



LEAGUE OF WOMEN VOTERS
OF COLLIN COUNTY
www.lwvcollin.org

Nonpartisan

VOTERS GUIDE

**May 5, 2018
Local Election
Frisco**

Early voting: April 23 – May 1

Election Day Polls: May 5 – 7 am to 7 pm

About this Voters Guide

This Voters Guide is published by the League of Women Voters of Collin County to help citizens prepare to cast an informed vote. The League of Women Voters encourages informed and active participation in government. The League does not support or oppose any political party or candidate.

This guide is available online at www.lwvcollin.org, along with guides for other offices that include all or part of Collin County. Candidate responses for all races are also available at www.VOTE411.org, where you can enter an address and view a personalized ballot with races specific to that address.

Questionnaires were sent to all candidates for each office, whether or not the race is contested. Candidate replies were subject to a character limit and are printed without editing or verification. If a candidate did not respond by the deadline, "No response received" is printed. Candidates were asked to avoid references to their opponents. Photos are included for candidates who provided them.

This Voters Guide is organized by office sought, with candidates listed in alphabetical order.

Table of Contents

City Council, Place 1	2-6
City Council, Place 3	6-8
ISD Trustee, Place 6	10
ISD Trustee, Place 7	11-13

League of Women Voters is a Nonpartisan Organization

The LWV never supports or opposes candidates for office or political parties, and any use of the League of Women Voters name in campaign advertising or literature has not been authorized by the League.

Frisco City Council

3-year term, elected citywide. Must be at least 18 years old, a qualified voter, and a resident of the city. The City Council establishes city policy through ordinances and resolutions.

Questions

Growth: How should the City Council best balance the growth of the city with the concerns of residents regarding congestion?

Property taxes: What adjustments should be made, if any, to property taxes?

Demographics: How are the city's demographics changing, and what adjustments are needed to city planning? What, if any, plans are needed for affordable housing?

Vision: What is your vision for the city in 10 years, and what steps are needed to get there?

Other Issues: What are the most important issues you think will come before the City Council in the next few years? What are your views on these issues?

John Keating Frisco City Council, Place 1



Email: john@keatingforfrisco.com

Website: www.KeatingForFrisco.com

Facebook: <http://www.facebook.com/KeatingFrisco/>

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

Phone: (214) 587-0827

Education: Applied Science Degree in Criminal Justice, Central Texas College, TX; Bachelor of Science Degree in Communication, Towson University, MD

Experience: I was elected to Frisco City Council Place 4 in 2010, and was re-elected in 2013. My fellow council members unanimously elected me to Mayor Pro Team in 2015. I was again elected to City Council in 2017 to fill an unexpired Place 1 term. #KeepKeating

Growth: Frisco's roads and infrastructure have been in a constant state of expansion for almost 20 years. Maintaining and operating these roads, while developing new ones, is a critical function of government, but pouring more concrete and adding more traffic lights isn't always the answer. We must take an innovative and comprehensive approach when addressing our mobility issues. Our vision for Frisco will require long-term planning and a culture of innovation. For example, transportation improvements translate into unique opportunities such as roundabouts and real-time traffic signal data.

Property taxes: We must continue planning for future growth in a fiscally responsible manner, and continue to have one of the lowest tax rates in the region, while never looking like it! Frisco is about 70% built-out and growing exponentially. The city has kept taxes and spending low, while improving our efficiency and transparency. Sustaining our vision requires the willingness to balance needs versus wants. As a long time champion of tax relief, I voted for the 7.5% Homestead Exemption, reducing the burden on the hard-working Frisco taxpayer. This exemption provided more than double the relief of TX SB2.

Demographics: I don't support the "urbanization" of Frisco, and don't believe the 2014 Comp Plan was promoting an increase in urban density. I believe the plan was identifying areas where this could occur, and where it couldn't, in terms of long range planning and vision. Notice the lack of heavy industrialized areas, more green space, no new neighborhoods adjacent to major thoroughfares, a renewed focus on traffic roundabouts and mixed use developments, as well as the importance of Grand Park and the future integration of the old Exide property (once remediated). The free market will determine home value.

Vision: I am fully aligned with council's priorities and look forward to bringing them to fruition. My personal priorities include a balanced budget while maintaining one of the lowest property tax rates in the region; provide our First Responders with the equipment, training, and leadership they need to keep Frisco's residents and visitors safe; preserve our quality of life with unique community features; reduce traffic congestion and eliminate toll roads; utilize innovative 21st century technology to solve transit issues; and ensure Frisco remains a business-friendly community.

Other Issues: Frisco's success story is still being written, but we've certainly become a champion of public safety and public-private partnerships. We've cracked the code for working with top global brands, resulting in significant private investment while minimizing our need to spend taxpayer dollars to attract world-class facilities, events, and developments. The key to maintaining this success will be electing people who understand how and why we got here, and who know how to translate our success today into a long-term vision for Frisco we can all be proud of.

Jason Money
Frisco City Council, Place 1



Email: jason@moneyfrisco.com

Website: <http://moneyfrisco.com>

Facebook: <http://facebook.com/MoneyFrisco>

Twitter: www.twitter.com/MoneyFrisco

Phone: (214) 675-7968

Education: Bachelors of Business Administration and Marketing, University of North Texas

Experience: Two terms on Frisco CDC, Board of Directors. Co-founder and coach, Frisco Heat Track Club. Service as Pres/VP on three different Frisco HOA boards. Graduate, Leadership Frisco Class XIII; helped launch WatchDOGS program in 20+ FISD schools.

Growth: Residents feel concerned regarding congestion because they are usually learning about it for the first time when they experience pain points like multi-family construction, traffic, road construction. Growth and progress are inevitable but no one likes unpleasant surprises. I think there are opportunities for improved outreach by the City to keep residents informed in advance and give them improved outlets to have concerns heard and addressed. We can improve our residents' level of information by being where they are in the community, and understanding their lives and schedules.

Property taxes: The City has done a good job at executing on opportunities to lower the property tax rate. The homestead exemption implemented in June 2017 is a good vehicle for Council to stay flexible and give annual relief to residents, when the revenue becomes available to do so. This is another area where I feel the City has several opportunities to improve communication to Frisco residents; my proposals for these initiatives will be available for review on my website. As a home-rule city, I believe that the City of Frisco should retain full control over how it levies its own taxes.

Demographics: I have lived in this area since my childhood. I've been on a two-lane Frisco road stuck behind a tractor, when Stonebriar Mall was still just a city dream... and now I've been in bumper-to-bumper traffic on the Dallas North Tollway, driving past the world HQ of the Dallas Cowboys. That kind of growth at that speed brings every kind of demographic shift, from age to culture to education to need. It isn't just a single area like "retirees" or non-Texans. The way we prepare for new residents with unique needs and concerns is by injecting City Council with new ideas and unique experience.

Vision: My vision for Frisco is that in 2028, we are a “household name” for every municipal official in the country. I want to see the same kind of innovation we are currently bringing to our public-private partnerships become part of the culture in every department at City Hall, so that leaders and planners want to make trips here to see how we’re doing it all so they can emulate it. This requires a shift in thinking; “how we’ve been doing it for 10 years works just fine” can’t be the way we lead. The next step is to elect and hire city leaders with proven ability to innovate and problem-solve.

Other Issues: I think the most crucial issue facing the City in the years to come is the risk of eroding relationships with the partners who have helped us achieve success up till now. From our commercial and developer partners, to other governmental entities, to neighbor cities, we shouldn’t send signals that we would rather stand alone than collaborate. I see this flawed thinking occur with fledgling corporate ventures that reach a bit of prominent success and then want to abandon the very principles and people who got them to the next level. Frisco must remain a good neighbor and investment opportunity.

K.D. Warach
Frisco City Council, Place 1



Email: kd@warach4frisco.com

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

Facebook: <http://www.facebook.com/warach4frisco>

Twitter: <https://twitter.com/warach4frisco>

Phone: (469) 305-1467

Education: BS Civil Engineering - University of Nevada, Reno

Experience: Licensed Professional Engineer in TX (& 3 other states), > 20 years of experience in construction management of roads & bridges. I’m on Frisco’s Board of Adjustment, a youth soccer coach, & a FISSD Career Day speaker. Leadership academy graduate.

Growth: The City Council must require developers and new businesses to implement Travel Demand Management. Managing the growth of traffic and periodic shifts in traffic demand are necessary to manage congestion. TDM is a tool to reduce demand of single-occupancy vehicle use. TDM can reduce congestion and delays, improve air quality, and improve access to jobs and schools — therefore improving overall quality of life. Some of my strategies will include: traveler information, employer transportation, demand management, carpool & vanpool programs, and tax incentives for employers & commuters.

Property taxes: Property taxes for home owners and small business owners need to stay low. Large corporations must pay their fair share.

Demographics: The city's demographics are changing rapidly. Frisco is becoming more and more diverse as our population grows. The city needs to explore all options when it comes to affordable housing for fresh graduates, single parents, service industry staff and senior citizens. Some of the options may include: mixed use developments with affordable housing options, expanding the down payment assistance program, and smaller sized patio homes.

Vision: My vision for Frisco is to be a world class city, much more than just a "suburb" of Dallas. In 10 years, Frisco will be completely built out. We must stay ahead of our growth. That means investing in infrastructure now as opposed to wait. We need to add capacity to our existing roads and highways and carefully plan, design and construct future roads, commercial developments and housing projects. Frisco needs to provide a vibrant downtown, entertainment opportunities, and public transportation to keep attracting businesses and residents.

Other Issues: Zoning and rezoning issues will keep coming up before Frisco City Council. We must carefully balance the rights of property owners and the desires and wishes of their neighbors.

David Bowsher
Frisco City Council, Place 3



Email: DaveforFrisco@gmail.com

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

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

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

Phone: (972) 377-4623

Education: BS - Business Administration University of Delaware

Experience: Over 3 decades of dealing with the public's wants and needs. First in the retail community, and later on the supplier side of consumer products.

Managing people, and driving businesses, I've had success both in good times and bad.

Growth: Ride around Frisco on a Saturday, and you get a good idea that we are a community of 172,000 and growing. It can resemble the same stop and go traffic many experience on their weekday commute. The key to managing growth is to anticipate long term need, not just react to the present situation. If elected, I will press for any solution, to address our true needs 10-15 years down the line, not

just a Band-Aid for today's problem. Our population growth will also require more inventive ways in providing reliable clean water to our community.

Property taxes: My property taxes have risen 50%, since 2012, while living in the same home. My neighbors tell me this has happened to them, as well. Why has our conservative leadership allowed this to happen? I am a salaried employee, just like the majority of people who live in Frisco, and I can tell you my wages have not risen by 50% to keep up with these constant tax increases. I'd wager that 99% of Frisco residents feel the same squeeze on their budgets. I pledge, if elected, to vote for a tax DECREASE, each and every time the City budget comes before the Council for approval!

Demographics: We have a far more diverse population living in Frisco, than when I moved here with my family in 2001. However, our city government continues to look like the population of when we were a town of 20,000. It's time to welcome and recruit many of Frisco's newcomers to be a part of City Government and our City employees. Our Police and Fire Department personnel should reflect the community in which they serve, as well. In regards to housing, Frisco is an aspirational bedroom community, and I will vote to keep it that way. Multi-unit transient housing does not serve the homeowners of Frisco

Vision: In 2028, Frisco could be 250,000 residents or more. Sometime between now and then, Frisco will need a full time professional government. I grew up in a town that had 30,000 residents, and our Mayor was paid to be a full time city employee. If elected, I would like to start the conversation on that transition, so that I will be the last volunteer City Council member. A professional government will open the opportunity for more of our citizens to pursue city government leadership.

Other Issues: Our Election schedule has resulted in a voter participation of less than 15% of Frisco registered voters. This is unacceptable, but with frequent and never ending election schedule, I can understand the voter fatigue. Shouldn't our Mayor and Council members be elected by the majority of the Frisco residents, and not just the engaged few? If elected, I will use my position and energy to influence a change in the City Charter, to make our Frisco elections occur on Election Day.

Will Sowell
Frisco City Council, Place 3



Email: will@willsowell.com

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

Facebook: <http://www.facebook.com/willsowell/>

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

Phone: (972) 658-4697

Education: BS Electrical Engineering Tech - East TN State University, MBA SMU

Experience: At both Ingo and GreenDot, we were fast growth companies. Many of the leadership challenges present in fast growth companies are some of the same challenges we see with the fast growth of Frisco.

Growth: By focusing on both. Ensuring quality developments and ensuring that there is a thoroughfare plan that is funded and accounts for the growth in the City. The growth of suburbs to the north of Frisco are also contributing to congestion. We must improve the traffic flow on current roads by adding turn lanes, improving intersections, and adding roundabouts. Next expand roads where needed and ideally ahead of demand. We must use the fast developing area of transportation tech, including connected cars to drive solutions. We cannot solely resolve traffic by focus on legacy solutions.

Property taxes: I have voted to lower the tax rate in Frisco 3 times and also as Chair of Frisco's Budget and Audit Committee advocated for implementing a 7.5% homestead exemption. I strongly believe that tax rates should be set by the governmental entity closest to the citizens of Frisco. There should not be a centralized approach to property taxes that do not allow cities with different needs and desires to pursue those differently than other cities. Further by implementing a strong capital reserve fund it allows the City to address needs without incurring further bond debt.

Demographics: At this point there are not material demographic changes happening to the City. Frisco is still principally a family focused city and we must maintain the focus on serving our primary customer that is families. We are seeing some growth in seniors relocating to Frisco often times to be closer to their families and also in millennials as job growth moves north. We are adding amenities such as a new senior center for seniors or mixed used developments focused on the needs of millennials. However to remain successful we must continue to meet the needs of our core constituency - families.

Vision: My vision for Frisco is that we become our own city, not just another suburb. That we are a destination not just for families to live, but also a destination for jobs, entertainment, and the arts. Frisco should be known for the high quality of our developments, the strengths of our partnerships, and the ability to provide the high level of services our residents demand while being financially responsible with our tax dollars. Diversifying the property tax base by growing commercial property relieves homeowners from shouldering the majority of the property tax burden.

Other Issues: Frisco's past success is not an entitlement to any future success. We have many challenges that will need to be addressed. How we serve the arts community, leadership transitions, and local control are significant issues that we need to address. The issue that most threatens Frisco's future success is representatives in Austin listening to special interests aligned to a limited number of people and ignoring the markets that are cities. Nor do we need them trying to make Frisco like every other City. Let's leave the future of Frisco to our residents and locally elected officials.

Frisco ISD Trustee

3-year term, elected district wide. Must be at least 18 years old, a United States citizen, a qualified voter, and a resident of the District. The Board of Trustees makes all final decisions regarding school district priorities, policies, personnel, textbooks, expenditures, and growth management. Trustees adopt a budget, levy taxes, and submit bond issues to finance construction projects.

Questions

Vision: What is your vision for the district in 5 years, and what steps are needed to get there?

The whole child: What should your district do beyond academics, if anything, to better prepare students with career and life skills?

Finance: Given the current school finance system, what actions are needed to ensure a high quality education for every student?

Accessibility: What methods should be used to provide clear communication channels to/from the school board?

Safety: What changes are needed, if any, to reduce bullying/violence and increase respectful conflict resolution in your district?

Other Issues: What are the most important issues you think will come before your school district in the next few years? What are your views on these issues?

Uncontested

Even though your race is not contested this time, please share with voters your priorities for the next term and how you will address them.

John Classe
Frisco ISD Trustee, Place 6
Uncontested



Email: john@johnclasse.com

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

Facebook: <http://www.facebook.com/JohnForFrisco>

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

Phone: (972) 608-0873

Education: Bachelor of Arts in Economics and a minor in Computer Science from Vanderbilt University

Experience: Frisco ISD Board of Trustees since 2014, Leadership Frisco Class XVI, Frisco Education Foundation, 2013 Charter Review Commission, Frisco Economic Development Corp., Frisco Community Development Corp. and Frisco Parks and Recreation Board Member.

Uncontested: I want to continue to expand academic opportunities for FISC families. We recently announced the planned rollout of the IB Diploma and Primary Years Programmes - two offerings long sought by Frisco ISD families. I am a proponent of school finance reform at the state level. Maintaining excellence requires a modern school funding formula that rewards success. Instead, we are challenged with outdated indexes, the widening creep of Robin Hood and a declining share of state funding. I believe strong relationships with legislators and community awareness of funding challenges will contribute to solutions. FISC has been a good steward of financial resources, and we should continue to make that a top priority. Frisco has once again achieved an 'A' rating in the Financial Integrity Rating System of Texas. The program was created by the legislature to encourage districts to focus resources on students and the classroom. Frisco has achieved the top rating since inception of the program.

Rene Archambault
Frisco ISD Trustee, Place 7



Email: rene@renewforisd.com

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

Facebook: <http://www.facebook.com/ReneForFISD/>

Phone: (972) 853-1442

Education: Texas Christian University: Bachelors of Business Administration;
Southern Methodist University: Master's Degree in Education, Emphasis in Policy and Leadership (4.0 GPA, Honors, voted Graduate Student of the Year by faculty and peers)

Experience: Frisco ISD Long Range Planning Committee, Frisco Education Foundation Advisory Board, Frisco FastPacs Board of Directors, Dallas ISD Advisory Board (Conrad H.S.). Member of Frisco ISD Insight, Frisco Women's League, and Griffin Middle School PTA.

Vision: My vision for Frisco ISD is to build upon the successes of our collaborative and caring learning community by expanding opportunities for ALL of our 58,000+ students, both academically and in extracurricular offerings, to foster learners who are prepared to excel in an ever-changing global society. I will advocate for new opportunities for our community of students, like increased STEM and language courses across all ages and campuses, enhanced access and program offerings at the CTE Center, expansion of dual credit courses, and the addition of a Junior ROTC program.

The whole child: Academics are an important tenet of the whole child model, however; in order to help our students build the skills necessary for college and career, we must focus on additional areas of development. 21st century skills like creative problem solving, global citizenship, collaboration, and creativity are required for our students to live a successful, healthy, and socially productive life. To expand upon what the district is already doing well and to encourage active participation in the local community, I would like to see civic service hours required for all middle and high school students.

Finance: Texas has dramatically fallen behind in properly funding public education. Just for this school year and next, state aid declined by \$2.68 billion. The models need to be updated. Even simply adjusting the "Cost of Education Index" (which hasn't been updated for Frisco since the early 90's) would add upwards of \$30M to our operating budget, allowing for increased investment in our classrooms and teachers. I will advocate in Austin for the funding model to be overhauled, and for

“recapture” to be eliminated so that the tax payers of our district can see more of their money stay in Frisco.

Accessibility: An essential duty of the school board is to engage the community. Two-way communication should be built into the planning process for every major initiative so that the members of the community are actively involved and engaged. Providing clear communication to the community via the district’s website, social media platforms, online videos, and through email are key. Providing important information far enough in advance of any type of decision or local election (like a bond or tax ratification) is imperative. Creating a culture of transparency should be a strategic goal for our district.

Safety: For our students to thrive in their school environments, they must be safe, and it is our responsibility as a district to do everything that we can to ensure that they are. In addition to the current programs (Olweus Bullying Prevention, SAFER, etc.), I believe that we need to enhance our outreach efforts to parents and the community (in person and virtually) regarding prevention/intervention initiatives and reporting mechanisms for concerns. Finally, we need to free up the time that our counselors spend on non-counseling issues so that they have a better chance to identify at-risk students.

Other Issues: The most important issue currently facing Frisco ISD is managing our fast growth district, community expectations, and funding shortfalls, all while maintaining the academic excellence and breadth of student opportunities that are necessary for well-rounded, global citizens. Working to manage the evolution of our student body by celebrating our diversity, increasing opportunities for our students, investing more in our teachers, and encouraging participation from our wonderful destination district of students, teachers, and tax payers is job #1 for this board.

Linda McConnell
Frisco ISD Trustee, Place 7



Email: Votemcconnell@emailmc.com

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

Facebook: <http://www.facebook.com/VoteMcconnell>

Phone: (214) 708-1593

Education: BSBA - Southern Illinois University Edwardsville

Experience: Former Riddle Elementary PTA President, Recipient of the Texas PTA Honorary Life Award, Sunday School Teacher, Local Realtor, Cub Scout Volunteer, Former HOA President & Board Member, As Junior League of Collin County Member, City House - Chair.

Vision: My vision is for FISD to become the Gold Standard of Public Education. This means delivering the BEST Education while being fiscally responsible. We must have a focused plan, budgets that are prioritized and great collaboration as a community. Teachers need to be heard and supported. I believe our teachers and parent involvement are the key to educational success.

The whole child: To best prepare children for career and life skills we must consider the whole child. Teachers, Parents and Counselors must collaborate when necessary to ensure best outcomes for all students.

Finance: We have the absolute best demographics in our peer group of school districts, maybe even state. We are a community of well educated, hardworking people who are dedicated to their children! We have a robust local economy which pays for our ISD's debt on Bonds issued to build top quality classrooms and facilities. NOW is the time to collaborate and set meaningful goals, so our teachers, students and taxpayers can start winning!

Accessibility: Board Members work for the Taxpayers, Students, and Parents of this community. Their responsibility is to challenge the Administration to deliver the highest standards to ensure quality education. The Board should be 100% accessible. If elected and you have an issue: Call me 214-708-1593 - I am always here to listen and deliver! We can only be the BEST if we collaborate.

Safety: We must have zero tolerance for bullying and violence. Today's social media puts children at risk before their brains are fully developed. Parents need to be the catalyst for stopping such behaviors and the schools must enforce policy to protect ALL.

Other Issues: The two most important issues our ISD will face in the coming years are how education will be funded at the state level and supporting our teachers. I will work with our Elected officials in Austin, colleagues on the Board and on City council to ensure our ISD's success. We need to keep our tax dollars here. NOW is the time to start enriching our schools. We MUST retain/hire the best teachers and give them support as THEY define it! Votemcconnell.com

You may bring this *Voters Guide* into the voting booth! In 1995, the Texas law prohibiting use of printed materials, such as this *Voters Guide*, in the polling place was ruled unconstitutional (*Texas Election Code, Section 61.011*)

Your vote is your voice. Be heard.