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Know Who's Running (Or Wants to Run) Your Local Government

By Lindsey Townsend

THEY'RE YOUR NEIGHBORS, local business owners, the board members of your homeowners' associations, and your kids' soccer coaches. They're the concerned citizens who step up to the plate to make a contribution to their community, believing they can make a difference.

In the profiles that follow, you'll get a brief insight into the views of the local candidates who are running for city election next month. Whomever you choose, we encourage you to get out and vote in May. The future of Frisco depends on it.



JIM JOYNER, INCUMBENT, FRISCO CITY COUNCIL, PLACE 5

Employment: Dr. of Veterinary Medicine. Self-employed.

Family: Married, one son, one daughter.

Currently Active in: Chairman, Frisco Community Development Corporation, Collin County Council on Family Violence, Collin County Grand Jury, Heritage Association of Frisco, Frisco Rotary Club, numerous

other committees and Boards including Public Improvement District I and II Boards, TIF Board, the Budget and Audit subcommittee, and many others.

Past Community Involvement: Chairman of the 2002 city of Frisco Bond Committee, Chairman of the For Frisco 02 PAC to promote the Bonds, Leadership Frisco Class V, and many others.

"They're your neighbors, local business owners, the board members of your homeowners' associations, and your kids soccer coaches."

Greatest Challenge Frisco Faces: Continued growth of infrastructure. The city has grown so fast in the last five years that it has been impossible to build roads fast enough. Couple this with the growth of our northern and eastern neighbors – and the traffic associated with this surrounding growth – and you have traffic situations that are a true challenge for our city to deal with.

Goal(s) for Office: My goal in seeking re-election is to continue the work I started on the 2002 Bond committee and have continued to work on for the last two years on Council. This is, by far, one of the busiest times in the history of Frisco.

Comments: With all the Capital Improvement projects, roads, and

initiatives that have been started in the last two to three years, this would be a very difficult time to try to change leadership in our city. I feel, after two full years on Council, that I have learned the skill sets needed to help direct our city's progress over the next three years.



CARLOS GALLARDO, CHALLENGER: FRISCO CITY COUNCIL, PLACE 5

Employment: Owner-operator of URR Consulting in Frisco and at-home father.

Family: Married, three daughters.

Currently Active in: Frisco Urban Forestry Board, Frisco Chamber of Commerce, Leadership Frisco Class VII, Heritage Association of Frisco, Republican Men's Club of Frisco, numerous other local organizations.

Past Community Involvement: Founding member and past director of Youth Leadership Frisco, past member of the inaugural Frisco Citizens on Patrol (COPS) program, and many others.

Greatest Challenge Frisco Faces: We are confronted with serious traffic congestion problems and an infrastructure that is not keeping up with our development. We must make these issues our first priority for all our citizens.

Goal(s) for Office: We need to continue to work to ensure that Frisco

remains a family-first, safe, friendly and prosperous community for today and tomorrow. We need a strong leader who ensures that we manage Frisco's great growth and development...one who negotiates positively, aggressively and with integrity to reach consensus with our other city leaders.

Comments: My government and corporate experiences provide me strong negotiating skills, teamwork ideals and a determination to always work hard for a positive and successful solution. In my many leadership and management positions, I gained the valuable ability to tackle tough situations, negotiate with a "win-win" ethic and produce positive results. I've also acquired insightful people skills, aggressive business acumen and governmental expertise.



MATT LAFATA, INCUMBENT, FRISCO CITY COUNCIL, PLACE 6

Employment: Business consultant, entrepreneur and founder of The Matt Lafata Marketing Group, a marketing and public relations agency.

Family: Married, two sons, one daughter.

Currently Active in: Current Deputy Mayor Pro Tem with the Frisco City Council, vice president of the Ambassador Council, Frisco Chamber of Commerce, Frisco Family Services Center, Frisco Heritage Association, Frisco Association for the Arts, Frisco Square Municipal Management District, City of Frisco Technology Committee, City of Frisco Budget and Audit

subcommittee, Tax Increment Finance District board member, and many others.

Past Community Involvement: former Planning & Zoning Commissioner, graduate of Leadership Frisco, 2005 recipient of the "21 Leaders of the 21st Century" by *Inside Collin County Business*, and many others.

Goal(s) for Office: I will continue to devote my efforts toward quality of life initiatives, infrastructure improvements and public safety. Our great city needs to have continuity and experience on the Council during this critical growth period.

Greatest Challenge Frisco Faces: Continuing to control the growth, as we have been able to, rather than letting it control us.

Comments: Frisco needs leadership, experience, integrity, vision, dedication, passion for our city, the ability to work with others and the ability to make things happen. During my tenure on the Council, I believe I have demonstrated that I possess these qualities and more.



ALI SAMANA, CHALLENGER, FRISCO CITY COUNCIL, PLACE 6

Employment: President, Wali Consulting, Inc., a family business in Frisco.

Family: Single.

Currently Active in: Frisco Chamber of

Commerce, City of Frisco Information Technology Board, Frisco Noon Rotary Club, Small Business Development Committee, and more.

Past Community Involvement: Frisco Heritage Association, Information Technology Committee, Shattered Dreams program at Frisco High School, and many others.

Greatest Challenge Frisco Faces: Traffic concerns will be my main priority. I will work on improving the conditions of our roads so the citizens of Frisco do not have to spend more time in traffic than needed.

Goal(s) for Office: Issues that I want to focus on for Frisco's seniors include continued investment in the preservation of our past and the proper allocation of future funding for senior citizens' projects. I will also continue to work with the attitude that our kids are vital to our future. Also, I will move to create a Board of Employment that allows for information exchange between local employers, the Economic Development Committee, the Frisco ISD (with its graduating seniors) and the citizens of Frisco to help maximize job opportunities in Frisco.

Comments: After living in Frisco for a while, I have realized how deeply caring the residents are. However, currently there is no central information source of volunteer opportunities for citizens to get involved in. I will move to create a Board of Volunteerism that provides information and guides enthusiasts about volunteer opportunities.

Early Voting Dates & Locations

The Athletic Office, 6950 Stadium Lane, near Staley Middle School

Monday-Friday,
April 20- May 3: 8am-5pm

Thursday, April 21: 8am-7pm

Saturday, April 23: 8am-5pm



MIKE SIMPSON, INCUMBENT, MAYOR, CITY OF FRISCO

Employment: Senior Vice President/Marketing – Gateway National Bank.

Family: Married, three children, five grandchildren.

Currently Active in: President Metroplex Mayors Association 2004/2005, Frisco Chamber of Commerce, Heritage Foundation of Frisco, Frisco Rotary Club, Frisco Association for the Arts, Dallas Regional Mobility Coalition, and many others.

Past Community Involvement: VP Metroplex Mayors Association 2003/2004, Frisco Square Management District Board, 21 Leaders of the 21st Century – *Inside Collin County Business* – 2003, and many others.

Greatest Challenge Frisco Faces: Managing growth and continuing to provide excellent city services, (which includes) finishing road projects on schedule; prioritization of future projects to ensure optimal traffic flow; maintaining the lowest tax rate in the region; providing a range of housing that includes senior living and affordable housing; completion of all the capital projects approved in our \$197.5 million 2002 bond sale within budget; acquisition or donation of major tracks of land to preserve large sections of open spaces; attraction of companies to Frisco; determining how Frisco will be able to move into providing long-term rail service.

Goal(s) for Office: Make Frisco a “Unique Sustainable City” – one you never want to leave because of all we have to offer. Get roads and infrastructure built faster. Ensure that all municipal buildings are built on time and within budget. Increase parks and open space and develop a Grand Park Concept. Revitalize the Historic Downtown area. Make certain the Heritage Village becomes a reality. Increase office and commercial development to build local jobs and diversity of tax base. Provide a diversity of housing and uniqueness of community. Provide citizens with a quality of life with emphasis on family values. Finalize the Comprehensive Plan Update defining the remaining 65% of the city.

Comments: We have accomplished a great deal the past three years I have been mayor, and there is much left to do. I believe I have the leadership talent, the dedication, enthusiasm, respect and desire to make Frisco the best city in the country.



DAVE PRESTON, CHALLENGER, MAYOR, CITY OF FRISCO

Employment: Account Manager, American Tire Distributors; U.S. Navy Veteran with two tours in Vietnam, 1967-1969.

Family: Married

Currently Active in: Frisco Urban Forestry Board, Frisco Chamber of Commerce, the Frisco VFW, the Frisco

Art & Cultural Association, and the Frontiers of Flight Museum in Dallas, and others.

Greatest Challenge Frisco Faces: There are many challenges that face Frisco since this is a young city that is growing by leaps and bounds. The direction that growth and development takes now and the decisions the mayor and city council make in regard to the growth of our city will affect all residents for many years to come. Concerns of our residents – from our young families to our seniors – need to be taken into account.

Goal(s) for Office: I feel strongly that an elected official must remember who put them in office – the voting public. My goal, to the best of my ability, is to represent all the people of Frisco equally and fairly. I will listen to the citizens and work tirelessly to address their concerns.

Comments: I see a need for greater balance between the rapid growth that is now taking place in Frisco and a smarter growth, a sustainable growth, growth that addresses the needs and concerns of our citizens, particularly when it comes to new residential construction. Tied to this is the challenge to keep city infrastructure: roads, lighting, and associated issues, like resolving traffic problems, in the forefront of the city’s work.

Lindsey Townsend is a freelance writer living in Lake Dallas.

Election Day, May 7, 2005

Polls Open 7am-7pm

West Frisco:

Denton County Residents vote at Pioneer Heritage Middle School.

Central Frisco:

Denton County Line to Preston Road vote at Staley Middle School.

East Frisco:

Preston Road East to Custer Road vote at Wester Middle School.