While some claim this will drive business away, Madison City's growing population and high median income is far too attractive for business to ignore.

- **Greenspace as a Priority.** As part of my smart growth initiative, I will prioritize parks and trails like the Greenway, and available greenspace for acquisition by the city to preserve for future generations.
- **Young People in Politics.** I have formed a Youth Engagement Committee (YEC) to motivate and engage young people to become more active members of the community, active citizens, and voters.
- **Fiscal Responsibility and Balanced Budgets.** I will fight hard to ensure the city maintains a balanced budget every year.

What specific experience do you have that will help you lead a growing city and manage change effectively?

After serving 26 years in the Army in a variety of leadership positions as a commission officer, I've learned a thing or two about leadership, change and adversity. I am ready to bring that experience to the council.

In my final position in the Army I served as the City Manager (Commander) for the US Army Kwajalein Atoll base in the Republic of the Marshall Islands. As the City Manager for this remote and isolated Army base, I was responsible for the planning and execution of **ALL** city functions including fire, police, public safety, K-12 schools, hospital, dental clinic, international airports and seaports, customs, utilities, communications networks, aircraft and maritime assets, road networks, housing, warehouses, power grid, retail and fuel storage. Additionally, I served as the senior judicial authority for the city's 3500 residents, workers and visitors. I directed an annual budget of \$230 million in support of both city operations and Army missions, leading a staff of 50 technical professionals in all areas of city management.

Have you ever served in any other Madison City Committees/Boards before/ Or with any other local community/volunteer organizations? If Yes, what did you do and what was your contribution?

I serve on the board of the Air, Space and Missile Defense Association (ASMDA) in Huntsville, Alabama. This local non-profit, educational and scientific association promotes the advancement of air, space, and missile defense capabilities for our region and the Nation. Also, I serve on the Homeowners Association (HOA) for Heritage Plantation, one of the largest HOA communities in District 2. Our board manages all infrastructure maintenance, repair and capital investments for the neighborhood of over 650 households and expansive common area including 4 large water holding ponds for the city.





Steve Smith

Race: District 2

Facebook: <https://www.facebook.com/SteveSmithD2/>

Why do you want to serve another term on City Council?

The past 8 years I have been a strong voice on Council for the City to be fiscally responsible. During this time, I have led the charge to pay off all short-term debt and to strengthen our balance sheet. We now pay cash for all purchases and have the highest financial rating a city our size can have. As the city continues to grow, we must continue to pay close attention to our finances to ensure we sustain the success we are currently having. We have some big decisions coming up in regards to some major projects and I feel it is vital that my experience and knowledge of the City and our budget are a part of that discussion.

What are the key contributions you have made to the city that you want voters in your District to know about?

- When I first got on Council, we planned the expansion of County Line Road. I knew it would soon be just as busy as Hwy 72 and if not handled correctly, the additional traffic could alter the landscape of the area and place a negative effect on all the subdivisions that fed onto County Line. One of the first things I worked on was updating our sign ordinance that would only allow monument signs within City limits. This gave us the ability to not have the tall bright neon signs that we see along 72. Eight years later, as businesses are moving in or updating their facilities, Madison is a much more attractive place because all businesses are conforming to the policy I help put in place. By working on an unknown sign ordinance, we are able to make our City more attractive and also maintain the high home values that we all expect.
- By working with our Finance Director, we have been able to update a lot of our financial policy. Council folks come and go, but the policy stays, and by having strong, updated policies, I feel we have protected our City for a long time regardless of who sits on Council.
- I was also part of the team that created and implemented our City's new Growth Policy that was approved by our Schools and adopted by Council. This policy ensures we grow with our schools in mind and at a pace they can handle in order to continue to be successful.
- The last one I will mention is the attention I've tried to put towards our City's recreational facilities. For the longest time, our City did not have money to invest in itself but after working with the budget and getting it to the point where the budget started working for the City, instead of against it, we have been able to start investing in quality of life issues such as improving and adding to all recreational outlets available to us.

If re-elected, what will be your top priorities in leading the city during this term?

My number one priority will continue to ensure our City remains financially strong. We have to make sure Town Madison is successful. We have to continue to address our infrastructure and invest in our parks. We will also need to support our schools and ensure our Police and Fire Departments are properly funded to ensure the safety of our community.

What is one item you think city leadership could improve upon in the next 4 years?

I think we have strong leadership and we should continue to be committed to making our City the best it can be. Madison is currently ranked the #1 City in Alabama to live, raise a family, and buy a house. We have made hard decisions and we must continue to be willing to make those hard decisions so our citizens have a great place to live and raise a family.





Connie Spears

Race: District 2

Facebook: <https://www.facebook.com/ConnieSpearsforMadisonAL/>

Website: connie-spears.com

What made you decide to run for City Council?

I prayed long and hard, asking what my next step was after retiring from Madison School Board and City Council kept coming to mind. One of my strengths I grew in my time on the School Board is my ability to engage everyone in critical decisions. By engaging the board, the school faculty, parents and students, all stakeholders had a voice and left the table knowing their voice was heard, even if the decision wasn't what they wanted. As I looked at the Council, I saw the need to bring this same level of openness to give the public an active voice in decisions. I will be your voice on our council. **Why You?** If not me, then who? I believe that anyone who thinks that they can help bring about a better end result has an obligation to step forward and be a part of the solution, rather than sitting in a corner and pointing out everything that is wrong.

What specific changes are you looking to make for the city of Madison?

I would like to see more transparency in the City Council and their decision-making. I would be an open book. By opening up channels of communication and being a responsive, approachable member of the City Council, I will make sure that the citizens' voice is not overpowered and is a vital part of every discussion and vote consideration. The city has run deficit budgets in 4 of the past 5 years. I will work with the City Council and Mayor to ensure that we strive to have a balanced budget. While the goal will be to pass balanced budgets each and every year, we do have obligations to provide safety, security and services to our people. Given the recent economic turmoil, there may be situations where revenues fall and the cost of providing basic services exceeds our revenue, and none of us can know what tomorrow brings. By focusing on commercial and industrial growth, we can grow our tax base and mitigate the potential of having revenue shortfalls.

What specific experience do you have that will help you lead a growing city and manage change effectively?

I spent 10 years as a member of the City of Madison Board of Education. During my tenure, I served as the legislative liaison between the board and the State board of education and the Alabama Legislature. I am well respected with our legislative delegation and received three legislative proclamations for my service. I also served as the District 9 director on the Alabama Association of School Boards board of directors. I have been a community volunteer and a strong advocate of families and children. I completed a degree in Business Administration from Auburn University and worked in Contract Pricing prior to becoming a full-time mom and volunteer.

Have you previously served in any other Madison City committees/Boards before? Or with other local community/volunteer organizations? If yes, what did you do and what was your contribution?

Yes. I am currently a Capital Campaign committee member for Fantasy Playhouse Children's Theater and Academy. I Co-chaired campaign to educate the citizens of Madison and Triana and encourage the passage of an ad Valorem tax exclusively for Madison City Schools. I served in a variety of roles as an appointed board member for Madison City School Board from 2010 to 2019 including the Capital Planning Chair. Served in various positions in the Parent Teacher Association at Columbia Elementary including president from 2004 to 2009. Also served as a committee member and volunteer for Madison Hospital Women's Council.





Brian Goodwin

Race: District 3

Facebook: <https://www.facebook.com/briangoodwinfordistrict3/>

Website: www.voteforgoodwinfordistrict3.com

What made you decide to run for City Council? Why You?

As I've stated in my bio, I've lived in the City of Madison for 26 years. For all of that time, I've lived in District 3. During that time, I've seen so much growth and change. Despite all of that phenomenal growth, I don't think there has ever been a more important time in our city, and this district is specifically impacted, then will occur in the next 4 years. The City Council will have many important decisions in front of them during this time, and I'd like to be a part of these decisions. Why me? I'd ask why not me. I've lived in the district, been an involved citizen, both in my neighborhood, our schools, and my church. I have experience as a volunteer with my community, my school, and my church. I believe I have the qualification needed to make a positive change for our community.

What specific changes are you looking to make for the city of Madison?

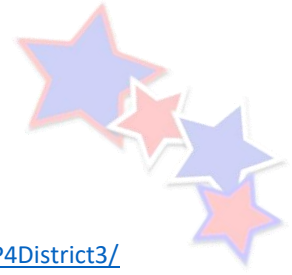
The biggest area that I believe our city council can be improved is in the area of transparency. There is not enough information provided on how decisions are made. I would aim to improve this. Madison City Schools are one of Madison's most important assets. The Council must work in collaboration with the school board to make sure we have a plan to keep up with growth. Smart planning is an important part of this. The school property tax vote was a prime example of how an informed community can get behind an important decision, even if it costs them more money. This initiative was well researched, well developed, and well communicated to the community. We need more initiatives that reflect this type of research and planning.

What specific experience do you have that will help you lead a growing city and manage change effectively?

I have been with my company for 26 years, for the last 15 years of that in management roles. I received my MBA in 2005. This education and experience will help on the city council. In addition, I have served on my Homeowner Association for the last 10 years in various capacities, including president, vice president, and committee chairs. I have volunteered in Madison City Schools, mostly in my children's classrooms. I also currently serve as a deacon in my church. I would hope to serve on the City Council with intelligence and integrity. I enjoy working with others, collaboratively, and hope that I can listen as well as lead.

Have you previously served in any other Madison City committees/Boards before? Or with other local community/volunteer organizations? If yes, what did you do and what was your contribution? No. As part of my tenure on my HOA, I have attended many city council meetings, as there have been many votes over the last few years that have directly impacted District 3 and my community. Town Madison and Toyota Field are literally in some of my neighbor's back yards. However, I have not directly served on a Madison City committee. As I've stated above, I have volunteered with Madison City Schools and extensively in my church.





Teddy Powell

Race: District 3

Facebook: <https://www.facebook.com/TeddyP4District3/>

Why do you want to serve another term on City Council?

We need to continue to lead with strong, experienced representation and maintain the positive momentum we achieved from the previous Council to continue smart growth, increase economic development, and strengthen our infrastructure making Madison an even greater community so that my children will return to raise their children, with even better opportunities.

What are the key contributions you have made to the city that you want voters in your District to know about?

Madison continues to have the best schools, supported by a developed growth policy and bond refinancing accounting for more than \$1M for the schools. We supported developments and recruited great retail opportunities such as the Phase 3 Downtown development project, Town Madison, Oakland Springs, and others. In addition, we have supported various re-development projects throughout the City in the Downtown, Mid-Town, and Madison Boulevard areas. These developments and re-developments allow the City to bring in tax dollars for our schools, infrastructure, parks, and other quality of life improvements. We have also improved our City's recreational facilities, parks, and added pedestrian crosswalks, and green spaces.

If re-elected, what will be your top priorities in leading the city during this term?

The top priorities I will focus on are:

Our schools are a major reason people choose Madison, therefore driving economic development in both commercial and residential areas. However, it is our businesses that provide Madison the opportunity for increased revenues in our diverse tax base and allows for expansion in education within our community. City leadership must continue to work the Madison City Schools and businesses, as we have in the past, to balance growth and economic development. Economic development will continue to be a focus. An increased and balanced sales tax base has been important for Madison to not be as reliant on home values (ad valorem) or economic swings. Additionally, we will continue to work with neighboring cities and counties for a comprehensive and inclusive economic growth plan for the area to attract more businesses. Continued revenue opportunities, such as the Multi-Use Facility and lodging close to Highway 20, have provided for an increased tax base and will continue to attract tourists and visitors, without putting the largest burden of tax revenue on the current citizens. This revitalization and development have been key to increasing revenues in Madison.

Strengthening infrastructure, to include our roads, multi-use paths, parks, etc. allows citizens to move more freely as we grow and also provides businesses opportunities to move products and services. Therefore, infrastructure, along with schools, can and will be an asset for citizens, businesses, and a recruiting tool for the City.

Increase efforts to preserve and improve our Historic District and continuing to developing Town Madison by continuing Phase IV of the effort and help make these areas a destination, not an afterthought. The historic district is one of Madison's gems and hosts many parades, tours, marathons and festivals. Creating a public-friendly environment will not only provide some other economic advantages but also increase awareness of the importance of historic preservation.

What is one item you think city leadership could improve upon in the next 4 years?

I work here and I have raised my family here. I am invested in our city and district as a whole and want to see Madison thrive. Now is the time more than ever that we continue our comprehensive plan regarding our residential growth, infrastructure, schools and economy. While we have accomplished many things over the last four years, there are a few projects that need to be completed in order for Madison to achieve its full potential for future generations.





Jocelyn Broer

Race: District 4

Facebook: <https://www.facebook.com/JocelynForMadison/>

Website: <https://www.jocelynformadison.com/>

What made you decide to run for City Council? Why You?

I want to be an accessible and accountable representative for my neighbors. I felt like the community as a whole was not engaged in local government and I had to ask myself why? Why were the City Council Meetings empty while School Board meetings relatively well attended? My neighbors told me they had spoken at several meetings but it was pointless, no one listened. People gave up. That made me think we need better communication between the local government and the community.

We need someone who takes the time to inform the public and let them be part of the process. We have so many people here with good ideas and input and it's important to listen to them. As a mom, wife, neighbor, and small communications business owner, I'm invested in this community and have shared many of the same challenges my constituents face. I believe busy parents should be able to focus on their families and know their council members will have their backs. I want to make the process easier by using my communication skills to reach out and involve our community. I want my neighbors to know that no problem is too small or too big and any question is a good question.

What specific changes are you looking to make for the city of Madison?

Homes in Madison sell at a premium because of the great community brand that was created over the past several decades. This includes top performing schools, great neighborhoods and an active, family focused community.

- Madison needs to prioritize maintaining this brand and the key aspects that define it by being fiscally responsible with a solid plan for sustainable plan growth. We cannot continue to add stress to our infrastructure, schools, hospitals, fire department and police. We are carrying a lot of debt and our schools are crowded, yet residential growth continues nearly unchecked. Growth is great, but it needs to be paid for without increasing municipal debt and without increasing the tax burden on current residents. I'm interested in learning how impact fees can help our city's financial situation and take more of the financial burden off of residents.
- We need to retain and expand public green spaces, while proactively installing traffic lights, proper signage and other safety measures to balance the needs of increased traffic, pedestrians and cyclists. We need to zone our city for sustainable growth that we can afford to accommodate and keep green buffers between subdivisions and businesses.
- Brand Madison is a welcoming community of families from around the world with diverse cultural backgrounds who have chosen to live here for their work. We need to be respectful of the entire community throughout our public services. Every person should feel connected and a part of decisions made in their community.

What specific experience do you have that will help you lead a growing city and manage change effectively?

With a career in advertising, I know the value of a brand and how much work it takes to maintain it. I know the value of listening and problem solving. I have an advertising communications degree from The University of Florida and worked for over 10 years at national advertising agencies creating brand campaigns and TV commercials for Fortune 500 companies. Throughout my career, I specialized in travel and tourism. Working on the Alaska tourism, New Hampshire tourism and Northwest Airlines campaigns, I learned how to sell a place and destinations, and I will bring that experience to our growing city. I think it is important for our City of Madison to keep its authenticity. The unique flavor of downtown Madison and sense of community should resonate throughout our entire city. We need to make sure we are growing revenue, not problems for our community and continue to look towards the future quality of life for our residents.

Have you previously served in any other Madison City committees/Boards before? Or with other local community/volunteer organizations? If yes, what did you do and what was your contribution?

I was the Programs Chair for the American Advertising Federation of North Alabama for 2 years. The position involved planning, booking speakers that could engage a wide variety of members, reserving a venue and lunch, sending out graphic communications and hosting the event. I also enjoy helping my neighbors and friends. Whether it's bringing a meal to a friend who's had surgery, helping paint a room for the sale of a neighbor's home, looking after children while a mom has a doctor's appointment, or leaving a bag of groceries or needed items at a door during the Coronavirus pandemic, I enjoy being there for others. When my children were little, I worked on the newsletters for the MOMS Club and was the President of our Chapter. I have been a substitute teacher in Mississippi and Alabama for 8 years including the special needs pre-K at Mill Creek Elementary. It is a needed service in local communities.





Greg Shaw

Race: District 4

Facebook: <https://www.facebook.com/gregshawforcitycouncil/>

Why do you want to serve another term on City Council?

My family, business, and I are proud to call Madison home and it has been an honor to serve as your City Councilman. I am currently serving my first term and I am proud of the accomplishments we have made but now more than ever we need experienced leadership to make sure Madison is prepared for the future.

What are the key contributions you have made to the city that you want voters in your District to know about?

I am proud of the following accomplishments that we achieved in my first term:

- Continue to provide our city with growth management and manage a comprehensive plan that benefits the city as well as the school system.
- Repaved and resurfaced over 15 miles of roads throughout our city including on Sullivan Rd. repaving and widening
- Improved and build greenspaces such as Bradford Creek Trailhead on mill Road, pedestrian crossing on County Line Rd/ Palmer Rd, and walk path on Wall-Triana
- Expansion at Palmer Park including improvements to the ball park and soccer fields
- Installed new sidewalk from County Line to Palmer Park.
- Added parking at Dublin Park to create a safer environment
- Recruiting businesses to our city such as Town Madison, Publix on Hughes Rd, and Duluth Trading
- Supported our school by refinancing bonds that created a 1.1-million-dollar rebate back to our schools and have supported the new elementary school located by the new Kroger

If re-elected, what will be your top priorities in leading the city during this term?

I will continue to be City Council District 4's voice making sure we have the infrastructure, the best state of the art recreational parks and greenways and schools in the state. As Madison continues to grow and prosper, I will make sure that our city lives within its means and make every tax dollar count.

What is one item you think city leadership could improve upon in the next 4 years?

As your city councilman, I will make sure that we continue to seek funding to support and improve our infrastructure, we maintain growth management, and work together to move Madison forward.





Ranae Bartlett



Race: District 5

Facebook: <https://www.facebook.com/RanaeBartlettForMadison/>

Website: <https://www.voteforbartlett.com>

What made you decide to run for City Council? Why You?

My family moved to Madison in 2003. Since 2011, I have served the citizens of Madison on the Board of Education without compensation. As I entered my final year on the school board, numerous citizens approached me and encouraged me to continue my public service by running for office. I was not able to focus on a decision on whether to run for office until after we selected a new superintendent in June. In talking to Madison residents, I am left with the distinct impression that people are ready for change. District 5 residents have shared their concerns about the city's financial stability, the pace of residential growth, need for better roads and infrastructure, and lack of

transparency. As I walk my district and talk to residents, I sense excitement when I introduce myself and tell them I am seeking my first term on the city council.

What specific changes are you looking to make for the city of Madison?

Responsible growth – I want to help Madison take a more responsible and strategic approach to growth. This means balancing our desire for growth with our ability to pay for city services, infrastructure, and education. For any future growth we have to ask ourselves, “Will revenue generated by the new growth pay for the related services, infrastructure, and education of students?” City leaders must be disciplined enough to analyze the numbers and do the math.

One impact of rapid growth on our school system is the first year carrying costs that are not covered by the current state education budget or the property tax increase that was recently passed to pay for new school construction. The Education Trust Fund Budget only covers the cost of educating the number of students who attended the previous year. Madison's state allocation for education funding this year is based on our student count from last fall. For a system that is growing at a pace of 500 students a year, that equals more than \$1 million in additional operations cost the school district has to cover. To find that money, Madison Schools has had to defer maintenance and withstand one of the worst teacher/pupil ratios in the state. Any plan for growing the City has to take into account the impact on our school system. Residential growth by itself does not generate sufficient revenue to pay for the increased cost of city services and education. Economic development should be a top priority in our city. We need more commercial and industrial development. The City should carefully examine the net effect of all the high-density residential property coming to Madison and the corresponding cost for city services, infrastructure, and education. *Transparency* – I would like to improve transparency in Madison City government. It is important to listen to people's concerns, consider community input, and communicate the reasons for decisions that are ultimately made. Being honest and publicly sharing information with stakeholders is critical to building trust. Madison residents deserve honesty and transparency from their elected officials.

What specific experience do you have that will help you lead a growing city and manage change effectively?

As a lawyer, I served as a law clerk to federal judges at the trial and appellate level where I handled cases involving qualified immunity and official governmental liability. I also worked for Wal-Mart Stores Inc. as Assistant General Counsel and Director of Risk Analysis and Security Resources before moving to Madison. I have lived in District 5 for 17 years. As a school board member, I have worked with our legislative delegation advocating for our school system and have a great relationship with Senators Butler and Orr and Representatives McCutcheon and Ball. As President of the Board of Education, I presided over the largest period of growth our school system has faced and participated in two superintendent searches. My experience includes managing large budgets, personnel, and public relations.

Have you previously served in any other Madison City committees/Boards before? Or with other local community/volunteer organizations?

For over nine years, I have served the citizens of Madison on the Board of Education. During the past five years, I have served as Board Vice-President and President. In 2013 I founded and began serving as Executive Director of the Madison City Chess League (MCCL), a non-profit organization dedicated to promoting chess education in the Madison area. I am a graduate of Class 26 of Leadership Huntsville/Madison County. I continue to volunteer with the Leadership organization serving as Education Day Co-Chair this year.





Ryan Clark

Race: District 5

Website: www.clarkforcouncil.com

What made you decide to run for City Council? Why You?

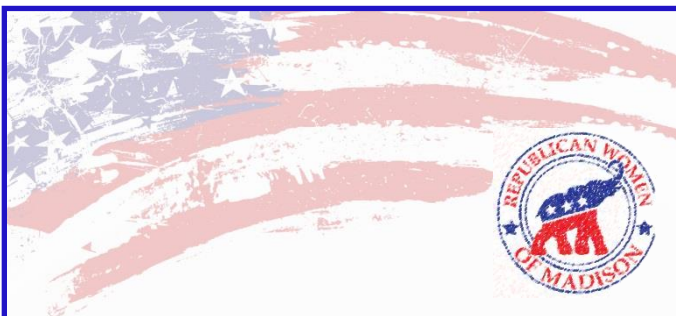
I want Madison to prosper and thrive and now is a vital time for the city to be prepared for what the future holds. I am running because I have a long-term investment. My wife is pregnant with our first child and I want Madison to continue to be a destination for families to call home. I will work to make sure we have the resources to maintain and build our infrastructure, our schools to continue to be the best in that state, our parks and recreations have the support they need, while supporting retail and business development as well as residential growth. Now is the time and I am ready to be a leader in our community.

What specific changes are you looking to make for the city of Madison?

Madison needs to be prepared for the future now more than ever. We need to implement and execute the comprehensive growth plan to make sure we are prepared. This is one thing my military career has taught me. Our infrastructure, residential growth and schools must have the support we need to succeed. Another aspect that makes Madison great is our parks, greenspaces, and recreation. We must continue to make sure we have the resources to continue to add, maintain, and upgrade these facilities. It is one of the qualities that makes Madison the desirable place to live. I will work with our Mayor and Council to make sure this continues to be a priority.

What specific experience do you have that will help you lead a growing city and manage change effectively?

I am a life-long resident of Madison. After graduating from West Point and serving my country in Afghanistan it was only natural for my wife and I to move back to Madison to start our family. I feel that my military service and now working for a defense company have given me an insight into why people want to move to Madison. It's a great place to raise a family and work. I am invested in the future of our city.



Join Us!

We'd love to have you join our group as we help shape and influence our community by being informed and engaged. Visit our website for more information at www.rwmadison.org.





Gerald Clark

Race: District 6

Facebook: <https://www.facebook.com/geraldclarkmccdist6/>

Website: geraldclarkmadisoncitycouncildistrict6.com

What are the key contributions you have made to the city that you want voters in your District to know about?

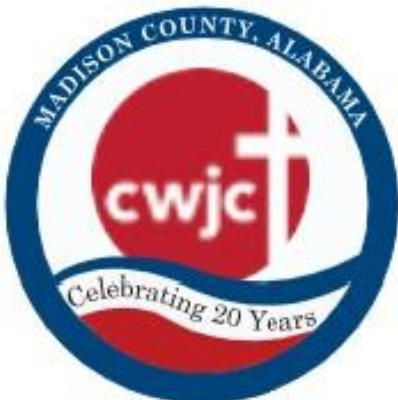
I've advocated for prioritizing infrastructure improvements such as side walk connectivity, Hughes Road widening, water improvements including the river intake and increased drinking water flow, Wall Triana pathway. I have always supported Economic Development to increase the tax base!

If re-elected, what will be your top priorities in leading the city during this term?

My priorities for this term will be to maintain smart growth and grow Economic Development. The funds generated will be used to continue neighborhood maintenance and improvements in the city of Madison.

What is one item you think city leadership could improve upon in the next 4 years?

I think city leadership should listen to citizens and focus on their needs and concerns with respect. If we always listen with any open mind, we should have better solutions. As elected officials our job is to serve the people in our city. We all need to listen to what residents have to say, pay attention to what needs they may have and make objective decisions that improve their lives.



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Karen Denzine

Race: District 6

Facebook: <https://www.facebook.com/karendenzineformadisoncitycouncildistrict6/>

Website: Votekarendenzine.com



What made you decide to run for city council? Why you?

I am running to give the residents of District 6 a voice on their City Council. It's their choice. The residents deserve representation. This denied the constituents a voice in their government. I pledge to represent the voice of District 6 on their City Council. I understand how the City Council works. I regularly attend Council meetings and Work Sessions in order to better understand our city and the issues. I've served on the Industrial Development Board to help bring businesses and jobs to Madison. I want to continue to serve my community by being their voice on City Council.

What specific changes are you looking to make in the city of Madison?

Madison faces unique challenges. Thanks to Madison's outstanding reputation, we are blessed with a growing population, but the number of businesses is not growing as rapidly. We need to increase our economic development. New businesses will expand our tax base, increase our revenue, bring jobs closer to home and improve our quality of life. We need more retail, dining and entertainment options.

What specific experience do you have that will help you lead a growing city and manage change effectively?

Understanding the needs of the residents is the most important aspect in city leadership. Working with the Industrial Development Board along with my involvement on the Madison Street Festival Committee helped prepare me for serving the residents of District 6. My education and work experience apply to city planning and economic development. I have a Master's degree from UGA in business, major in real estate. In three years of working for NAI Global I went from an assistant Property Director to leading three departments within the organization. My specialty was commercial real estate while performing investment analysis and creating property prospectus. All of this experience will benefit Madison.

Have you previously served in any other Madison city committee/board before? Or with other community/volunteer organizations? If yes what did you do and what was your contribution?

My life centers around serving God, family and community. The last four years I've enjoyed working with the Madison Street Festival Committee. I am currently volunteering with Madison's Meals on Wheels, Kids to Love, and the annual ReadyFest. I also provide childcare at the Downtown Rescue Mission twice a week. I've worked on my church's Public Affairs committee and was an administrator for JustServe.org. It's been an honor to serve our veterans in the VA medical system. Serving hospice patients through Good Samaritan Hospice has a special place in my heart. Overall, these experiences have shown me the importance of listening to the needs of those I serve - an important trait for the city Council.





John Seifert

Race: District 7

Facebook: <https://www.facebook.com/John4Madison/>

NOTE: John Seifert does not have a challenger in this election.

Why do you want to serve another term on City Council?

As a current councilman, I am proud of the accomplishments our council and mayor body have made over the past 4 years of improving our commercial business base, yielding in a +10% revenue growth over that period, infrastructure and community connectivity, parks and recreational facilities and worked with our community partners to develop a growth roadmap and policy for the future. There is still so much more we can accomplish in these areas and this is why I am running.

What are the key contributions you have made to the city that you want voters in your District to know about?

I have helped in improving walkability within the city, improving our roads (namely and most recently Hughes and Wall Triana, supporting our schools with a sensible growth policy, increasing our commercial base resulting in more than 10% revenue girth each year and expanding Palmer park for future improvements.

What will be your top priorities in leading the city during this term?

Our top three priorities are, and continue to be, smart city growth with focus on commercial development, infrastructure improvements and refurbishments and improvements in our parks and recreation facilities and amenities for improved quality of life all in the current COVID environment currently.

What is one item you think city leadership could improve upon in the next 4 years?

I believe our biggest improvement can be in our city infrastructure. I believe we can improve in our infrastructure. We have made great strides, but to support our growing commercial base we should continue to focus on road improvements, sidewalk efforts and greenways leading to our parks, nature trails and greater community.

Municipal Polling Locations
As set by State of Alabama statute, all polls shall open at 7:00 AM and close at 7:00 PM.

Council Districts	Precinct	Location
1 (Madison County)		Faith Lutheran Church 660 Gillespie Road
2 (Madison County)		Madison Baptist Church 840 Balch Rd.
2 (Limestone County)		Lamb of God Lutheran Church 11716 County Line Rd. Madison, AL 35756
3 (Madison County)		Madison Mission Seventh Day Adventist 183 Shelton Rd.
4 (Madison County)		Madison City Hall 100 Hughes Rd.
4 (Limestone County)		Lamb of God Lutheran Church 11716 County Line Rd. Madison, AL 35756
5 (Madison County)		St. John the Baptist Catholic School 1057 Hughes Rd.
6 (Madison County)		Madison Public Library 142 Plaza Blvd.
7 (Madison County)		Restoration Church 5810 Wall Triana

For more information regarding your polling location, call the City Clerk at (256) 772-5610 or [email](#).

