

# Greater Madison Chamber of Commerce Alderperson Candidate Questionnaire

Please tell us about yourself.

Your Name: \*

Donna V. (Hurd) Moreland

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Aldermanic District: \*

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Current Home Address: \*

3818 Mammoth Trail

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Email: \*

[REDACTED]

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Phone: \*

[REDACTED]

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Campaign website, if any:

[www.donnaforddistrict7.com](http://www.donnaforddistrict7.com)

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Social media (Twitter, Instagram, etc.) handles, if any:

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Past education and work history (question optional; alternately you may send résumé to [brett@madisonbiz.com](mailto:brett@madisonbiz.com))

My resume has been forwarded to Brett directly

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## Greater Madison Chamber of Commerce Alderperson Candidate Questionnaire

Instructions: Please state your position on the following issues. Please limit answers to 100 words. Any answers exceeding the word count limitations will be cut after 100 words.

If you have filled out this questionnaire before, you may skip starred\*\* questions or modify previous answers to those questions. If you skip starred answers on this questionnaire, we will re-publish your 2017 answers.

**\*\*1. Why are you seeking this office?**

I have always been drawn to service. I feel this is the next step in my service journey. I love my community and have the business experience required to step into a public service role.

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**\*\*2. What in your background or experiences qualifies you to understand the unique needs facing small businesses?**

In my role as Director of Administration, I, like many small business owners struggle to find qualified employees and when found, the challenge becomes retention. While low unemployment is impressive, for employers it tends to impede business growth.

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**\*\*3. What are the most important issues the businesses in your district face?**

While my district is predominately residential, the businesses are experiencing the same issues outlined in question 2; recruiting qualified and retaining qualified talent.

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**\*\*4. What is your perception of Madison's business brand? How do you think business in Madison is perceived locally, statewide, and nationally?**

I perceive Madison's business brand as entrepreneurial and innovative. Madison is a city in which many millenials are attracted.

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**\*\*5. How can the City of Madison best attract and retain a diverse and talented workforce?**

The City of Madison can attract and retain a diverse and talented workforce by encouraging and incentivizing businesses to provide a living wage for all citizens. In addition, the increase of affordable housing must continue. Maintaining safe bike trails, parks and the lake ecosystems are all important aspects in increasing/maintaining the livability of Madison

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**6. How can the City of Madison build an inclusive economy and ensure the advanced industries accelerating here provide opportunity for all?**

I think the City of Madison could work with agencies like the Urban League of Greater Madison to bolster existing and create new training opportunities in partnership with businesses in an effort to equip workers with the skills needed to meet the needs of businesses.

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7. With Madison's economic momentum, a continued focus must be placed on infrastructure improvements. What strategies would you recommend for the city to meet the diverse needs of worker mobility and housing?

Focus must continue to be on transportation and affordable housing. With the revitalization of Downtown Madison, many capable workers are pushed to the outskirts of town with poor or no access to transportation. Reviewing existing routes and consideration of rapid transit must remain in the conversation.

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8. How do you define economic development? Please elaborate.

Economic development is a mechanism that focuses on improving the economic and social and well-being of people in a community, city, state and beyond. It is the process by which processes, and policies are implemented to promote and sustain economic growth, while seeking to not only grow the economy, but to also improves the life of its citizenry.

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9. The 115th Fighter Wing of the Air National Guard is an important driver of the Madison economy, providing an annual economic impact of over \$100 million, emergency and fire services for the Dane County Regional Airport, and over \$1 million in tuition assistance to area student guardsmen. Do you support the Wing as it seeks to continue its mission by acquiring next-generation F-35A jets? Please explain your answer.

Yes, I support the acquisition of the next-generation F-35A jets based on the environmental impact review. Economically, this acquisition is good for Madison and Southern Wisconsin and with their commitment to protecting our environment I believe we all benefit.

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10. If offered an endorsement from the Greater Madison Chamber of Commerce, would you accept it? \*

Yes

No

By submitting this candidate questionnaire, you agree that the Greater Madison Chamber of Commerce may publish it with the intent of sharing it with its membership and the general public. \*

I acknowledge that the Chamber will publish my answers to this questionnaire

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