

GLENN J. GOODING
CANDIDATE FOR PRESCOTT MAYOR

1. Why are you running for Mayor / City Council? Please describe your economic and financial training and experience, and explain why the people of Prescott should be willing to rely on you to make complex decisions on what activities the City should undertake, and how they should be paid for.

I am running to give the citizens of Prescott a voice back into how the city is run and to address important citizen's issues. I was a manager in IBM for 18 years and was responsible for the budget of my operation. I also have a Bachelors degree in Business Administration and a Masters in Adult Education and Human Development. I believe the city should focus on the infrastructure and eliminate non-essential projects. I also rely on the expertise of individuals that have been hired to provide advice on such items and expenditures.

2. What is the biggest tax-related issue facing the City of Prescott today? What recommendations do you have for dealing with it?

The biggest tax related issue is the 3/4 % sales tax for streets. The roads are in horrible shape and getting worse. I would raise the transient (bed) tax to supplement the repair of the streets and infrastructure and once again eliminate non-essential projects until the infrastructure is repaired.

3. What is your position on the September 1st, "Vote YES for Streets" ballot proposition and why?

I am in favor of an extension of the 3/4% sales tax extension so that the city can float bonds to repair and maintain our streets. This 3/4% alone is not going to be enough so bonding will be required.

4. Are you in favor of subsidizing private enterprises to locate in Prescott – under what conditions?

I am not in favor of subsidizing private enterprises. I think there are incentives enough to attract corporations to Prescott other than offering cash incentives or putting the burden of taxes on the citizens. There are other incentives that could be used.

5. Do you support the right of Prescott citizens to vote on spending projects of \$40 million or more, adjusted for inflation, as provided in the proposed Taxpayer Protection Initiative?

I do support the rights of the citizens to vote on projects. I will also say that I wish the initiative was modified to give the citizens the opportunity for hearings on this type of project and that the city was to consider the feedback and suggestions. I also have some anxiety about ham-stringing the elected officials from enacting projects that are essential for the city when it may be an emotional issue and is voted down by special interest groups.

6. Prescott's 100 year-old underground water delivery and waste systems are deteriorating, wasting water and leaking sewage into the ground. An independent consultant's report highly

recommended replacing them for health and conservation reasons. Please list which capital improvement projects you would defer, in order to update our underground water and sewage systems?

- A. Downtown Fire Station Y___ N___
- B. Upgrade Police Practice RangeY___ N___
- C. Willow/Watson Fire Station..... Y___ N___
- D. Police & Fire StorageY___ N___
- E. Airport Runway Land Purchase.....Y___ N___
- F. Park UpgradesY___ N___
- G. Police Headquarters?Y___ N___
- H. Rodeo GroundsY___ N___
- I. Fire Training CenterY___ N___
- J. Other

All of these items are important however some are non-essential to the public health and safety at this point.

7. How would you improve the lack of trust that exists between the Council and the populace?

The populace wants to be heard and be treated with respect, not stiff -armed when they make a request or inquire about something. The Council also has to demonstrate integrity through their actions. They must present themselves as non-partisan and do their homework prior to coming to Council so they can ask and present intelligent questions and answers. Possibly changing the hours of the council would be of benefit so the working populace could attend.

8. How would you support and promote regional economic development in Prescott?

I believe that the region needs to have broadband capability to attract high-tech companies. This would require that the regional cities work together in either providing the service or petition the state to do so. They must advertise and demonstrate the capabilities of the area. Prescott Valley has an Economic Development video that is outstanding. Marketing the region is essential. If the companies don't know you are here and what your capabilities are, how are they going to choose the area as a place to establish their business.

9. How can we maintain the present flavor of Prescott and manage the quality of the new growth that is needed to sustain our sales tax revenue?

Prescott is unique in its' heritage. We need to capitalize on this heritage and enforce smart high-density growth. Growth does not always mean a increased sales tax revenue stream. Growth requires city services and if not regulated can dramatically offset any revenue stream coming into the city by the cost associated with these services. We have to be smart and judicious in our spending and building in order to maintain the quality of life in Prescott.

10. If you needed to balance the City's budget, would you vote to increase taxes or would you vote to make the required cuts in the City's budget? Would you single out specific departments or would you make an equal cut across the board for everyone?

I would increase the transient tax as it is a tax that does not come out of the pockets of the citizens of Prescott and is an expected tax by the tourist. I have traveled extensively and can tell you that the average person pays little to no attention to the transient (bed) tax as it is just an expected item on the hotel or motel bill. It is a revenue stream that would benefit the city. My understanding is that the city had the opportunity to take the transient tax to 4% but settled for 3%. Other cities in Arizona are higher ranging from 3% to 6% plus one dollar.

- Safford, AZ – 5%
- Snowflake 4%
- Tuscon 6% = \$1.00
- Oro Valley 6%
- Cave Creek 4%

Some of the transient tax rates in other states are as follows:

- Hawaii – 8.25% and scheduled to go to 9.25% in 2010
- Nevada – 12%
- New Hampshire – 9%
- Massachusetts – 6%
- New York City – 14.25%

I realize Prescott is not New York or other big cities, but I do not think a 5% transient tax is out of the question. Again, I would eliminate any non-essential items and many of the consultants would be eliminated. There are experts in the city and they should be allowed to do their jobs. If they cannot, we need to get people in that can. I believe the City has over used and depended on consultants and not held people accountable to do their jobs.

I also believe that the citizens of Prescott should be more involved in local government. We have a wealth of knowledge in Prescott and we need to tap into it. I find that the concept that you have to live in Prescott for a long time before you are recognized as knowing something or qualified to run for a city office a bit disconcerting. There were only a little over 12,000 people that voted in the last city election out of 43,000 residents. Not a good record.