



League of Women Voters  
of Plano/Collin County  
[www.lwvcollin.org](http://www.lwvcollin.org)

# Voters Guide

## May 8, 2010, Local Elections Frisco City Council & ISD

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Early voting – April 26–May 4, 2010

Election day – Polls open 7 a.m. to 7 p.m.

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

This guide includes contested races in which two or more candidates are running. All candidates for the respective offices were invited to participate. If a candidate did not respond by the deadline, “No response from the candidate” is printed. Responses were limited to 100 words and truncated with /// after the 100<sup>th</sup> word. The candidates appear in alphabetical order.

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### Candidates for Frisco City Council, Place 2

*3 year term, elected at large.*

#### **Jeff Cheney (Incumbent)**

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Jeff@JeffCheney.com  
214-707-7320

1. Please describe the training and experience that qualify you for this office.

I was elected to City Council in 2007 and Mayor Pro Tem in 2009. I served on the Budget & Audit Committee, Frisco Square MMD, Technology Committee, and the Mayor’s Youth Council, among others. I am a CPA with a Bachelor in Business and a Masters in Professional Accounting from UT Austin. My professional experience includes being a Senior Manager for PricewaterhouseCoopers, a Director of Portfolio Operations for Highland Capital, and currently a Realtor with Keller Williams as well as owner of Frisco-Online.com. I am a Board member for the Frisco Education Foundation, Frisco Chamber member, and community volunteer.

2. How should the city weather the current financial downturn: reduced services or personnel, increased fees, delayed construction, other measures?

We have examined all possible options to decrease expenses and increase revenues. We have maintained one of the lowest tax rates through an efficient operating budget, and reduced taxes on our citizens by diversifying our tax base through commercial and retail development. We have used a common sense approach to reduce expenses by holding positions frozen, trimming each department, and delaying non-essential capital projects. Our budget and utility accounts are now balanced. We feel prepared to weather the current conditions and will be in a position to take advantage of opportunities as the economy improves.

3. How can the city meet the needs of its senior citizens for transportation, health and other services?

We increased our senior tax exemption to \$50,000, which is the highest in the area. We have made significant investments in our Senior Center. This is a free service including transportation to and from the facility and services from Meals on Wheels. We offer discounted rates for the Frisco Athletic Center, health exams on a monthly basis through the Wellness Clinic of Collin County, and Centennial Hospital provides quarterly exams at no cost. Frisco is viewed as a quality destination for the senior community with major developer investments such as Frisco Lakes, a Del Webb Community.

4. How can the city facilitate the availability of affordable housing for low-income families, especially as many lose their homes during the financial downturn?

With CDBG funds, Frisco currently funds emergency rent and utility assistance through Frisco Family Services, homes through Habitat for Humanity, and shelter and services for those that lose their homes through the Samaritan Inn. In addition, Frisco offers two down payment assistance programs, including one for City and ISD employees. We are currently considering more programs for the next fiscal year to help families in crisis, with areas such as additional funding for emergency rent and utility payments. The Frisco Housing Authority is responsible for the development of new housing opportunities for low and moderate income families in Frisco.

5. What are the most important transportation problems in this city and how would you solve them?

Managing and prioritizing our infrastructure needs during a growth period is a challenge for all developing cities. Along with public safety, funding our infrastructure needs to be among our top priorities. We have worked diligently to receive county and state funds to help build roads faster at a lower cost to Frisco residents. As our sales tax continues to grow, we may explore using some of these funds for public transportation options. Finally, we have been focused on mixed-use developments and connecting our hike and bike trails to achieve a more walkable community attempting to take cars off the road.

6. What are the most important issues you think will come before the City Council in the next three years? What are your views on these issues?

While we feel confident that we have developed a sustainable budget we can operate at a high level even during bad times, there is still much uncertainty in the economy. As the market starts to improve, managing a long list of competing priorities will be our biggest task. Other important issues include, building a long term capital reserve fund, developing our central core through Grand Park, keeping our retail dollars in Frisco, and beginning preparations for the next mall along 380. Lastly, we will continue to make strategic investments in our community that generate economic development.

## **Matthew Herrera**

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972-741-4770

1. Please describe the training and experience that qualify you for this office.

Being an intern for Senator Kay Bailey Hutchison inspired me to learn the political system and give back to the community. Starting a business at the age of twenty three has helped me realize anything is possible as long as you put your mind to it and work hard to make it happen. I have always had the mindset that a life lived for others, is the only way to live. I have the leadership and communication skills necessary to be an effective councilman.

2. How should the city weather the current financial downturn: reduced services or personnel, increased fees, delayed construction, other measures?

It's not news to anyone around that growth has stalled, but it is possibly the most important change in Frisco's demographics. We're not seeing as many new businesses and developments, but we are seeing transplanted families, growing households and the existing families of Frisco being pushed to the breaking point. The slowing population has allowed Frisco to take some time to adjust to the growth that it has seen in the last decade. Now is the time for Frisco to adjust, refocus some priorities and ensure that we're ready when the populations boom again and our economy shows growth.

3. How can the city meet the needs of its senior citizens for transportation, health and other services?

The City of Frisco has done a great job of providing transportation and services to Senior Citizens of Frisco. The city has also taken great strides to help the aging population. With an increase in nursing home and assisted living facilities and more developments like Frisco Lakes, Frisco can become the place to be for the retiring communities. I would foresight in how to handle the aging population and continue to provide city services that they can use and operate, that they find affordable and that they feel are needed.

4. How can the city facilitate the availability of affordable housing for low-income families, especially as many lose their homes during the financial downturn?

This brings up poverty-level stress on school systems and city services. Public housing debate revitalized this issue. Both proposed developments would add students to FHS and Wakeland, both with the highest levels on poverty-level children. Spreading the cost, responsibility and opportunity around to other schools and both counties could be important. I am for everyone to be given the opportunity to succeed.

5. What are the most important transportation problems in this city and how would you solve them?

There are many different transportation areas I would like to explore. Again we will have to go to the drawing board with our neighboring cities to establish a plan to

build and complete several different roadways. We have some current projects that need to be completed, but I can't solve the issue alone. If elected, we would have to come up with options as a Council to finish and accomplish the current projects.

6. What are the most important issues you think will come before the City Council in the next three years? What are your views on these issues?

In the last 10 years, our population has tripled but our employment has only doubled. Continuing the quality level of life in Frisco with arts programs, school development, maintenance of roads, etc would make getting corporations with employees more viable. We need to make maintenance a priority. Look into a few more tax helps to benefit new developments. Use the influx of new sales tax revenue wisely. Can't just focus on revenue, we have to cut some costs. We must continue this fiscal responsibility. We need passion and leadership to achieve these goals.

### **Tony Walsh**

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214-395-7519

1. Please describe the training and experience that qualify you for this office.

As a political "outsider," I reject the notion that a Council Member must be an attorney, engineer, or real estate baron. I will call upon my commonsense experience as a successful business leader, empathetic father, and no-nonsense youth sports coach, to deal with the highly personal relationships our citizens have built with our community. I will call upon experts, my constituents, and my love of research, to enhance my own decision-making capacity. But most importantly, I am a resident of Frisco, a city I love for its values that I want to protect and grow.

2. How should the city weather the current financial downturn: reduced services or personnel, increased fees, delayed construction, other measures?

Frisco is the product of the individuals, families and corporations that belong to it. When some members of our extended civic family take ill, the others are bound to nurture them back to health. But no single remedy cures all ills. In these conditions, prudent evaluations of revenues and cost controls, determined by the people who use the affected services, combine with fiscal restraint as the first steps to create an environment that attracts new, sustainable commerce and long-term jobs.

3. How can the city meet the needs of its senior citizens for transportation, health and other services?

Healthcare of seniors, and everyone in Frisco, is a hot debate topic now, and certainly, while the federal government entertains its obligations, local discussion must be limited to actions that fall into the federal government's plans. The needs of seniors might best be addressed by supporting businesses and services that are used by seniors, and by city subsidization, to engage private sector companies to provide these services to seniors, while growing the job base in Frisco to fulfill transportation demands at low or no cost to the riders.

4. How can the city facilitate the availability of affordable housing for low-income families, especially as many lose their homes during the financial downturn?

Frisco can provide affordable housing for Frisco's own. Acquiescing to special developer and real estate interests that seek to relocate unemployed Dallasites to Frisco is the wrong choice. Frisco offers housing for all income levels. A city supervised initiative, managed by private and charitable entities, would be less costly and destabilizing, ensuring affordable, sustainable housing created by Frisco banks, developers and builders. Some people support Federal Section 8 housing built by outsiders to accommodate Dallas' social burden, instead of disadvantaged Frisco residents. That's wrong.

5. What are the most important transportation problems in this city and how would you solve them?

Frisco enjoys the benefits of many new thoroughfares, but growth still requires traffic flow studies, impact assessments, and infrastructure investment. City Council must also work cooperatively and aggressively with federal, state and local authorities to develop ecologically sustainable and economically viable solutions for travelers bound for cities outside our borders.

6. What are the most important issues you think will come before the City Council in the next three years? What are your views on these issues?

The Council must provide facts and leadership to the citizens as it balances the need for revenue against after-hours safety, regarding the recently rejected 2 AM alcohol curfew.

The city requires increased public safety services and personnel as a result of its population growth.

The city must come to terms with providing low income housing to current Frisco residents, as opposed to introducing residential space for other cities' housing overflows.

## **Candidates for Frisco City Council, Place 4**

*3 year term, elected at large.*

### **Jim Joyner**

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214-770-8529

1. Please describe the training and experience that qualify you for this office.

Frisco Mayor Pro Tem 2007-2008; Frisco City Councilman 2003-2008; Budget and Audit subcommittee Chair; Frisco Square Municipal Management District member and Chair; Community Development Corporation 2000-2003 and Chairman 2001-

2003; Frisco Bond Committee Chairman 2002; 2002 Bond PAC Chairman; Hike and Bike Master plan, Library Master Plan, Parks and Recreation Master plan committees 2000-2002; 2010 Frisco City Charter Review Committee Vice Chair; Leadership Frisco 2001-2002; Frisco Citizens Police Academy Class 13; Frisco Library Foundation 2008 to present; Board of Trustees Museum of American Railroads 2008 to present.

2. How should the city weather the current financial downturn: reduced services or personnel, increased fees, delayed construction, other measures?

Frisco has always had a very fiscally conservative management team. We have frozen hiring of most new employees, increased fees but only as the raw costs have gone up. Delaying construction must be weighed against the up to 25% reduction in building costs in this economy. In some cases we can save our citizens money by bidding projects that are vital now, not to mention the low cost of bonds in the current economy. Good sound financial management and planning is a continued must. We must continue to attract strong corporate entities to keep our rates low.

3. How can the city meet the needs of its senior citizens for transportation, health and other services?

While on Council in the past, we replaced our 1000 square foot senior "room" with a new Senior Center, expanded it once already, and provided the bonds for a second expansion. They offer health screenings, health classes, exercise classes and health support for our growing senior population. They also provide some limited transportation, with CCART providing the bulk of our senior transportation. I would also like to see free tax services, nutritional counseling, and a low cost service interface to help them maintain their cars and homes. Also look at, again, increasing their property tax deduction.

4. How can the city facilitate the availability of affordable housing for low-income families, especially as many lose their homes during the financial downturn?

While on Council, Frisco set up our no interest, forgivable down payment loans to our city employees and teachers to allow those that serve the community, to live in our community. We also use CDGB Block grant money to allow older homes in our downtown to be improved and renovated. When planning our development it is important to include all types of housing types to allow more to afford living in this great city, and to move up, or down, without having to move out!

5. What are the most important transportation problems in this city and how would you solve them?

Currently our biggest problems are with state roads within our city. We desperately need to complete 423 along our western border, Preston Road from Main north to Prosper, Main Street from Preston to Custer. We have waited far too long for the State to build these vital arteries through our city for us, as well as the through traffic of our neighbor cities. We also need to find ways to complete troubled intersections such as Eldorado and Preston ahead of the construction as we did at Main and Custer. We need to work with our regional partners to accomplish this.

6. What are the most important issues you think will come before the City Council in the next three years? What are your views on these issues?

The economy and working to keep our tax rates low to attract corporate tax base. We must continue the vision that has set Frisco apart. To stagnate by doing nothing is to die on the vine. Funding the mandated edicts coming down from Washington without impacting our workforce or services. The future path of the Arts of Collin County. This regional project is about growth, education, balance, and keeping our word to our regional partners. Also the future of regional transportation in a growing North Texas economy must be mapped out.

### **John Keating**

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john@keating4frisco.com  
214-587-0827

1. Please describe the training and experience that qualify you for this office.

I am a decorated 13-year US Army veteran, having served in Operations Desert Shield/Desert Storm where I led deployments of counterintelligence personnel throughout three continents. I can lead a team, motivate individuals, make a decision and take a stand for what I believe. I've been blessed to enjoy success as an entrepreneur and real estate investor and that success has enable over the last decade to become extremely involved in our community (HOA board member and President, VP of Fundraising for Spears PTA, donor and volunteer at Frisco Family Services, Boy's and Girl's Club, and Leadership Frisco Class XIII).

2. How should the city weather the current financial downturn: reduced services or personnel, increased fees, delayed construction, other measures?

Protecting Frisco taxpayers is paramount. Ensuring services are provided efficiently is best. We should delay bonds sales to avoid increasing our already heavy debt load and focus on such necessities as police, fire, sewer, water, waste, roads, etc. Houses valued at \$350,000 and up generate a net plus of city revenue—generating more income for the city than the cost of city services they consume. Attracting more executive-level homebuyers helps sustain the city's growth and grows our tax base. Meanwhile, residents with homes valued at or below that amount pay less in taxes but enjoy the same benefits.

3. How can the city meet the needs of its senior citizens for transportation, health and other services?

Many seniors have located here to be closer to grandchildren or enjoy the adult-only lifestyle. Fortunately, most are able to transport themselves. I support activities at the senior center including allocating budget dollars for health fairs to provide flu shots and standard screenings. The most pressing issue for our seniors today, however, is keeping the roads safe and accessible for emergency vehicles including the timely and painless expansion of 423. An increase to the senior homestead exemption also benefits seniors, most of who are on fixed incomes, by leaving more of their money in their pockets!

4. How can the city facilitate the availability of affordable housing for low-income families, especially as many lose their homes during the financial downturn?

Let me be perfectly clear -- I DO NOT support clustered Section 8 Housing in Frisco. It's a policy that has been proven to harm communities, increase crime, decrease property values and stigmatize those it was intended to help. Frisco is a diverse community and already home to affordable housing. "Patio" homes in Frisco cost from \$120-\$150K and condos (corner occupied) are about \$90K. We also have large number of apartment complexes that are affordable. Everyone is going to have to cut back a little. There is affordable housing in Frisco for those with a strong work ethic.

5. What are the most important transportation problems in this city and how would you solve them?

The City of Frisco has done a fine job of developing a quality road system. We have established thoroughfares to ease traffic in and out of the city and look to expand sidewalks and hiking/biking trails as part of our master plan. We must look 3-5 years down the road as more development takes place in northern areas and how it impacts our existing resources. We have \$24M in unsold voter approved bonds for roads. With construction prices low I would look to sell those bonds before I would sell others for projects that aren't needed right now.

6. What are the most important issues you think will come before the City Council in the next three years? What are your views on these issues?

Accelerate the Grand Park project as it's such a value add and no clustered Section 8 Housing in Frisco. If only 20% of a clustered development is Section 8, who will want to live in the other 80%? Who's going to want to live in adjoining neighborhoods or even in that part of the city? More public-private partnerships like Field House USA. We issued \$12.5M CO bonds with the developer signing a 20-year lease and retaining any profits while paying principal, interest and operating costs. At the end of the lease, the city owns the building and the dirt underneath!

### **David Prince (Incumbent)**

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david@princeforcitycouncil.com  
972-712-6655

1. Please describe the training and experience that qualify you for this office.

I am a Certified Public Accountant which provides me with tools to assist in analyzing the financial data presented to council by the City Staff. I have over 35 years of business and life experiences which help me make decisions. I have served on two community boards and two HOA boards. I have over 3,000 volunteer hours of service to this community. I have also served for the last three years on City Council.

2. How should the city weather the current financial downturn: reduced services or personnel, increased fees, delayed construction, other measures?

Frisco's economy has slowed, but not stalled. Last year the City finished with a \$1M surplus. For the current year's budget I voted to maintain the current spending level and not raise the tax rate. I felt any modest increase in spending, because of the City's continuing growth, could be paid out of the City's surplus (which now stands at 30% of last year's operating expenses).

3. How can the city meet the needs of its senior citizens for transportation, health and other services?

The City has worked in the past, and should continue to in the future, with agencies and charities to provide these services for the citizens. I do not believe it is the government's role to provide these services; that is the role of charities and other non-profits.

4. How can the city facilitate the availability of affordable housing for low-income families, especially as many lose their homes during the financial downturn?

The City cannot tell a land owner to whom they may sell. The City cannot tell a developer what to build. The City can zone areas for housing. The City can set building codes.

The City has, and will continue to, encourage developers to build affordable housing. One of the Strategic Focus areas for the City is that the City be sustainable. To be sustainable the City needs affordable housing to attract companies to move here. These companies need a reliable work force. Local affordable housing facilitates a reliable work force.

5. What are the most important transportation problems in this city and how would you solve them?

Frisco continues to grow and that means it needs more roads. Planning and timing of these roads, and the money to build them, is very difficult in today economic climate. Frisco has used bonds to build the current roads so it could stay ahead of the growth. At this moment there is not sufficient revenue to sell any more bonds. The good news is that growth has slowed. However, new growth is coming and the Council needs to look at the need for additional funding to build more roads. This can be done through leveraging future income streams (from new ///

6. What are the most important issues you think will come before the City Council in the next three years? What are your views on these issues?

How to manage the 100% growth that is expected over the next ten years. Planning for that growth needs to continue in earnest. Good planning has been done in the past. However, better planning has to be done in the future. The Council will be spending much more time with Staff, local and regional leaders in strategic planning for this growth. The challenge is getting all these groups together and crossing territorial boundaries.

**Candidates for Frisco ISD Board of Trustees, Place 1**

*3 year term, elected at large*

**Laura Ellison (Incumbent)**

Unopposed

**Candidates for Frisco ISD Board of Trustees, Place 2**

*3 year term, elected at large*

**Renée Ehmke (Incumbent)**

Unopposed

**Candidates for Frisco ISD Board of Trustees, Place 3**

*3 year term, elected at large*

**Dan Mossakowski (Incumbent)**

Unopposed