



Candidate Questionnaire, Whitewater, WI Municipal Election, April 2, 2019

Councilmember Aldermanic District 1: Incumbent - Carol McCormick

Q1. What motivates you to want to become or seek another term as a Common Council member?

When I ran for Council 2 years ago, I was motivated by the call to “fix the lake”, “get us a grocery store”, and “fix our streets on the Eastside”. To some extent, some of those issues are getting resolved. There is an important vote coming up this week on the lake project and several streets have either been repaved or are slated to be done in the near future. The bringing of a grocery store to Whitewater has been a main focus for the CDA.

I have enjoyed working with all the City officials and serving on several committees including Park and Recreation, Public Works, and Alcohol Licensing. I have learned a multitude of knowledge about the inner workings of our City and am willing to learn even more! I feel my first two years on the City Council was just the “tip of the iceberg” of what I need to know to represent my district fairly. I look forward to the challenge.

Q2. What aspects of your background will help you best represent the people of Whitewater on the Council?

My professional background was in education and taught mathematics and science at the middle and high school level for a total of 32 years. With that being said, I feel very comfortable dealing with people and their problems. When asked, I took the time to phone and visit the issue at hand. I feel that the citizens deserve and appreciate that from me.

I also have devoted much time to issues with our lakes. I headed an ad hoc lake committee several years ago and have attended workshops, meetings, and seminars on lake issues.



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Educationally, I have both a bachelor's and master's degrees from UW-Whitewater in math and science. I also have many post-graduate credits in the business field including accounting and business management.

Q3. What aspects of whitewater's resources are most likely to stand the city in good stead going forward?

What first comes to mind is that we have a great University within our City. The resources it provides is amazing. We have access to great cultural activities, educational resources, and athletic events. The City has, in tandem with the University, the Innovation Center allowing fledgling entrepreneurs to hone their skills on prospective business endeavors.

Our business park has been a great source of job opportunities and still has room to grow in that area.

A very valuable resource is our lakes. We are very fortunate to have two lakes entirely within our city limits. Recently, the City council voted for a restoration project including draining and dredging both Lake Trippe and Lake Cravath. By making the commitment to restore these lakes, we are also making a commitment to the community's well-being and enjoyment of our resources.

Even though we are a small town, we have great schools, safe neighborhoods, and a great walkability factor.

Q4. Do you think the city be doing more to encourage the sharing of roads in the city between automobiles and bicycles? If so, what would you recommend?

I feel the city has been doing a more than adequate job of addressing this issue. They have allowed for the forming of bike lanes throughout the city as well as maintaining off-street bike paths.



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Q5. Do you think the city should be doing more to promote all-electric vehicles? If so, what would you recommend?

As an environmental issue, the city would definitely promote cleaner emissions. As far as actually endorsing those types of cars, I don't think it is within our authority to dictate their purchase. However, should the need arise in the future, it might be a reasonable request to install charging stations. I personally own a hybrid vehicle and am amazed at the cost savings in fuel.

Q6. Should public locations like City Hall be encouraged to have signage in both English and Spanish?

Yes! We have a Hispanic population some of which are not bilingual. By putting up basic instructional signs, it would make the use of City Hall less intimidating to that portion of the population. Many foreign countries post signs in English to accommodate English speaking visitors and we find that extremely useful so to reciprocate would be a kind gesture.

Q7. Are you satisfied with the city's involvement in working with the University to choose the next Chancellor?

I am not sure how the city was involved with the selection of previous Chancellors , but I was pleased to see that the city was invited to some brain-storming sessions with this selection committee. We, as a city, need to encourage interaction with the University and vice versa. Historically, there has been this "town vs gown" stigma. Both of these entities have resources that could work together for mutual benefits.

Q8. How do you think relations are between the citizens of Whitewater and the police force?

As most know, we recently hired a new police chief for the city. He has shown a positive impact on the force and appears to embrace the city with that same positive attitude. I have not heard of any complaints about our police force from any of my constituents.



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The only minor complaints are directed to the community service officers because they are have the unfortunate task of issuing trash and shoveling fines.

Q9. What, if anything, should the city be doing to encourage the sort of downtown commercial and cultural activity to attract visitors and new residents to Whitewater?

Whitewater is no different than any other small town around the country. Brick and mortar establishments are being shuttered due to the increased use of online purchasing. Cities that are struggling economically need to “re-invent” themselves. We need to find a” niche” that is unique to our area. I think our recent approval of lake restoration will draw the curious to our town to see what is happening. This project shows that we are willing to invest in our community and make it a better place to live and play. What a great opportunity to get both children and adults off the couch and into the outdoors!

We have had some unique restaurants come to Whitewater and people enjoy the variety that we have here. This could become a new foodie mecca! And the downtown is very close to our two lakes!

Our University does provide excellent cultural activities throughout the year and is known for it’s theater, music, and art. Our city committees provide a variety of outdoor programs throughout the year such as parades, open markets, festivals, etc.

Q10. Is the proximity land to the city something to be welcomed or should building be encouraged for the sake of the tax base?

I think we could have a balance of both. We live in a fairly rural area surrounded by farmland which gives a buffer between cities. No one works harder than a farmer! We obviously need commercial development to contribute to the tax base. Business building brings workers to our town and economic stability to our future.