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# Elections for the Future

By Haley Shapley

**THEY SET THE TAX RATE**, fix and regulate charges for utilities and appoint and remove key public figures like the city manager, municipal court judge and city attorney. Yet few Frisco residents turn out at the polls to vote for Frisco City Council members.

On May 12, voters will have the chance to choose two City Council members. Based on a last year's turnout of 1,960 voters, City Secretary Nan Parker predicts a maximum of 3,000 voters this time around. "I hope I'm wrong," she says. "I'd like to see more people vote."

Frisco residents have until April 12 to register to vote. Read on to learn more about each candidate.



## JEFF CHENEY, PLACE 2

Web site: [www.choosecheney.com](http://www.choosecheney.com)

Occupation: Realtor with Keller Williams; owner of Frisco-OnLine.com and Northstar Property Management

Family: Married; three children

Hobbies: Playing with my kids, golf, basketball and running

Frisco resident since: 2003

### WHY SHOULD VOTERS CARE ABOUT THE CITY COUNCIL ELECTIONS?

"Frisco has become one of the most sought-after locations in North Texas for families and businesses. This could not have happened without strong city leadership and citizen initiative. As the current City Council all finish their final terms, it is imperative the voters continue to elect leaders with the vision and passion to shape Frisco to reach its full potential."

### WHAT ARE THE TOP CHALLENGES FACING FRISCO?

"They will include developing an effective transportation system and building our infrastructure to keep pace with our population growth. This includes maintaining a low crime rate as Frisco continues to grow and age. In

addition, it will be a priority to maintain our reputation of high-quality residential and commercial development and attract business relocation and economic development. Finally, working to provide our youth with quality education and leadership opportunities will continue to be the backbone of the city."

### WHY SHOULD YOU BE ELECTED TO CITY COUNCIL?

"I have a proven track record of dynamic leadership, integrity and professionalism. I have also proven my dedication and passion for Frisco through my professional work, family life and community involvement. After meeting with many residents of Frisco, I know there are many valid concerns and opportunities to continue to move our city forward. I know I am the best candidate for the position and look forward to your comments and how I can better serve you in this position."



## FRED PASCARELLI, PLACE 2

Web site: [www.frisco.cc](http://www.frisco.cc)

Occupation: Software developer

Family: Single; two children

Hobbies: Church activities, reading, spending time with family and friends, exercise,

movies, dining out, sports, cooking  
Frisco resident since: 1998

### WHY SHOULD VOTERS CARE ABOUT THE CITY COUNCIL ELECTIONS?

"The City Council is the closest level of government for a voter and affects day-to-day life more than any other level of government. We have been fortunate to have some visionary councils in the past, and voters should ensure that the next council continues along the path of making Frisco a great place to live and work."

### WHAT ARE THE TOP CHALLENGES FACING FRISCO?

"I think that traffic congestion remains the most urgent issue in Frisco. Because of the battle over the tolling of S.H.121, Frisco has lost favor with the Texas Department of Transportation. Frisco is in a tough situation and must continue the struggle to fund expansion of the state roads, namely 423, Preston (north of Main), Main (Preston to Custer), 380 and Eldorado."

### WHY SHOULD YOU BE ELECTED TO CITY COUNCIL?

"I have a real problem with saying that I should be elected to City Council. I don't like telling voters how to think. The City Council is a volunteer position that requires many hours of sacrifice and dedication. I feel that whoever the voters put in that place will serve them well. I have a track record of nine years in serving the city in many ways. If the voters entrust me to this position, I will serve this city faithfully and put the good of Frisco citizens first in all my decisions."



**DAVID PRINCE, PLACE 2**

Web site: [www.princeforcitycouncil.com](http://www.princeforcitycouncil.com)

Occupation: Certified Public Accountant

Family: Married; five children

Hobbies: Working on my land up close to the Red River. It is great to be outdoors.

Frisco resident since: 1999

**WHY SHOULD VOTERS CARE ABOUT THE CITY COUNCIL ELECTIONS?**

“These elected officials make decisions that greatly affect the quality of life for the citizens of this city. They also provide direction to the city staff that shapes the laws and ordinances that our citizens must follow. These council members appoint fellow residents to committees that make up a tremendous portion of planning, zoning, growth, public policy, parks, community and county coordination, etc.”

**WHAT ARE THE TOP CHALLENGES FACING FRISCO?**

“Managing growth — Frisco is growing at a tremendous rate and it must be properly planned. This city has an outstanding planning, engineering and administrative staff that I believe I can work closely with to provide the best services to its citizens. These services include police, fire, transportation and water ... all of which must be focused on in order to provide the quality of life Frisco residents expect.”

**WHY SHOULD YOU BE ELECTED TO CITY COUNCIL?**

“I will provide a seasoned and reasonable view toward the issues that all the citizens of Frisco will face. No one has a crystal ball and can predict what the future holds. Frisco needs a person with business and personal experience that can handle the challenges in our future. I have served on several boards and participated in numerous opportunities of service in this city. I have attended every

City Council meeting since April 2006 in order to equip myself with just some of the knowledge and experience necessary to fill this position.”



**BART CROWDER, PLACE 4**

Web site: [www.bartcrowder.com](http://www.bartcrowder.com)

Occupation: Regional vice president at Schwab Institutional

Family: Married; three children

Hobbies: Golf, home improvement projects, sports fan

Frisco resident since: 2004

**WHY SHOULD VOTERS CARE ABOUT THE CITY COUNCIL ELECTIONS?**

“Elected City Council representatives make decisions today that will influence our quality of life in Frisco in the future. For the community to thrive, it is essential that qualified citizens invest in the process by either volunteering to serve or making the effort to cast ballots for the candidate of their choice.”

**WHAT ARE THE TOP CHALLENGES FACING FRISCO?**

“As one of the fastest-growing cities in the nation, Frisco has built a reputation as a great place to live. The current and previous leadership has done a great job in planning and overseeing this development. Future challenges will revolve around managing a high rate of continued growth. This includes thoughtful planning regarding development of infrastructure and transportation capacity. We must continue to invest in our school system to ensure the high quality level continues, even through rapid expansion. Finally, we must develop solutions to address the challenge facing our community related to water supplies, our most fundamental natural resource.”

**WHY SHOULD YOU BE ELECTED TO CITY COUNCIL?**

“I have over 20 years

of professional experience in leadership, management and problem solving. I have a demonstrated track record of solid performance and accountability. I believe that I bring unique skills that will benefit the city. I recognize how fortunate we are to live in Frisco, and I am eager to contribute to ensuring that Frisco remains a great place to live and raise a family.”



**CHRIS MOSS, PLACE 4**

Web site: [www.chrismossforfrisco.com](http://www.chrismossforfrisco.com)

Occupation: Risk management consultant with Charles Taylor Consulting

Family: Single

Hobbies: Computers, music, camping, rollerblading, geocaching, dinner with friends, taking the dogs to the park and keeping up with the explosive growth here in Frisco

Frisco resident since: 1998

**WHY SHOULD VOTERS CARE ABOUT THE CITY COUNCIL ELECTIONS?**

“Frisco voters should care about all elections, and should particularly care about the May 12th elections because two of our experienced and knowledgeable City Council members are stepping down due to term limits. The voters need to elect two new members to the City Council who understand the challenges we face and have the energy and passion to be very involved and maintain open communication with the citizens. Frisco also needs a tremendous increase in voter turnout generally, in order to demonstrate to regional and state officials that Frisconians vote and to give our own leadership more leverage at those levels.”

**WHAT ARE THE TOP CHALLENGES FACING FRISCO?**

“Managing the

continued growth, easing traffic congestion now, ensuring an adequate water supply, and keeping crime and tax rates low in view of rapid growth.”

**WHY SHOULD YOU BE ELECTED TO CITY COUNCIL?** “My longtime involvement in many aspects of Frisco’s growth will minimize my learning curve as a new council member. Serving as a Planning & Zoning Commissioner has provided me with valuable experience working with city staff and working collaboratively on current issues. More importantly, I have and always will interact with citizens to listen to their concerns and incorporate them into the decision-making process prior to casting a vote.”



**DAVID PRESTON, PLACE 4**

Web site: [www.preston4frisco.com](http://www.preston4frisco.com)  
Occupation: Sales manager and consultant for Texoma Tire Buyers  
Family: Married  
Hobbies: Church activities, cycling  
Frisco resident since: 2003

**WHY SHOULD VOTERS CARE ABOUT THE CITY COUNCIL ELECTIONS?** “[With] current leadership, it is business as usual ... let’s not rock the boat! I don’t believe most people make a lot of demands on their representatives, but issues such as trash, utilities and unannounced tolls invade our lives at the core. It’s time for a change and quickly, before the situation becomes so ingrained that we are left stuck in the 20th century.”

**WHAT ARE THE TOP CHALLENGES FACING FRISCO?** “The streets and roads of Frisco and our traffic problems, the revitalization of downtown Frisco, preserving Frisco’s history, lakes and hike and bike trails (dear to my heart as an avid biker), City Hall Plaza, better Postal Service and a rail system for the future.”

**WHY SHOULD YOU BE ELECTED TO CITY COUNCIL?** “I feel the need to serve the city of Frisco and its citizens. With my background and business experience, I am very qualified to serve on the Frisco City Council. I am someone who sincerely cares about the welfare of the citizens of Frisco and improving their daily lives, not just the big-ticket items that can be brought to Frisco. I am a member and very active in Christ Church Plano. I am not a politician but a good, dedicated Christian man who thinks he can make a difference. We need to get back to those values we hold so dear.”

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*Haley Shapley is a freelance writer living in Euless.*

## Voting Dates & Times

### Early Voting

May 1 & 2: 8 a.m.- 5 p.m.

May 3: 8 a.m.- 7 p.m.

May 4 & 5: 8 a.m.- 5 p.m.

May 7 & 8: 7 a.m.- 7 p.m.

### Election Day

May 12: 7 a.m.- 7 p.m.

## Polling Locations

Pioneer Heritage Middle School  
Frisco Precinct 1  
Denton County Precincts 117 & 131

Staley Middle School  
Frisco Precinct 2: Collin County  
Precincts 30, 92, 109, 111 & 116

Wester Middle School  
Frisco Precinct 3: Collin County  
Precincts 14, 38, 87, 89, 101, 117, 118,  
126, 127, 134, 135, 139 & 146