



QUESTIONNAIRE & RESPONSES

FIRST NAME: LAST NAME:

SEEKING TO BE ELECTED TO:

GENERAL QUESTIONS

- 1. While in office, what will be your top priorities?** Since taking office, my top priorities have been increasing public safety by focusing on first responder agency staffing and equipment, hurricane storm water analysis, remediation and disaster preparedness planning, focusing on the underserved in our community and working with city staff and community partners to help break the cycle of dependency. Building on our progress in these areas would continue to be a focus in my second term.
- 2. What influenced you to run for office?** My desire to give back to such a unique and tight knit coastal community along with my personal commitment to help others, as demonstrated by my history of service at the national and local level, influenced me to run for office.
- 3. Who do you look to for advice and consult when making decisions that will affect the public?** First and foremost, I look to the public! I believe in transparency, accessibility of city staff and open lines of communication. I also rely heavily on the expertise of our city staff and seek out guidance from local and neighboring community leaders as well as previous NSB Mayors, State, County and other local municipality Mayors.

GOVERNMENT / BUSINESS REGULATIONS

- 1. What are your thoughts on government's involvement with regulations for businesses?** Less government and more free market economy is the most efficient and effective path to prosperity.
- 2. Where do you see yourself on taxes and fees? What is your opinion on the current structure?** Less is best; however, the cost of delivering services year over year grows. Updating our outdated government staff departmental processes is key to lowering the cost of delivering those services efficiently. Diversifying the tax sources by growing businesses is also key in sharing the load.
- 3. Do you believe businesses play a pivotal role in our community?** Unquestionably!
- 4. What role do you see for yourself in helping to grow businesses of all sizes in your position?** My role in helping to grow businesses is to make our City more attractive to entrepreneurs and business leaders through streamlined permitting, site ready parcels and a new business assistance team dedicated to promoting the advantages of a New Smyrna Beach business home.
- 5. What are the most pressing issues in the office you are seeking as it relates to local businesses?** The most pressing issues for local businesses are traffic and mobility, parking, cumbersome and time consuming permit processes.
- 6. What does growth mean to you as it relates to business?** New Smyrna Beach is a very attractive residential and consumer based community. A balance between growing business and ensuring appropriate infrastructure for residential growth is essential.
- 7. What have you done to enhance the business community in your area?** I focused efforts on the New Smyrna Beach Economic Development Department efficacy. I fostered enhanced cooperation and a partnership with the Chamber of Commerce, led outreach initiatives through TEAM Volusia as well as provided staff grant writing assistance.
- 8. What are your thoughts on tax structures for local businesses?** Local businesses pay proportionately more than residential for the amount of services consumed. Increasing the number of businesses will offset the current lopsided tax base.

RESILIENCY AND THE ENVIRONMENT

- 1. Given our geographical area, what do you believe are some best practices for resiliency, and how do you believe our businesses can play a role?** A county wide coordinated protocol for environmental preservation and remediation would be a huge step forward. Updated construction standards for all beachside structures

FIRST NAME: Fred

LAST NAME: Cleveland

SEEKING TO BE ELECTED TO: City of New Smyrna Beach Mayor

regardless of commercial or residential use and enhanced sharing of demonstrated preparation and remediation practices between municipalities as well as common/unified storm water management systems are all best practices I would embrace.

2. **Climate resiliency is becoming a heated topic of discussion as it relates to our community given the natural events that occurred over the past two years. If elected, how do you see your office assisting to alleviate and reduce some of the detrimental effects of such occurrences?** We would alleviate and reduce some of the effects with better enforcement of existing regulations on storm water management, regular storm water retention analysis, and resource demand density assessments required in advance of development project approval.

WORKFORCE HOUSING / LIVE LOCAL ACT / EMPLOYMENT

1. **There have been conversations about workforce housing in our area, and the need to keep those that are working in the community, living within the community. Where do you see the need? And what are your thoughts on the Live Local Act?** New Smyrna Beach has delivered several parcels to both Habitat for Humanity and our local Housing Authority to generate both single family and multifamily dwellings. New development proposals have been asked to incorporate workforce housing opportunities in their plans. With modifications, the Live Local Act can have a positive impact.
2. **Workforce housing is only a part of the problem. How can we hire the best employees? How do we attract good applicants?** We must grow that base of potential employees from our higher education organizations: high school and local colleges. Personally, I've found co-ops between businesses and educational organizations to be very effective sources of new talent. Attracting great talent is not difficult with competitive wages, upward mobility and the amazing environment New Smyrna Beach offers.

* ** For State Candidates Only ***

PROPERTY INSURANCE (STATE CANDIDATES ONLY)

1. **Name ways that you believe your office can assist with the cost of property insurance.** N/A
2. **Do you believe current measures taken to lower insurance, such as, reducing frivolous lawsuits, will have a positive impact? If not, how so and how can it be fixed at the local level?** N/A