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Mayoral candidates, Maher Maso and Matt Lafata

photo by Chris Fritchie

City Official Showdown

By Beth Robinson

FRISCO HAS the responsibility and opportunity to elect three new city officials in the upcoming May 10th elections. After reaching mandatory term limits Mayor Mike Simpson and Council members for Place 5 and 6 are stepping down with several contenders anxious to take their seats.

In an effort to make our readers more familiar with the candidates, I asked them each to respond to questions regarding their views on some of the issues facing our city. Their responses follow with the two candidates for Mayor answering first and then the Council members.

We also invite you to attend the *Frisco STYLE Magazine* Mayoral Debate on April 3rd at the Centennial High School Auditorium. The debate, from 7-8:30 p.m., will be moderated by former Frisco Mayor Kathy Seei who will ask the

candidates prepared questions as well as questions from the audience. We hope this informative debate will assist you in making your selection for Mayor. And remember to get out and vote on May 10th.

Mayor

MATT LAFATA

FS: How would you describe Frisco's brand?

ML: Frisco's brand is all about quality of life. Frisco is a progressive city that has worked hard to maintain a sense of community, a place that people are proud to call home. It stands for prosperity, opportunity, safety and above all else, family. Frisco is a place that welcomes everybody, regardless of race, age, gender or religion. Frisco is a place that

stands for sustainability, a place that will stand the test of time and a place that will adapt with the changes that take place in the world around us while embracing the "best of the best" for our citizens.

FS: What do you believe are the two most vital components of the Comprehensive Plan?

ML: There is no short answer to this but the Comprehensive Plan is a guide and not a rulebook. We must remember that first and foremost. We have a responsibility to our citizens and to smart growth that we review it every three-five years as changes in economic and social conditions change. That being said, the most important component of the plan is just that - it is designed to provide guidance to elected officials, staff members, citizens and other interested

parties on a variety of issues related to our future development to ensure a sustainable and livable community. Secondly, just as with a business plan, proper implementation of the plan and its principles is vitally important to smart growth.

FS: What are your top two solutions for transportation issues in Frisco?

ML: Transportation has always been a hot button for me as it is the one area that touches everybody's lives in one way or another. Sitting in traffic not only takes away from quality of life but it adds to the already poor air quality that exists in North Texas. Unfortunately, our biggest road problems are state roads and we must remain diligent in getting the state to move faster on road projects, even if we have to share some of the financial burden. Second, we must carefully look at our transportation network and road projects, and if a road is ultimately going to be four or six lanes, we must build it as such the first time rather than coming back and adding additional lines and inconveniencing our residents twice.

FS: What do you believe are the two things that contribute to a good quality of life?

ML: There are certainly more than two, but I would say public safety and infrastructure are vital to a good quality of life. We have a responsibility for the health, welfare and safety of our citizens with everything we do and that starts with having properly staffed fire and police departments and plans for keeping our citizens safe. A safe community is an integral component of quality of life. Infrastructure is a close second and parts of it are related. We need to have roads, but roads and everything related, i.e. traffic signals, sidewalks, crosswalks, have to be designed with safety and good traffic flow in mind. Infrastructure also includes having fire stations strategically



located, accessible libraries and other civic facilities.

FS: What planning needs to be done to prepare for Frisco's eventual build-out?

ML: The Comprehensive Plan must constantly be reviewed and changed as changes take place in our culture and economy. At one point, the Comprehensive Plan showed that Frisco could have as many as 350,000 residents at build-out. The latest revision now shows us as having about 250,000. Whatever the number ultimately ends up being, a focus has to consistently be on maintaining our high standards and also staying on top of latest trends to keep us one step ahead of everybody else. We must also carefully look at communities that have experienced what we are going through, or something similar, and emulate their successes and avoid their

failures as much as we can.

MAHER MASO

FS: How would you describe Frisco's brand?

MM: The official Frisco Brand is "Frisco, Progress in Motion." However, while that brand captures our approach to planning and building a great city – I like to think of our brand as "A great place to raise a family!"

FS: What do you believe are the two most vital components of the Comprehensive Plan?

MM: The entire Frisco Comprehensive Plan is vital to providing families with a high quality of life.

As a seven-year Council Member and four-year Mayor Pro Tem, my decisions were based on not just the present, but what the future will bring. That's why I

believe smartly managed growth should follow a plan created by our citizens. This Comprehensive Plan has put together all the pieces for a better future and spurred other master plans for parks, our downtown, roads, libraries and more.

Since I'm opposed to excessive apartment zoning, I made apartment reduction a key part of the Master Plan. When I was first elected, Frisco was zoned to allow for 65,000 apartments in the future. My three-step plan was approved to reduce the number to less than 30,000 with the ultimate goal of only 15,000.

FS: What are your top two solutions for transportation issues in Frisco?

MM: Transportation issues in Frisco have many moving parts and to focus on only two solutions would be a mistake. Since 2002, we have built or committed to \$240 million worth of transportation improvements but we still have work to do so our families spend less time in traffic. I offer the following solutions:

- Develop a region-wide light and commuter rail system to get more cars off the road
- Improve light-timing coordination
- Improve turn-lane use with longer and double-turn lanes where needed
- Make sure Frisco gets our fair share of transportation funds by having a representative on the Regional Transportation Council
- Work closely with Denton and Collin County officials for additional road improvements
- Stop the state from forcing toll roads on our families

FS: What do you believe are the two things that contribute to a good quality of life?

MM: Quality of life means many things to many people. To me, it simply means that Frisco is a great place to raise a family and all that goes with it. We have fantastic schools with dedicated teachers. Our park system is outstanding. We have a well-planned, top-notch infrastructure of roads, water and sewer. Our police and fire departments are top-notch. And, thanks to the strong leadership of our Council and business leaders, our local economy is solid and our taxes remain low. While

our quality of life is high, I think we can do even better by reducing traffic congestion throughout all of Frisco.

FS: What planning needs to be done to prepare for Frisco's eventual build-out?

MM: In just 13 years, Frisco will be home to 280,000 people. To maintain our quality of life, we must update our master plans on a regular basis. And, we must take a stand to protect our city, which I have done on the City Council and in other leadership positions. My efforts include:

- Fighting efforts to place a loud airport in the middle of Frisco
- Leading the opposition against plans to make S.H. 121 a toll road
- Reducing waste at City Hall
- Keeping our taxes low
- Providing our police and fire with the tools they need to protect families
 - Reducing apartment zoning

I ask our citizens to look at my record, the support of regional leaders and the trust of my Council colleagues who appointed me five times as the Mayor Pro Tem and please vote for me as our next Mayor.

Place 5 Candidates



BART CROWDER

FS: Why do you think you are qualified to be the next Place 5 City Council Member for

Frisco?

BC: I am passionate about the City of Frisco. My wife and I are committed to working hard to ensure that the city remains a great place to live, work and raise our three daughters.

I have strong leadership and management skills and a history of working with people to accomplish great things. My credentials include 20 years experience in business leadership and an MBA from SMU. I am a member of Leadership Frisco Class XI and also active in youth sports as a coach for two teams within the Frisco Soccer Association.

I will represent the citizens of Frisco well by leading initiatives to improve

Meet Maher Maso

Frisco City Council
May 2000-June 2007

Mayor Pro Tem
May 2003-June 2007 (Appointment)

Deputy Mayor Pro Tem
2007-May 2003

Chair of Budget & Audit
Sub-committee
2003-June 2007

Frisco Tax Increment Finance
District Zone Board
2000-June 2007

Collin County Community
College District Education
Foundation

Mission Statement
Sub-committee Chair

Audit Sub-committee Review
Member

Executive Committee Member
and Secretary
May 2007-Present

Frisco Public Library
Foundation
May 2007 - Present

Frisco Square Management
District (FSMMD)
Board of Directors
May 2000-June 2007

Arts of Collin County
Commission Member &
Vice-President
2004-Present

Treasurer
May 2003-2004

Founding Steering
Committee Member
2002-2004



If you would like to join us in supporting Maher Maso for Mayor, please contact Andrea Wright at andrea@masoformayor.com or 214.546.1829

To reach Maher Maso call #469.556.2631 or e-mail him at maher@masoformayor.com

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June Taylor, Treasurer, 7951 Kings Ridge Rd,
Frisco, TX 75035

Proven Integrity, Dedication and Leadership

quality of life and using my financial skills to ensure that tax dollars are spent wisely.

FS: What do you see as the top three issues facing the City Council of Frisco?

BC: Managing growth appropriately is the number one issue for Frisco. We need to carefully balance infrastructure investments with predicted growth. In the current economic environment, this will be challenging. We must be proactive while not overextending our commitments.

Transportation improvements are another issue that must be addressed. We must strengthen relationships with regional and state partners to deliver road improvements quickly.

A third issue I will address is embracing both the history of Frisco as well as the diversity of new residents as the city grows.

Frisco has a wonderful culture and family feel. It is important to reinforce this heritage and sense of community to keep Frisco a great and unique American city.



JOHN NEWSOME

I am qualified to serve as the Place 5 City Council due to my 21 years of leadership and service

to our Nation and my experience and knowledge of leading large organizations in times of change, especially in times of stress and crisis.

In 2006, I retired from the U.S. Army as a Lieutenant Colonel. I know how to achieve organizational goals and excellence. I have experience with making decisions that produce results by applying strategic knowledge and experience with analyzing the problem and developing practical solutions.

Having lived in Frisco since 2006, the issues I see include long-term strategies that sustain our development and growth, the integration of planning and zoning considerations and the responsibility to ensure that planning & zoning plans are executed.

Place 6 Candidates



BUDDY CLARK

FS: Why do you think you are qualified to be the next Place 6 City Council Member for Frisco?

BC: Section 5.02(2) of the Frisco City Charter lists eight very specific qualifications. Let me assure the voters that I am fully and perfectly qualified in every one of those areas. In addition, I have a keen work ethic demonstrated over 30+ years. Working my way through college, I earned a Bachelor of Business Administration in Finance from the University of Oklahoma. My career in business for-profit, government administration and non-profit charitable organizations has given me a broad perspective on operations and management of various sectors of our community. I routinely volunteer 10-20 hours per week of my time to civic, social and religious organizations and look forward to representing Frisco at large on the City Council in place 6 after living here for over 12 years.

FS: What do you see as the top three issues facing the City Council of Frisco?

BC: Promoting unity while celebrating diversity in our community along with stability, integrity and responsible management of human and natural resources.



SCOTT JOHNSON

I bring a unique perspective, having completed one of the largest and most complicated

public/private development deals in North Texas. Additionally, I serve as Governor Perry's appointee to the Board of the Texas Economic Development Corporation and I understand what job creation and economic development is about.

More importantly, I am qualified because I have a passion for Frisco and care deeply about maintaining and improving the quality of life for Frisco families.

As Frisco's population swells, we must stay ahead of the growth while keeping our taxes low, our budget prioritized and our streets safe.

Lastly, we must create jobs and stay competitive as a viable location for businesses.



LA DELLA LEVY M.A., M.ED

I have taught political science and government at the college level for over

10 years. I believe very strongly in public service and look forward to putting my experience to work to support Frisco.

I have held leadership positions within my teaching work and also have completed important volunteer work in support of my community.

I am very interested in the future of Frisco and am running to make a positive difference in my community.

Future Growth of Frisco- The planning and management of future growth of Frisco is the key issue facing City Council. This includes planning for economic growth, attracting corporate relocations and good jobs and contingency planning in the event of a recession, which would cause a drop in sales tax revenue, an increase in foreclosures and corresponding drop in property tax receipts.

Transportation- Transportation is a key issue; this includes road build-out as well as a compelling need for public transportation. I am encouraged by the review of the BNSF rail line and note City Manager Purefoy's statement that the BNSF may be our only opportunity for Frisco commuter rail.

Social Services/Quality of Life/Citizen Involvement- The third top issue is to continue to improve the Frisco quality of life which includes all of the issues in which Frisco government interacts with citizens, from public safety and waste collection to libraries and tax collections. Also, a top issue is continued emphasis on obtaining citizen input.



JIM TUPPER

Since moving to Frisco in 2002, I have served the community at the neighborhood level, city commission level and

community-wide charity level. For the past four years, I have served Frisco as a Planning and Zoning Commissioner, helping to guide the growth of our City. As a commissioner, I believe I have demonstrated insight and professionalism with fairness to residents, property owners and community and business leaders alike. That experience combined with the depth of my knowledge and understanding of challenges facing Frisco and possible solutions for those challenges is what I believe qualifies me for a position on our City Council.

We need to create a better system for prioritizing road construction and traffic flow improvement needs, identifying short-term and long-term solutions then dedicating more money to providing

relief to our residents sooner. We need to ensure our police department has the resources and manpower it needs to reduce the unacceptably high property crime rates and to prevent the increase in violent crimes expected as Frisco grows older and the population continues to increase. We need to expedite the revitalization of our older neighborhoods

and redevelopment of abandoned retail to improve the sustainability of our City.

Frisco STYLE received no response from the following Place 5 candidates:

**JUAN ANTONIO LUEVANO
TIM NELSON**



Vote **MATT LAFATA** for Mayor of Frisco



*DEFINING Frisco's future while
PRESERVING Frisco's past*

As a former Deputy Mayor Pro-Tem and two-term (6 years) current Frisco City Council Member, Matt is in touch with the needs of Frisco. He has spent countless hours with Frisco citizens listening to concerns regarding the rapid growth of a city like Frisco. He has been heavily involved with the expansion of our great city over the last 6 years in a variety of capacities.

Frisco needs leadership, experience, integrity, vision, dedication, passion for our city, and the ability to make things happen. Matt Lafata is that person to lead Frisco into the future while making sure it maintains its small-town charm and quality of life.

To learn more about Matt and his accomplishments and to learn more about the campaign to Make Matt Mayor, please visit www.MakeMattMayor.com

Matt Lafata is probably a lot like you:
a hard-working, dedicated parent and spouse who wants only the best for his family, including a safe, thriving city that offers something for everyone.



Photo by Fern Reuser Photography

**Election day is MAY 10,
but early voting
starts APRIL 28.**

Portrait of a Candidate Paid for by Matt Lafata for Mayor, Sarah Inack, Treasurer, 6061 Pental Lane, Frisco, TX 75054