



**VOTER GUIDE
FRISCO CITY COUNCIL
SPRING, 2021**

**FRISCO CITY COUNCIL
CANDIDATES
MAY 1, 2021**

Place 1

John Keating
JP Schade

Place 3

Angelia Pelham
Karen Cunningham
Dr. Jennifer White
Sai Krishna

PLACE 1

JOHN KEATING



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Background: Experience matters! I am the only candidate who has served in the military, served on council, and has a proven track record of conservative leadership and fiscal responsibility. My personal goals and priorities include providing our first responders with the equipment, training, and leadership they need to keep Frisco's residents and visitor's safe. As a champion of tax relief, I voted for the homestead exemption, reducing the burden on the hard-working Frisco taxpayer. I've fought to reduce multifamily apartment zoning in Frisco, now down 60% since 2000. We must continue to enhance the quality of life for our Frisco families!

Education: Bachelor of Science Degree from Towson University in Maryland
Associate in Applied Science Degree in Criminal Justice from Central Texas College in Killeen, Texas

Occupation: Semi-retired
13-year veteran of the US Army, served as a senior counterintelligence agent
Graduate of the US Army Advanced Foreign Counterintelligence Training Course

Highlights of civic involvement/accomplishment:

- Frisco City Council (2010-present)
- Graduate, Senior Executives in State and Local Government Program, John F. Kennedy School of Government at Harvard University, 2019
- Awarded US Congressman Sam Johnson's 2017 "Congressional Veteran Commendation"
- 2016 PepsiCo Frito-Lay "Valor Leadership Award" for my work with various Veteran organizations
- Recognized by the Frisco ISD PTA with the 2010 "Texas Congress of Parents and Teachers Honorary Lifetime Membership Award"
- Graduate of Leadership Frisco and Frisco's Citizen Police Academy

Platform/Priorities

- Keep our property tax rate one of the lowest in the region
- Preserve our quality of life with green space, parks, and unique community features
- Continue to recruit and employ the best municipal staff in the nation
- Provide our public safety departments with the tools and planning they need to keep Frisco's residents and visitors safe
- Reduce traffic congestion and minimize tolling while avoiding participation in DART or other wasteful public transit programs
- Help Frisco remain an appealing destination for residents of all ages
- Remain a business-friendly community, one that supports the free market, healthy competition and job creation



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JOHN KEATING

GALA CANDIDATE QUESTIONNAIRE

THIS CANDIDATE CHOSE NOT TO RESPOND TO THE GALA CANDIDATE QUESTIONNAIRE.

PLACE 1

JP SCHADE



Phone: -
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Background: (Community Impact) My wise mother taught me to "forget myself and go to work." I'm committed to serving my neighbors and want to be their advocate. I am willing to listen and willing to learn, striving not to become infected with the "disease of expertise." I will be a fresh voice and bring a perspective that will allow you, the residents, to have a continued high quality of life. In addition, I can better represent the growing younger demographic of Frisco. I want to ensure city employees flourish within their departments by promoting comprehensive dialogue, personal service and new ideas that maximize limited taxpayer liability and welcome private investment. It would be a privilege to represent Place 1 and see Frisco reach its full potential as a beacon to other cities throughout North Texas and the nation.

Education: Bachelor of Science in Communication, Weber State University

Occupation: Reporter for WBAP 820AM and Flight Dispatcher for American Eagle

Highlights of civic involvement/accomplishment:

- Active in volunteering at nursing homes, fire stations, hospitals, along with parks and libraries
- Two-year mission on behalf of the Church of Jesus Christ of Latter-day Saints in South Carolina
- Eagle Scout

Platform/Priorities

Prior Preparation Prevents Poor Performance: Nothing is more clear from this winter than the need for us to be prepared for the worst. Several neighbors and friends in Frisco were without power and water for DAYS. We know floods, tornadoes, hailstorms, and other forms of natural and man-made disasters can happen at ANY time and do. NOW is the time to review or create 72-hour, 7-day, and 14-day emergency response plans. We must ensure that our residents can trust our first responders and city leaders and guarantee the safety and reliability of our infrastructure. It does not end with temporal preparedness, as our finances must weather the storms of future downturns.

Being an Advocate for the Taxpayer: Every dollar we spend as a city must be accounted for. Our property taxes are lower than McKinney, Flower Mound, Plano, and many other municipalities in the DFW area, which is something to be proud of. And while the property tax rate is expected to go up slightly over the next few years due to the voter-approved bond improvements from 2019, that doesn't mean we have a blank check to increase rates further. Voters approved a temporary increase, not a permanent one. In addition, we must address what we can do to increase efficiencies or revenue, and thereby reduce the taxpayer burden.



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Platform/Priorities - Continued

Opening the "Proper Doors" to Development: Multi-use developments must be a key to improve the small business climate and also offer more amenities to the prospective renters than just a room and home. Every new neighborhood built within Frisco should have an amenity center and/or park plus green space along with a connective bike trail that will improve mobility. Our incentive packages need to have a targeted approach. To the best of my ability, I will ensure that the mistakes of the past won't harm our development of the future.

Inviting All Frisco Residents to Come Feast at the Table: We are a city of 200,000+ residents in which our amenities and entertainment are still works in progress. However, with our diverse population, we can do better at celebrating and embracing what makes each of us unique. One idea that I'd like to see come to fruition is an event called Ethnic Expo, which would highlight and display the rich cultures we have in Frisco through food, art, and entertainment. This type of event would also help bolster the local downtown businesses.

21st Century Transportation Solutions: Our city, in the next 20 years, could top 300,000 residents, with Collin and Denton Counties expected to top two million people combined. On it's current pace of growth, Collin could top Travis County (greater Austin) in the next five years. What's our solution? I don't believe tollways alone will suffice as they continue to increase in cost. I believe an updated and interconnected trail system can do much to elevate transportation headaches and improve quality of life and health. And that is just one of many solutions to get our transportation up to the high standard we need.

GALA CANDIDATE QUESTIONNAIRE

In 2016, Plano became the first city in Collin County to pass an Equal Rights Ordinance (ERO) that was LGBTQ+ inclusive. The City of Plano's Equal Rights Ordinance, in their own words, depicts their city's commitment to ensuring equality and inclusion for all citizens and visitors in the areas of employment, housing, public accommodations and city contracting. Would you support an ERO that is LGBTQ+ inclusive in your city? Why or why not? If you are a candidate in Plano, do you support retaining the ERO? Why or why not?

The first question I would ask, is why is the Equal Right Ordinance needed? What is lacking in current state and federal legislation that necessitate introducing an ERO at the city level. Then I would listen and determine the pros and cons, and what the benefits to a city as a whole might be.

What would you, as a City Council Member, do to educate yourself about the diverse community you serve, including the LGBTQ+ community? Do you consider it a priority to ensure that city employees receive diversity training which includes information regarding the LGBTQ+ community?

Well the most important thing I can do is listen. I would encourage dialogue that is respectful, regardless of sexual orientation, race, religion or employment.



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JP SCHADE

GALA Candidate Questionnaire - Continued

Hate in America is quickly on the rise, and is dividing our community. Whether in speech or action, hate has been targeted to specific members of our community based on the color of their skin, their country of origin, their religion, sexual orientation, gender identity, and any number of other identifying factors. As a city leader, what can and will you do to stand against hate, and help restore us back to a united community?

The best thing that I can do is teach tolerance and love. I can be an example of kindness and be a neighbor unto others and serving them and helping them. Example in word and in deed.

Why should members of the LGBTQ+ community support your candidacy?

The role of a city council is to act as a executive board in a sense, to determine whether or not the daily affairs of the city are reaching a larger goal. If the issues of fiscal responsibility by paying down debt, increasing greenspace, managing development so that we don't just have apartment island, improving mobility through bike paths, bike lanes and abundant trails, thinking ahead to possibilities of mass transit, and creating a dialogue of mutual understanding and respect, then I would ask for your vote. Early voting begins April 19th-27th and Election day is May 1st.

PLACE 3

ANGELIA PELHAM



Phone: -

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Background: Not unlike many women, there are times when we struggle to keep all the balls in the air, and much to our dismay, there are times when one of those balls drops and breaks. I've learned over the years that not all balls are made of glass. In fact, there are many balls that simply bounce back when they are dropped. But I had to learn that lesson and many others over time. There are many things I've experienced as a woman in an executive role to include achieving some pretty significant career milestones, contributing and coaching at the highest levels in an organization, as well as encountering some pretty painful 'barriers to entry'. However, in all of these experiences, I have been made stronger. I've learned who I am and have had to confront some of my own 'brutal realities' as Jim Collins calls them. It is with 30+ years of HR expertise and many life lessons as a mother, wife, and executive that I desire to elevate my service to my community by joining the Frisco City Council.

Education: BS in Communication, Florida State University
Master of Arts in Human Resources Management, Rollins College

Occupation: Business Owner offering executive coaching and leadership consultation to corporations in multiple industries

Highlights of civic involvement/accomplishment:

- Serves on the Board of Hope's Door New Beginnings
- Founder and Chair of the Dr. Martin Luther King Jr Oration Scholarship Contest
- Sponsor, GirlUP Frisco
- Co-founder Life-Changing Faith Christian Fellowship
- Diversity Advisory Board, Prestonwood Christian Academy

Platform/Priorities

1. Balancing Rapid Growth with Improving Quality of Life

We all get excited about the rapid growth that our city has experienced. It means new developments like The Star, the PGA, and the University of North Texas right within our borders. These developments make Frisco attractive and increase visitors to our city. Yet as we grow our city, there are always unintended consequences that emerge. Public Safety. Population Density. Traffic.

I pledge to keep my eye on the ball to balance this desired growth with improving our quality of life. 48% of the city's General Fund expenditures are allocated for public safety (Police and Firefighters). And even though we are experiencing rapid growth, our crime rates continue to fall according to the latest Uniform Crime Report. I commit to continue ensuring that we are equipping our Police and Firefighters with the necessary headcount, training, and technology to keep pace with our exponential growth.



ANGELIA PELHAM

Platform/Priorities – Continued

2. Growing Our Tax Base by Attracting and Supporting Large AND Small Business

Our need to expand our tax base and offer increased economic and employment opportunities are essential, but I will also look for ways to offer tax relief to individual residents. I will continue the Council's partnership with the Frisco Economic Development Corporation ensuring that we are creating a compelling proposition to attract and secure the right large corporations and start-ups. I will also work to provide the right environment for small businesses to launch and thrive.

We have a lot to offer to employers here in Frisco. As a former Chief Human Resources Officer, I have been responsible for relocating executives to many cities across the country and none are as attractive and as exciting to “sell” as the city of Frisco. I will leverage my experience to continue to support attracting and retaining businesses of all sizes to ensure we continue to be the “City of Choice” for both employers and employees to live, work, and play.

3. Being Intentional About Soliciting and Incorporating Diverse Perspectives

Our diversity is what makes us good, but our unity is what makes us great.

40% of Frisco is made up of people of different racial and ethnic backgrounds

We are home to a complete “resident life-cycle” ranging from school-aged youth to college students to retirees

We have a healthy veteran population

I will accelerate the bridge-building of all backgrounds and cultures, so that once you call Frisco home, you feel welcomed and engaged, regardless of your background. I will be intentional about soliciting and incorporating diverse perspectives from our residents into city solutions. Frisco can be the “Light on the Hill” - the role model that showcases how diversity and unity can be a city’s strength and competitive advantage when it comes to attracting future residents and businesses.

GALA CANDIDATE QUESTIONNAIRE

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PLACE 3

KAREN CUNNINGHAM



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Facebook: Karen Cunningham For Frisco

Background: For the past 16 years, I have served as a board member for a variety of organizations and non-profits here in Frisco. My knowledge and passion for governance, and with defining and guiding the strategic direction of organizations, makes me highly qualified to help lead our city. I want to take the knowledge and experience I have gained through these opportunities and apply them at an even more impactful level of civic involvement, through service on City Council. I am passionate about making a positive contribution and giving back to our city. I love Frisco! And I am excited to share my passion for Frisco by serving in this new way.

Education: Bachelor's Degree in Business Administration - Northwestern State University in Louisiana

Occupation: Certified, senior-level Human Resources Consultant

Highlights of civic involvement/accomplishment:

- President/Chair of the Board of the Frisco Chamber of Commerce
- President/Chair of the Board of Frisco Family Services
- President/Chair of the Board of DallasHR, a professional association
- Vice-President of the Frisco Community Development Corporation
- Appointed to the Frisco ISD Long-Range Planning Committee
- Served on multiple PTA boards and Collin College advisory boards
- Served as Chair of the City of Frisco Charter Review Commission which was a Council-appointed role to study and recommend changes to the City's Charter

Platform/Priorities

1) Fiscally Responsible Government

Accountability and transparency are baseline expectations of any local government. The City's residents entrust elected officials to serve in the residents' best interest. This public stewardship ensures that public funds are utilized responsibly on behalf of our residents while understanding that the foundation of the City's decision-making process is the betterment of our community as a whole. Available land up and down the North Dallas Tollway provides corporate development opportunities within our community that will increase the corporate tax base over time. The increase in the corporate tax base provides the opportunity to reduce residential taxes. In addition, City entities like the Frisco Economic Development Corporation (EDC) and Visit Frisco have a direct responsibility for creating positive economic impact for our community. All other City departments and entities also have the ability to positively impact our local economy through strong leadership and execution of responsibilities – both tactical and strategic.



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KAREN CUNNINGHAM

Platform/Priorities - Continued

2) Public Safety

Maintaining a steadfast focus on all areas of public safety should always be a top priority so that we continue to proactively address and respond to our community's safety needs. A steadfast commitment to first responders, emergency services, and disaster preparedness/response help communities thrive. In times of chaos, our first responders are the heroes who keep our community safe and calm. We must continue to support our first responders by providing competitive pay and benefits, necessary tools and equipment, and ongoing specialized training.

3) Community Development

The City of Frisco has reached approximately 75% of its initial build out. Additionally, 97% of the land in Frisco has property zoning in place. The number of multi-family units zoned should be monitored continuously to find opportunities in which we can reduce or remove units from the plans. As new developments are built, requirements regarding open spaces are important to monitor and uphold. This should be a continuous and ongoing effort to find ways to reduce density where possible. The City of Frisco has the opportunity to make Grand Park and other parks and trails in Frisco truly exceptional destinations for our residents and visitors. Several new parks currently are in the concept or planning phases. We must ensure that these open spaces provide a variety of recreational experiences to meet our community's needs. Recreational and entertainment opportunities also allow visitors to contribute to our local economy. Travel and tourism impact our community positively through tax revenue and the support of our local businesses such as restaurants, hotels, retail stores and more. While many areas of Frisco are newly developed, some areas and communities in Frisco have aged and need sensible infrastructure updates, upgrades and renovations. Some of the updates needed include sidewalk repairs in numerous communities, repaired and expanded roadways, and landscape maintenance. Creative solutions should be evaluated to determine how these issues can be addressed in a timely manner. Additionally, as commercial developments age, it is very important for the City to strategically focus on redevelopment opportunities that will allow our City to remain vibrant and attractive to individuals and businesses.

4) Inclusive/Engaged Community

Frisco is a very diverse community. Our residents represent a broad spectrum of racial, cultural, religious and other backgrounds. This richness of diversity should be both a point of pride and an area of focus. Frisco's growth over the past 15 years from approximately 70,000 to over 200,000 residents, provides both an opportunity and responsibility to embrace our diverse community and work together to create a community for all. The Frisco Inclusion Committee is a great example of a group that was created to bring awareness and connections to our community. An open mind and heart certainly will lead us to additional opportunities to connect and grow as an inclusive community. Many residents seek more active engagement within our community. Opportunities to serve on City boards and commissions are fairly limited. Additional opportunities for residents to serve should be explored and implemented. One program to explore is a potential partnership with Cities of Service. This non-profit organization partners with cities to implement high-impact service plans that help cities "tap into the knowledge, creativity, and service of their citizens to help identify and solve critical public problems". There is no cost to join the coalition, which currently unites more than 280 cities and provides technical assistance and access to a peer network. Utilizing this peer network and in addition to many other benefits, city leaders can share ideas, resources and best practices. This type of program would allow residents the opportunity to engage with local government and others within the community to make a positive impact and build a deeper connection to the community in which we all live.

GALA CANDIDATE QUESTIONNAIRE

THIS CANDIDATE CHOSE NOT TO RESPOND TO THE GALA CANDIDATE QUESTIONNAIRE.

PLACE 3

DR. JENNIFER WHITE



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Facebook: Dr. Jennifer For Frisco

Background: I love Frisco. I want to make a positive change for the hard-working residents of Frisco. As a principled conservative, my vision for Frisco is to continue to pursue smart growth through common sense economic planning. We need to focus on lowering taxes, reducing density and prioritizing public safety, among other issues. As an active member of the Frisco community, I look forward to being the voice of our residents, first responders, and business owners who make Frisco the extraordinary place to live that it has been for many years.

Education: -

Occupation: Veterinarian

Highlights of civic involvement/accomplishment:

- Children's Ministry Servant Leader at Elevate Life Church
- Mentor with Big Brothers and Sisters
- Camp Counselor for children with Muscular Dystrophy with Scottish Rite Hospital
- Precinct Chair Precinct 1032

Platform/Priorities

- Low Taxes
- Reduce Density/Apartments
- Prioritize Public Safety
- Responsible Economic Development
- Emphasis on Green Space and Parks
- Focus on Road Planning to Reduce Traffic Congestion
- Increase Transparency and Accountability
- Support Frisco Family Values



DR. JENNIFER WHITE

GALA CANDIDATE QUESTIONNAIRE

THIS CANDIDATE CHOSE NOT TO RESPOND TO THE GALA CANDIDATE QUESTIONNAIRE.

PLACE 3

SAI KRISHNA



Phone: (469) 469-1048

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Facebook: Vote Sai Krishna

Background: (Community Impact) I am running for office to bring a new kind of leadership to Frisco, built on sincerity, accountability and integrity. I would like to see our city implement community-oriented, action-oriented, common-sense solutions. I also hope to set an example for my children, continuing our family's public service tradition. I believe firmly in the philosophy that many hands make light work, especially when a leader with a plan and a vision is in charge. I want to be that leader. I intend to use this position to make Frisco a better, healthier and safer city for everyone.

Education: Bachelor of Science degree in Nursing
Master's degree in Business Administration

Occupation: Registered Nurse/Insurance Provider

Highlights of civic involvement/accomplishment:

- Served as chair in the Indian community, local chapters, and as a director at national organizations in India and the U.S. in different capacities

Platform/Priorities

Public Concerns - Sai Krishna plans on alleviating traffic concerns for residents, investing in affordable housing and better public education, and improving safety through community-police interactions.

Infrastructure - Sai intends to create new business parks and provide new walking and biking trails. Furthermore, he will focus on developing more green spaces throughout the city of Frisco.

Modernization - Sai will integrate an app for city services, while placing greater emphasis on Frisco's cybersecurity systems. There will also be mobile libraries for public use.

Economic Development - Sai will develop equitable plans to increase entrepreneurship and promote small businesses. There will be investments in Frisco's tourism and incentives for business owners in the city.

Lead Contamination in the Dirt and Sanitizing the grounds - Sai intends to accelerate soil testing and sanitizing for Grand Park, the area which was earlier the grounds for the Exide Technologies Battery Plant. Lead contamination is a serious issue, one that must be addressed immediately to prevent health issues and illness in kids.



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SAI KRISHNA

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