

May 6, 2022

Common Council Executive Committee  
City-County Building  
210 Martin Luther King Jr. Blvd  
Madison, WI 53703

RE: Application for the open District 3 seat on the Common Council

Dear Common Council Executive Committee,

Alder Lindsay Lemmer ending her tenure on the Common Council is a significant loss for our Eastside community. She has been an incredibly responsive and supportive representative. In her absence, I believe it will take contributions from many people to ensure all of our neighbors can continue to successfully navigate city services and have a voice in local government.

To do my part to fill this need, I am applying to serve as the District 3 alder for the remaining year of Alder Lemmer's term. I am doing so because she has challenged me to use my skills and passion to serve our community, and because this is a great opportunity to gain experience in public service and make a positive impact on the health and direction of our city.

I also believe it is important for the incoming alder to honor the principles and priorities that Alder Lemmer emphasized when she ran for office and that she has embodied throughout her tenure. As a fellow communications professional and an active contributor to local civic efforts, I feel that I am a great fit to finish out her term.

If appointed to serve as alder, I would continue her commitment to active and effective communication. I would organize office hours and public discussions, amplify the voices of people living and working in District 3, provide regular updates to constituents about proposals before the Common Council, and provide a written rationale for my voting record.

In addition to a continued focus on communication and transparency, I would also commit to increasing participation in essential democratic and governing processes. This would involve supporting voter registration drives; encouraging residents to apply to serve on local committees, boards and commissions; and recruiting candidates to run for the District 3 alder seat in the next election. I do not anticipate running for alder next year, and I am committed to supporting a competitive contest among several candidates who can present different styles and viewpoints for voters.

I would also make it a priority to support programs that meaningfully address racial disparities and work to improve outcomes for people of color living in Madison. That would include efforts as part of committee appointments, as well as other initiatives of the Common Council and Mayor's office focused on reversing the impact of systemic injustices, increasing the accessibility of city services, and creating new education and employment opportunities.

To this position I bring professional experience in strategic communications, nonprofit management, and community engagement. I have over 15 years of experience as a communication professional and have spent the past seven years as a consultant. I specialize in working with nonprofit organizations dedicated to science, health and education issues. My work involves communicating complex topics to public and professional audiences, and helping associations build community to advance professional practices and disciplines.

Outside of my consulting business, I also donate my time and skills to several local programs that strive to strengthen community and advance critical democratic ideals. I have served as an election official at my local polling place, I am the communications lead for the Dane County Voter ID Coalition, I am the secretary of the Rolling Meadows Neighborhood Association, and I am on the Advisory Team of a new private sector initiative called OWN IT: Building Black Wealth — which provides personal finance and homeownership education and down payment assistance to staff and families of students at One City Schools.

I have also lived in numerous locations in Madison as a student and as a working professional. This has given me an understanding and appreciation for many of the different contexts and concerns of residents. I have rented homes in the Greenbush neighborhood and near Capital Square, I have rented a Capital East apartment on the isthmus, and I now own a home in the Rolling Meadows neighborhood on the Eastside. My personal experience navigating the city using multiple forms of transportation, regularly utilizing local parks and business districts, and living in multiple housing arrangements has prepared me to contribute to discussions about many key issues the residents of this growing city face every day.

Thank you for considering me for the open District 3 alder seat. I have enclosed several statements and a professional résumé as part of my application. Please contact me if you need any additional information or clarification.

Sincerely,

A handwritten signature in black ink that reads "R-Beets". The letters are stylized and connected, with a prominent "R" and "B".

Robert Beets

Enclosed:

- › Statement on Service
- › Outline of Service Goals
- › Statement on Future Candidacy
- › Professional Résumé

## Statement on Service

ROBERT BEETS

I am applying to serve as the interim alder for District 3 because I am deeply committed to using my skills and passion to support my neighbors and increase civic participation. I see this as an excellent opportunity to gain experience in public service, and I believe that I can have the greatest overall impact on the health and direction of our city by serving as an alder.

I also believe society and our local community need to place a greater emphasis on the importance of public discourse and public service. I see alders playing a key role in this regard. Alders can amplify the voices of residents and actively recruit people with all types of experiences and skills to engage the governing processes. As nonpartisan office holders, alders can also honestly lead dialogue and genuinely represent the wide range of views present in their districts. Critically, I believe an interim alder not seeking reelection may have the best opportunity to forthrightly champion such important causes. The opportunity to promote various forms of civic participation as a local representative is an important reason why I am applying to serve as alder. I discuss a few related ideas in my outline of service goals.

I am also drawn to apply because Alder Lindsay Lemmer has been an inspiring and engaging local leader who has encouraged me to seek this position and to use my skills to further serve our community. I take this challenge seriously, and I believe it is important for the interim alder to carry forward the priorities that she emphasized during her tenure. Centrally this includes her commitments to open communication, constituent engagement, and overall fairness and equity. As a fellow communications professional and an active contributor to local civic efforts, I feel that I am very well suited to honor these principles and to finish out her term.

*Thank you for learning about why I wish to serve as the alderperson for District 3. Please refer to my introductory letter and outline of service goals for a list of intended priorities, and my résumé for a list of my relevant civic and professional experience.*

# Outline of Service Goals

ROBERT BEETS

If appointed to serve as the District 3 alderperson for the remaining year of the current term, I would continue Alder Lindsay Lemmer's commitments to communication, engagement, fairness and equity. I would also emphasize increasing public discourse and civic participation, and work to meaningfully address racial disparities.

To prioritize open communication and transparency as alder, I would host open office hours, organize public discussions, provide updates about proposals before the Common Council, and provide a written rationale for my voting record. I believe open and consistent communication about the issues affecting the people of our city can help leaders more quickly identify areas of need and steadily lay the groundwork for establishing broad consensus. While it may be tough to advance some larger agenda items during an interim appointment, investments into a focus on communication and discourse can produce dividends for many years to come.

To increase participation in essential democratic and governing processes, I would support community-led voter registration drives, encourage candidates to run for the District 3 alder seat in the next election, and recruit residents to serve on committees, boards and commissions. My goal is for the wards of District 3 to consistently return some of the highest voter turnout rates in the city, and for residents of District 3 to regularly apply for open constituent-designated seats on governing bodies. Additionally, as I do not plan to run for alder in the next election, I am committed to encouraging others to pursue this seat. I hope to foster a competitive contest among several candidates who can present different styles and viewpoints for voters.

I would also work to support programs that meaningfully address racial disparities and have the potential to improve outcomes for people of color living in Madison. This includes by working through official appointments as well as contributing to efforts organized by the Common Council, the Mayor's office, and other partnerships. I believe it is essential for the City of Madison to take a proactive role to increase the accessibility of services, to help create new education and employment opportunities, and to reverse the impacts of systemic injustice. No single program or initiative can accomplish the profound change that our community requires, but it is important for decision makers in local government to be consistent and intentional when it comes to furthering diversity, equity and inclusion.

In addition to these priorities, I would seek to apply my professional experience and personal interest in science, natural resources, sustainability, urban planning, and health to the work of various city and county committees, boards, commissions and programs.

*Thank you for reviewing a basic outline of my intended priorities and goals if selected to serve as the interim alder for District 3. Please refer to my statement on service for insight about why I feel these are critical priorities, and refer to my résumé for a look at how my relevant civic and professional experience can help me accomplish these goals.*

## **Statement on Future Candidacy**

ROBERT BEETS

I do not anticipate running for alder next year. I am applying for the open seat because it is a great opportunity to gain experience representing fellow residents and serving on a local governing body. This will help prepare me for future pursuits in public service.

# Robert Beets

, Madison, WI 53714

## EDUCATION

### Bachelor of Science

Natural Resources / Concentration in Life Sciences Communication  
University of Wisconsin–Madison  
May 2006

### Environmental Studies Certificate

Nelson Institute for Environmental Studies  
University of Wisconsin–Madison  
May 2006

## CIVIC EXPERIENCE

### Election Official

City of Madison  
March–April 2022

- › Worked at the Ward 11 polling location for the 2022 Spring Election on April 5
- › Marked poll books, processed absentee ballots, and assisted with on-site registrations

### Communications Lead

Dane County Voter ID Coalition  
February 2022–Present

- › Lead communications strategy for projects and activities
- › Write messaging for voting outreach materials
- › Manage social media accounts

### Advisory Team

OWN IT: Building Black Wealth  
May 2021–Present

- › Provide advice on communications, operations, and program processes
- › Write and edit press releases, marketing copy, and website content
- › Contribute to the coordination and oversight of volunteers

### **Secretary / Board Member**

Rolling Meadows Neighborhood Association

March 2021–Present

- › Manage and write monthly newsletter distributed to over 300 residents
- › Organize meeting agendas and take minutes for Board and public meetings
- › Design marketing and outreach materials and manage social media accounts

### **Letter on Dog Free Park Processes**

December 2021

- › Letter submitted to Board of Park Commissioners and City of Madison Parks Division
- › Drafted letter after Kingston-Onyx Park was designated dog free in November 2021
- › Advocated for specific changes to the process for designating dog free parks
- › Recruited several neighbors and Madison residents to sign on to the letter

### **Letters to the Editor**

September 2019–Present

- › Regularly submit letters to the editor of *The Capital Times*
- › Nine letters have been published in the past three years
- › Letters have addressed a wide range of social and civic issues

## **WORK EXPERIENCE**

### **Principal Consultant**

Prime Root (Madison, WI)

June 2015–Present

- › Provide communications and management consulting for science organizations
- › Support organizations developing strategies and improving communications practices
- › Lead projects communicating complex topics to public and professional audiences
- › Navigate various organizational cultures, bureaucracies, policies and practices
- › Help develop capacity and processes to create content and build community
- › Work with people who have a wide range of professional experience

### **Communications Director**

International Neuroethics Society (Remote)

September 2014–Present

- › Manage communications and projects for an international association
- › Coordinate committee meetings and activities initiated by members
- › Direct and oversee work and contributions of part-time interns
- › Lead data collection, reporting, and creation of reports

### **Communications Manager**

Scientific Societies (Eagan, MN)

February–June 2015

- › Managed communications and member relations for multiple agricultural associations
- › Coordinated newsletters, wrote articles and website content, and edited reports
- › Departed to start my consultancy, now under the name Prime Root

### **New Media and PR Specialist**

American Association for the Advancement of Science (Washington, DC)

January 2013–August 2014

- › Managed websites and social media for the world's largest general scientific society
- › Coordinated online publishing process for feature articles written by staff and freelancers
- › Contributed to multiple website redesign projects and content migration efforts
- › Organized a cross-departmental social media practice group for staff

### **Marketing Consultant**

Red Root Publishing (Milwaukee, WI)

March 2012–January 2013

### **Marketing Coordinator**

Giant Campus (Seattle, WA)

January 2011–January 2012

### **Website / Communications Coordinator**

National Anemia Action Council

Executive Director Inc. (Milwaukee, WI)

May 2007–May 2010

### **Valet**

CPS Parking (Milwaukee, WI)

August 2006–May 2008

### **Communications Coordinator**

Natural Resources Foundation of Wisconsin (Madison, WI)

September 2004–May 2006

### **Records Assistant**

Wisconsin Historical Society (Madison, WI)

September 2003–August 2005

# Application to Fill Third Aldermanic District Vacancy

Andrew Kraiss

## **Biographical**

### **EDUCATION**

#### **University of Wisconsin-Madison**

Doctor of Philosophy, 2011

Historical Germanic Linguistics (Major Concentration)

Scandinavian Studies (Minor Concentration)

#### **University of Wisconsin-Milwaukee**

Master of Arts, 1996

Foreign Language and Literature

Bachelor of Arts, 1992

History and German

#### **Robert M. LaFollette High School**

High School Diploma, 1986

### **WORK EXPERIENCE**

#### **University of Maryland Global Campus**

Dates Employed: 3/2016-8/2020

Instructor for First through Fourth Semester German and German Cultural History at Army and Air bases in Germany.

#### **Madison Police Department**

Dates Employed: 11/2015-2/2016

Enforced alternate-side snow removal parking ordinance.

11/2013-1/2014

11/2012-4/2013

11/2011-12/2011

#### **Elkhorn Area School District**

Dates Employed: 8/2015-11/2015

Instructor for Level 2 and AP German

#### **School District of Janesville**

Dates Employed: 8/2014-6/2015

Instructor for German.4 and 5

## **NEIGHBORHOOD, CIVIC and POLITICAL EXPERIENCE**

Chair, Political Education Committee. Teaching Assistants Association. 2007-2008

Graduate Student Liaison to Policy Advisory Committee on Background Check Implementation.

Spring 2007

German Department Steward. Teaching Assistants Association.

2006-2008

Candidate for Dane County Board of Supervisors, District 16

Spring 2002 and 2004 Election

Committee Member, Stoughton Road Policy Advisory Committee

2001-2003

Board Member, Elvehjem Neighborhood Association

2000-2003

### **Why I wish to serve**

I grew up in Rolling Meadows in the 3<sup>rd</sup> district and am now a home-owner here myself so I have a long, vested interest in the neighborhood and in my hometown. I served on the board of the neighborhood association in the adjacent neighborhood of Elvehjem for three years and ran for county board at that time. I was primarily interested in working on transportation and land use issues.

### **What I wish to accomplish**

I am still interested in transportation and land use but am now also interested in focusing on issues of mental health, substance abuse and homelessness in the city and on the Far East side in particular. I am especially interested in constituent service and serving as a liaison between neighborhood associations, constituents and city staff. I am currently available at all times of the day and evening and will focus on being available to constituents and city officials.

### **Statement on whether I plan to run for alderperson in the Spring 2023 election**

I do not plan to run in the Spring 2023 election. I may run at a later time but I do not believe it is appropriate for appointed alders to run with unearned incumbency immediately following an appointment.

# Katy Mijal

## District 3 Alder Applicant

### Contact

Madison, WI 53714

### Dear Common Council Executive Committee

Please accept my application to serve for the remainder of Alder Lemmer's term in District 3, Madison Common Council. Attached is a biographical resume listing my experiences that may be relevant to this position.

Until the last few years, I spent minimal time researching local matters and knew very little about city governance or what alder people do. It was not until I met Tag Evers outside my tiny flat in the Greenbush Neighborhood and signed up to receive his emails that I started to pay attention. I remember Alder Evers asking what my partner and I thought about some new developments going up along Park Street. In fact, my partner and I did have concerns about the rapid increase in rental housing and the cost of the apartments in those new units. Instead of excusing/escaping himself to say he was on a search for his lost dog, Alder Evers shared some background to the development and his concerns, and told us that we should contact him when we have questions or feel motivated about something in our neighborhood. Two years later, my partner and I were fortunate to be able to afford a house in the Rolling Meadows neighborhood and a new world opened up to me.

When Alder Lindsay Lemmer asked if I would consider applying to fill the rest of her term, I chuckled. What do I know about city politics? I spent a couple weeks talking to friends, families, and neighbors. They all had similar responses – that I already have the compulsive desire to help people and make live's better in small ways, and that I put myself out there when it comes to talking with strangers and meeting new people. I always want to know what is going on and I cheer when options to share my thoughts come my way – like the survey put out for the Metro's Transit Network Redesign Plan. What Alder Lemmer was proposing is an opportunity to listen to my neighbors, investigate, ask questions, and talk to more people until I have a good idea of what other's would find helpful and is good for the city long term. Then I get to do something beyond filling out a survey – I get to take everything I learn and have a (stronger) voice in what my community should do.

Alder Lemmer was elected because people agreed with her agenda, or at least some of it. If I were to finish out Alder Lemmer's term, I would start with the items she is most passionate about, such as inclusive economic recovery from COVID-19, public health and safety like the mobile crisis unit, violence prevention, and Vision Zero. I also know that I would be able to continue her seat on some of her committees, including the Plan Commission and Board of Health for Madison and Dane County. My personal initiative as an alderperson would be to do what Alders

Evers and Lemmers did for me. They found a local politics-naïve Madisonian and helped guide her to be informed on city issues. The more my community peers realize they have a voice, the more they will be invested in their city and the changes happening, or that need to happen.

To accomplish these goals, I would continue to work closely with the 11 neighborhood associations in District 3. I would find mentors within the common council, city departments, and the community to help guide me in aldering and information gathering. I would have the benefit of actually getting to meet people face-to-face, and would work hard to catch up so I could take over where Alder Lemmer was.

Finally, I will answer to the best of my ability my interest in running for alderperson in Spring 2023. I realize that is less than a year away, and that I will need to make up my mind soon, but I really want to prove to myself that I can do this job well. It would be awful to “talk the talk” just to be elected to a position and fail my constituents. So, I don’t know.

Thank you for taking the time to review my application. I look forward to interviewing with you on Tuesday, May 17.

Sincerely,

Katy Mijal

#### Addendum – Note of Support

I would like to state my support of Robert Beets for District 3 Alderperson. Robert and I met with Alder Lemmer to learn about the position, expectations, and to hear about her work thus far and the pros/cons of being an alder. I first met Robert when my partner and I bought our first home in the Rolling Meadows neighborhood in December 2020. A postcard had gone out to introduce residents to the Rolling Meadows Neighborhood Association (RMNA) and invite them to attend a May 2021 meeting and express interest to serve on the board. Robert was voted in as Secretary that night. He has been the voice and public face of the RMNA since, and is the reason more people in our neighborhood are aware of the association and the activities taking place to meet other residents. Robert has a true passion for democracy and is invested in making sure people have access to vote, and why it is important that we use our right to vote. He demonstrates professionalism, organization, and a true spirit of inclusion. If the Common Council Executive Committee selects Robert Beets to complete Alder Lemmer’s term, I will support him fully and offer my assistance to his work in the position. Alder Lemmer was an exemplary Alder, and anyone is going to need help to fill her shoes!

# Katy Mijal

## District 3 Alder Applicant

### Contact

Madison, WI 53714

### Education

University of Wisconsin –  
Stevens Point, WI  
Bachelor of Science, 2003  
Majors in Biology, Spanish

University of Wisconsin –  
Madison, WI  
Preparatory Coursework,  
College of Life Sciences,  
2010 – Elective  
coursework in human  
physiology and  
biochemistry

University of Wisconsin  
School of Medicine &  
Public Health  
2011-12 Medical School

### Objective

Live each day to its fullest. Incorporate my love of nature, health, and helping people to improve the lives of others. Become a steward of community engagement and encourage everyone to be included. And have fun!

### Employment

*Nov 2019 - Present*

Recruitment & Retention Specialist • U.W. School of Medicine & Public Health (SMPH), Department of Medicine, Division of Infectious Disease • Principal Investigator Dr. Ryan Westergaard

*2006 – Present*

Adult Climbing Instructor • Boulders Climbing Gym • Madison, WI

*Sep 2017 – Oct 2019*

Clinical Research Coordinator • U.W. SMPH, Department of Family Medicine and Community Health, Program for Research, Outreach, Therapeutics, and Education in the Addictions • Principal Investigator Dr. Randy Brown

*Nov 2016 – July 2017*

Research Database Manager • U.W. SMPH, Department of Obstetrics & Gynecology, Division of Gynecologic Oncology and the U.W. Carbone Cancer Center • Principal Investigator Dr. Ahmed Al-Niaimi

*2006 – 2007*

Specimen Control and Receiving Technician • U.W. SMPH, Department of Obstetrics & Gynecology, Division of Gynecologic Oncology and the U.W. Carbone Cancer Center • Department Director Dr. Laurel Rice

*2002 – 2006*

Clinic Manager • Good Neighbor Clinic of Sauk Prairie, Inc. • Prairie du Sac, WI • Medical Director Dr. Haakon Carlson

*2000 – 2006*

Assistant to the Taliesin Fellowship / Flower Gardener / Landscape & Residential Maintenance • Frank Lloyd Wright Foundation • Spring Green, WI

1997 – 2004

Tour Steward / Housekeeper / Historical Preservation • Taliesin Preservation, Inc. • Spring Green, WI

1994 – 1996

Farmer laborer on Wholesale Fruit & Vegetable Farm • The Berry Patch • Prairie du Sac, WI

## Key Skills

Outgoing

Willing to embarrass myself (and my partner) by striking up conversations with random people

Intermediate proficiency in oral and written Spanish

Energetic – I will definitely need to throw the Frisbee before council meetings

Creative – So many ideas and so little time

Email and social media sufficient

Virtual meeting proficient (because everyone is at this point)

Common Sense

## Leadership

➔ Co-founder of the College Women’s Ultimate Frisbee Team, Stevens Point, WI.

➔ On-site event coordinator for the Whole Foods Academy for Conscious Leadership, Scottsdale, AZ and Spring Green, WI.

➔ Stepmom to my partner’s son, Clark; fun and responsible Aunt to Lucy, Sam, Esme, Simon, and Annie; and trusted back-up mom for my friend’s kids (and pets) who single-mommed it for a long time.

➔ Worked in college as a social and educational mentor to a group of freshman students interested in natural resources and biology.

## Neighborhood and Civic Experience

➔ I am an active participant of the Rolling Meadows Neighborhood Association. I attend meetings, encourage others to attend meetings and events, and support the board with many creative ideas and energy.

➔ I serve on the UW-Madison Academic Staff Information Technology Committee.

➔ In high school (yes, I need to go back-in-the-day!) I was the student council president my junior year.

➔ Again, in high school, I was awarded the opportunity to attend the Young Leaders Conference in Washington D.C.

➔ Now college – I organized supporters and drafted a plan that I took to the Residential Life and Grounds Crews at UW Stevens Point to request installation of bat houses. (It was denied.)

➔ Vote! I do it, and I make sure everyone who will listen is planning to vote too!

➔ Volunteer with fellow neighbors to maintain the Heritage Park Ice Skating Rink.

➔ Planted the flower beds and kept them watered at the park signs in McGinnis Park

➔ Volunteer for local dog park clean-ups, trash pick-up, and garlic mustard pulls

➔ Plan chores that put me out front during peak dog-walking times in order to meet my neighbors.

10 May 2022  
Erik Paulson

Dear Common Council Executive Committee,

I am pleased and humbled to offer this letter as my application to fill the upcoming District 3 vacancy on the Common Council.

I came to Madison 25 years ago to start as a freshman at UW-Madison. While at the UW, I earned a B.S., M.S., and Ph.D., all in Computer Sciences, but most importantly I met my husband Ben. After a long stint downtown, we moved to District 3 and for seven years now have happily lived here along with our dog Tip.

After graduation, we decided to stay in Wisconsin and we both work for Wisconsin companies. I currently work for Johnson Controls, where I do data management and research for energy efficiency and indoor air quality for buildings and the built environment.

I served as the inaugural chair of the city's Digital Technology Committee from 2013 to 2015. Prior to that, I was a member of the city's Broadband Telecommunications Regulatory Board, until industry-back legislation blocked Wisconsin cities from oversight of cable companies. I have attended and testified at many other city and county committees and boards, getting to know their procedures and issues well enough that I could provide some community coverage of those meetings as blog posts on Brenda Konkel's 'Forward Lookout' collaborative blog.

While at the UW, I was part of many shared governance bodies and other committees, including a Chancellor search committee. I was a member of the ASM, where I am particularly proud of having led the development of a stable funding stream to support the Tenant Resource Center's presence on campus. That partnership has been successful for over a decade now, and I believe has been a true win-win for both UW students and the Madison community at large.

I was an active member of Capitol Neighborhoods, and chaired several neighborhood steering committees for redevelopment projects. Some of the projects were eventually constructed and others were not, but I believe in all of them the process was collaborative between neighbors, developers, and policymakers. I have also organized community groups around technology and open data, and have presented at the Mayor's Neighborhood Conference and Roundtable. Much of the rest of my community involvement has been in electoral politics, working to elect progressives to office to build a better community for everyone.

### **Why I wish to serve**

I firmly believe that the idea of Madison as a model city should be our North Star and inspiration. Indeed, we are - there are no shortages of headlines that say "Madison ranked high in 'Best Places to Live' list" but we all know that those headlines aren't really accurate, and if they were truthful would read 'Best Places to Live (if you're white.)' So, while I still believe that Madison

should always aspire to be a model city, it's clear that we need a 21st century renewal of what it means to be a 'model city' to be a city that includes everyone. I want to serve on the Common Council to help with that renewal and to always keep pushing Madison forward to be a model city. I believe that I have the skills to listen and hear, to have empathy and understand, and to turn that into collaboration to accomplish things together.

Part of being a model city is to have audacious goals. I don't want to forget about plowing the snow or picking up the recycling, but there's a civic pride that comes from knowing you live in a city that's described as "only in somewhere like Madison would they try that." But we must be careful not to put our hopes only in distant plans, we need to tie these goals to the present as well. For example, setting a goal to cut our carbon emissions to zero at some point decades in the future is admirable, but what are we doing to cut emissions by five percent by 2023?

Part of being a model city means being a place where people come to build better lives. Too often in discussions we hear some of Madison's challenges being blamed on "new people" or "people from Chicago." This of course is barely disguised racism, but I want to reclaim that discourse. Madison should be the place that people come to live somewhere better, be they coming from Cross Plains or Chippewa Falls or Chicago or Chihuahua, that should be a source of pride for us. We should be bold in saying it.

District 3 is a very interesting district. It has established neighborhoods and it has brand new neighborhoods. Large sections of it are still cornfields that will someday be home to neighbors we don't yet know, and there are other parts of the district that could be ready for redevelopment. I'd like to serve on the Common Council because I'd like to help lead conversations and collaborations that touch on all of these different stages of neighborhood development. I think that I can build on what previous alders have accomplished and I can give a solid foundation to future alders.

### **What I Want to Accomplish**

Because I would be taking over for Alder Lemmer mid-term, part of what I want to accomplish is to see some of her goals and projects through to the end. For example, now that state law does not require police officers to provide the transportation for people having a mental health crisis, I want to finish her work on finding non-police options to do that transportation. In the interest of minimizing disruption, I am happy to serve on the committees that she currently serves on. Beyond continuing what is already in progress, I have several priorities:

#### *Structural reform and efficiencies for the Common Council and city committees.*

I was opposed to and voted against a full-time council, but I recognize that the current situation is likely not tenable. I am fortunate and privileged to have a day job that is work from home and flexible schedule-wise, as well as a family situation that will make it possible for me to serve with the current alder workload and demands, but we do need to address what it takes to be an alder so it is open to more people. As a long-time observer of the Common Council and committees, I have some preliminary ideas but am excited about the chance to see how things work "from the

other side” and fine-tune my ideas, and look forward to being part of the discussions about where to go next, after the referenda.

### *Budget*

Federal funding has bought us a bit of breathing room in the budget, but as that runs out we will be back to serious budget challenges. One option that I think needs to be on the table is going to referendum to exceed state levy limits, but we will need to be very careful, clear, and deliberate in explaining to the voters of the city why the Common Council wants to go that direction, and to be sure that we have community support before putting it on the ballot. I don't know that we should go to referendum in the immediate future, but I want to start discussions about it with the Common Council now so we have it as a tool in the future.

### *Housing*

Creating more housing addresses key causes of many of our challenges in Madison. I am very interested in working on creating more affordable housing, but I also think that more housing at any price point is on the whole beneficial. I want to be more aggressive about land banking and I want to increase funding to the affordable housing trust fund.

### *Sustainability*

I believe that cities are on the front line in addressing sustainability and environmental protections. To the extent that we can, while respecting limitations of the building code, I would like to use our planning and development approval process to be more aggressive about requiring sustainability measures in new projects. We should not accept new final plat maps without stepped-up sustainability and efficiency measures, and just like we hold out density and bonus floors for exceptional designs, exceptional sustainability measures should also factor into allowing bonus floors.

### *Data and Technology*

I am interested in gathering, using, and releasing more open data, and am supportive of our “What Works” recognition and efforts. I would like to work with city staff and committees and see what investments we might want to make in collecting additional data. I am also cautious about over-reliance on being data driven without understanding what limitations and biases exist in the data. Making decisions based on incomplete data can exacerbate the inequities we hoped to reduce.

### *Regional Cooperation*

The destinies of Madison, our suburbs, and Dane County are all intertwined, more so than most other counties in Wisconsin. Many of us were disappointed when the Regional Transit Authority was eliminated right after it was created, but there's nothing stopping us from mostly recreating it through cooperative agreements between the local governments. True, it wouldn't have the authority to impose a sales tax for additional revenue, but we could all agree to the binding transportation planning the original RTA had as its scope, potentially even with binding funding commitments. As another example, Public Health Madison & Dane County seems to be a model that works well together, and I wonder if we should explore a combined Madison and Dane

County Parks department, ideally with other municipalities. Neither of these would be short-term ideas, and it may be that neither of these ideas are good ideas, but I believe we should be talking regionally and without regards to lines on the map.

### *Economic Development*

I'm interested in all of the issues the Economic Development Committee has in its scope, but I am especially interested in finding ways to add more people of color to our middle class. One opportunity we should pursue is to task the City of Madison HR department to focus more on career development of city staff members, and in particular work with city staff members to be sure that they are actively applying for new opportunities, be it for other positions in city government or outside of city government. Obviously we have to work carefully with the unions for our represented employees when designing this program, but people have to take shots in order to advance, and we shouldn't limit the shots they take to only openings in city government for career advancement. So, for say a person of color who is employed in the purchasing department, let's not restrict our definition of career advancement for them to be waiting until a supervisor position opens in the purchasing department, let's help them advance now even if it's with a job with a private company in Madison. As an added bonus, since I believe the City does an excellent job in recruiting staff, such a program would help local businesses recruit talented employees. This is a policy lever that is entirely under the city's control.

### **Running in the 2023 Spring Election.**

I do not know if I will run in the 2023 spring election. I am inclined to do so, but I want to have some first-hand experience to fully understand the impact of the time commitment so my husband and I can make a decision. The commitment I can make now is that I will announce my decision no later than 48 hours after the final budget vote, to give some time before the start of nomination signature collection for any other candidate to make their own plans with no surprises from me.

Thank you for reviewing my material, and I look forward to answering your questions later this month. Thank you also for your service to Madison, and for the work you are putting in to find a good representative for our district.

Sincerely Yours,

A handwritten signature in black ink, appearing to read 'Erik Paulson', written in a cursive style.

Erik Paulson

## **Erik S. Paulson**

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### **Education**

Ph.D. Computer Sciences, University of Wisconsin  
Minor: Energy Entrepreneurship

M.S. Computer Sciences, University of Wisconsin

B.S. Computer Sciences, University of Wisconsin

### **Professional Experience**

Data Engineer Johnson Controls  
Madison/Milwaukee, WI 2013–Present  
Staff member in the Data and Analytics team at Johnson Controls. Lead an industrial consortium for semantic metadata standards for building systems.

New Media Analytics Democratic National Committee  
Washington, DC 2010  
A three month research placement for graduate students. Catalog and analyze email experiments conducted by the DNC and Obama campaign after the 2008 election. Participate in online mobilization efforts during final passage of the Affordable Care Act.

Research Assistant University of Wisconsin  
Madison, WI 2005–2013  
Graduate student in the Computer Sciences department. Research in distributed and parallel databases, entity matching, and human-in-the-loop AI systems.

Systems Programmer Condor Project, University of Wisconsin  
Madison, WI 2000–2005  
Software developer and administrator on the Condor High Throughput Computing software package and associated compute cluster at the UW-Madison.

### **Service**

Chair, City of Madison Digital Technology Committee, 2013–2015  
Member, Broadband Telecommunications Regulatory Board, City of Madison, 2007–2008  
Member, Information Technology Committee, University of Wisconsin, 2007–2010  
Member, Chancellor Search Committee, University of Wisconsin, 2008  
Member, University Academic Planning Council, University of Wisconsin, 2008–2011  
Member, Chief Information Officer Search Committee, University of Wisconsin, 2011  
Graduate Student Representative, Associated Students of Madison, 2009–2010  
Member, UW Madison Administrative Excellence Advisory Committee, 2012–2013  
Member, Capitol Neighborhoods, Inc. Executive Board 2009–2011  
Organizer, CityCampMadison Open Data Unconference/Code for Madison, 2012, 2013, 2021  
Member, Democratic Party of Dane County Executive Board, 2008–2015  
Chair, WisDems LGBT Caucus, 2011–2015  
Chair, Democratic Party of the Second Congressional District, 2013–2017

**From:** R S

**Sent:** Friday, April 29, 2022 10:16 AM

**To:** Common Council Executive Committee <ccec@cityofmadison.com>

**Cc:** Kapusta-Pofahl, Karen <KKapusta-Pofahl@cityofmadison.com>

**Subject:** Application to fill Vacancy in 3rd District (Rhonda Smillie)

I am seeking an appointment to the vacancy created by the resignation of Ald. Lindsay Lemmer, 3rd District.

The Basics:

NAME: Rhonda Smillie

ADDRESS: Madison, WI 53714

PHONE:

EMAIL:

RESUME: attached.

**AN EXPLANATION OF WHY I WANT THIS APPOINTMENT:** I have considered becoming more politically involved since retirement from the Army and I think it an opportune way for me to start. As a retired Army Colonel, I have the education, leadership skills, and temperament to act in partnership with other members of the council whilst still keeping the members of the district in mind. After retirement from the Army in 2015, I worked at a variety of part-time jobs (see my resume). This experience gave me a better understanding of the low-level part-time, "working several jobs" experience. It was enlightening and I will use it along with my Army experience and my districts' input to inform my decisions. Finally, I believe that democracies move forward through compromise and would be willing to listen to all sides of the issue.

**WHAT I HOPE TO ACCOMPLISH:** 1. Represent my district with transparency and integrity. 2. Keep Madison the great place that it currently is.

**WHETHER I PLAN TO RUN FOR THE SEAT IN SPRING 2023 ELECTION:** I do not (and you may quote me on that). My appointment will give time to those interested in running to discern their issues and the best way forward on them.

When reviewing my resume, please note that my volunteer activities are all centered in the Onalaska, WI area. Having only moved here in June 2021 and with COVID restraints at that time, I have not yet found my volunteer activities here.

Thanks for the consideration and feel free to call or text -

Rhonda Smillie

**Rhonda D. Smillie  
, Madison, WI 53714**

**SUMMARY:** I am a retired Army Officer with a broad set of skills. Seeking appointment to a vacancy on the Madison City Council.

**2015-Present:** United States Army (Retired), working in various positions in the Onalaska, WI area until our relocation to Madison WI in 2021. Positions include: Cook, Onalaska, Wisconsin School District; Substitute Paraprofessional, Onalaska, Wisconsin, School District; Retail Co-worker, Kwik Trip, Various Stores in La Crosse and Onalaska, Wisconsin areas; Bartender, Dewey's, La Crosse, Wisconsin; Admin Assistant, Wesley United Methodist Church, La Crosse, Wisconsin; Admin Assistant, Farmers Insurance Agency, La Crosse, Wisconsin.

**2013-2015:** Legislative Liaison, Office of the Chief, Army Reserve, Washington DC with duty at Fort McCoy, Wisconsin: Facilitated participation of elected leadership (local, state, and federal level) in events at Army facilities in the Northwestern United States in order to increase understanding of capabilities in the officials' district. Responsibilities included content development, location selection, selection of presenters, and follow-up as needed.

**2010-2013:** Deputy Director, Military Personnel Management, United States Army, Pentagon, Washington, DC: Senior advisor to the Director of Military Personnel Management for the United States Army responsible to conceptualize the practical application of United States Law as applied to members of the military to produce policy/processes that complied with legal requirements yet allowed maximum flexibility for the Army and its reserve components.

**2009-2010:** Student, United States Army War College, Carlisle Barracks, PA: Awarded Master of Science.

**1983-2009:** A variety of assignments while on Active Duty with the Army or as a member of the Army Reserve including Labor Relations Mediation; Recruiter Training, Project management, job classification, and incentive analysis.

**Education:**

- United States Army War College – Master of Science, Military and Strategic Leadership, 2010
- Lindenwood University - Master of Arts, Gerontology, 1998
- Excelsior University – Bachelor of Science 1994

**Volunteer:**

- Host, National Wildlife and Fish Refuge Visitor Center, Bryce Prairie, Wisconsin
- Driver, Disabled American Veterans (as directed by DAV Rep at King, VA, Tomah, WI)
- General Laborer, WAFER Food Pantry (Food Pick Up Point for Qualified Individuals)
- General Laborer, Hunger Task Force of La Crosse, WI (Donation Warehouse distributing food pantries)

May 6, 2022

Keith Furman  
President, Madison Common Council

Jael Currie,  
Vice President, Madison Common Council

cc: Common Council Executive Committee

President Furman,  
Vice President Currie,  
Common Council Executive Committee Members,

I write to you to apply for the open position of District 3 Alder. Within this packet you will find:

- My Biographical Resume;
- Why I Wish to Serve;
- What I Wish to Accomplish;
- Whether I Plan to Run for Alderperson in the Spring 2023 Election; and
- My Name, Address, Cellphone Number, and E-mail Address.

Although unfortunate that Alder Lemmer will be leaving this position, I am grateful for the opportunity to apply to fill this role. I want to thank the Alderpersons in advance for their consideration and for their devotion to the duties required by their position to appoint a new alder to serve Alder Lemmer's remaining term. I look forward to meeting everyone and discussing this great public service opportunity and how I believe I can best serve the people of District 3 in a collaborative manner with the rest of the Common Council.

Best Regards,

s/  
Matthew E.D. Van Eperen

Madison, WI 53718



- Attended and took notes during House and Senate meetings; drafted memos to report primary points discussed.
- Compiled report for government relations staff to get to know the districts where the Corporation's numerous properties/businesses were located and who the congresspersons were.

## **CIVIC AND JUDICIAL EXPERIENCE**

*January 2019–April 2019*

### **Judicial Intern, The Honorable M. Joseph Donald**

Milwaukee County Circuit Court

Wauwatosa, WI

- Observed Family Drug Treatment Court meetings and other proceedings, including trials and motion hearings; Assisted judge and FDTC Coordinator in court tasks, including researching programs for participants and legal issues for the court.

*January 2017–May 2017*

### **Congressional District Intern**

District Office of Congresswoman Gwen Moore

Milwaukee, WI

- Responsible for fielding constituent phone calls and provided District staff with briefs about the phone calls.
- Entered legislative comments and concerns into computer program, which provided Congresswoman Moore and her staff access to knowing how constituents felt about legislation and ongoing issues affecting them.
- Assisted caseworkers with constituent services, particularly veteran issues.

## **EDUCATION**

*May 2020*

### **Marquette University Law School**

Milwaukee, WI

Juris Doctor

Study Abroad: Justus Liebig Universität – Gießen, Germany – Summer 2018

*May 2017*

### **Marquette University**

Milwaukee, WI

Bachelor of Arts in Political Science (Global Politics)

Minors: International Affairs and German Studies

Societies: Pi Sigma Alpha

Delta Phi Alpha

National Residence Hall Honorary

Study Abroad: Philipps Universität Marburg – Marburg, Germany – Fall 2015

## **BAR ADMISSION**

2020

Wisconsin (Member Number 1113784)

## **VOLUNTEERING**

*July 2020–present*

T-1 Today, Inc. (d/b/a Children with Diabetes)

- Focusing on care today so the world is ready for a cure tomorrow, CWD is a global resource that provides support, education, and inspiration to empower those living with Type 1 Diabetes (fka juvenile diabetes)
- Volunteer Duties: Leading small groups to educate, reflect, and understand Type 1 Diabetes for children ages 6-8 with the disease or children who are affected by it.

## **Why I Wish to Serve**

With mounting issues facing our community now and in the future, there are so many opportunities for the community to come together to help solve them, which can lead to immense local benefits. When my wife and I moved to Madison, I began thinking of ways to get involved in meaningful ways to make not just our community, but also our city, a home. Now that we've welcomed our first child to our family, I believe there is no time like the present to get involved. I want to set an example for my son that public service is of paramount importance and that we should seek opportunities to use our talents and abilities for the public good. I wish to serve on the Common Council so that I can be a voice for my community and move our city forward. With many people's main focus being on national politics (especially these days), it's easy for some to forget that local government affects our day-to-day lives. By serving on the Common Council, my goal is to help benefit our family's, friends', and neighbors' day-to-day lives and create a community that is unparalleled to any other. I want to serve on the Common Council so that we don't waste the opportunity Madison has to grow into a powerhouse city inspirational to other municipalities.

## **What I Wish to Accomplish**

As previously mentioned, there are many issues facing us at the local, statewide, and national level. The Common Council has the opportunity to work on those issues and impact countless lives. Not all these situations have the ability to be easily "accomplished" (or, "solved") however, and some will take a lot of time and effort. A few of the issues I want to focus on are listed below:

I would like to work with the Council on homelessness and housing insecurity. If we consider housing to be a human right, we need to take steps that (a) reduce—without criminalizing—homelessness and (b) adequately plan for and require sufficient affordable housing. We also need to make sure the affordable housing and shelters are in locations that do not remove those persons from the heart of society and the economy, but rather in places that give them the best opportunities to thrive. Madison is in a unique position in Wisconsin where we have a relatively young and fast-growing population. In fact, five of the top ten fastest growing cities are within Dane County, which provides an even greater imperative for Madison to lead the way on housing security.

I would also like to work with the Council on fostering a strong economy in Madison. The COVID-19 pandemic and the economic recovery since has brought many challenges, and it is important that we learn from what went right and what went wrong. I want to work with the Council to position our city in a way that provides, among other things, equitable employment opportunities (particularly the opportunity for easier upward economic mobility) and support for small business growth and development. Related, our city needs to create a budget that both benefits its citizens and ensures that employers and organizations within our community have the

full freedom to grow. By balancing business concerns with the rights and wellbeing of the worker, it is possible that the positive impact moves beyond just attracting both employers and employees, but towards an economy that creates competition amongst business to attract workers (thus creating opportunities for greater worker benefits) and that provides the opportunity and incentives for companies to innovate. We also need to make sure that we are helping match employers with employees and helping the workforce operate at full strength.

As a community anchored by a large research university, I would like to work with the Council to lean into our close relationship with UW-Madison (and other local colleges) and consider commissioning studies to assist our decision-making when it comes to important issues. Being more analytical-minded, I think it is important that we have all the facts and consider all the differing viewpoints on an issue. We should be leveraging our relationship with university researchers that can give us unbiased research outcomes. Related, many other community organizations have compiled their own research and public opinion. Their assistance, voices, and insight are critical to moving the city forward.

Overall, the most easily attainable accomplishment I am committed to is making sure I and the Common Council are honest, transparent, dedicated, motivated, involved, respectful, inquisitive, listening, and hard-working. These are some of the qualities I will bring to the Council, and these qualities, if held amongst the Council, puts the Council in a position to operate at it's best and in a way that almost guarantees positive results throughout the community.

## **Whether I Plan to Run for Alder in the Spring 2023 Election**

While I am highly interested in running for alderperson in the Spring 2023 election, I am hesitant to declare that I plan to run, in part due to the fact that this is an unusual situation where I, or another, would be appointed to the Common Council. Before formally declaring an intent to run in the Spring 2023 election, I believe it is one's duty to discuss with community members at large. Failure to do so is the failure to perform due diligence. Furthermore, as an additional reason why I am hesitant to declare now, some may consider an appointment to the Common Council to be an endorsement of future candidacy, and to avoid appearance of anything other than a democratic-republic form of government at full strength, I will abstain from formally declaring my intent at this point.