

## **BizPac 2008 Candidate Information**

Name: Paul Finley

Phone: 509-3053

Home Address: 430 Clydebank Drive, Madison, AL 35758

Public Office You Are Seeking: Mayor of Madison Alabama

Campaign Address: Friends of Paul Finley – P.O. Box 1575 Madison, AL 35758

Education: BA in Marketing from Murray State University in Murray, KY

Work Experience: Owner of Fins Marketing since 2004

Director of Business Development – AOS, Inc in Huntsville 2002-04

VP Sales & Marketing – Telcordia Technologies 1998-2001

Sales Rep – PB&S Chemical – 1988-1998

Community Involvement:

- Board Member of the Heart of the Valley YMCA
- Communications Chairman of the Madison YMCA Project
- Chairman of Project PROUD (Palmer Park Renovation of the Upper Quad)
- Chairman of Madison First
- Member of Madison Recreation Board (2005-2007)
- Youth baseball coach for Madison Baseball since 1997
- Youth basketball coach for Madison Basketball since 1997
- Member of Asbury Methodist Church since 1988
- Columbia PTA Treasurer 2006-2007

Previous Political Experience None

Campaign Organization (staff and key volunteer leaders) Our core team is made up of over 30 members including former councilmen, past Mayoral candidates, PTA moms,

developers, businessmen, research park engineers, school teachers, and many more.

Are you a graduate of the Committee of 100's Political Training Institute? Yes

Have you received any other political training? People tell me daily how to best run my campaign.

Are you a graduate of the Leadership Huntsville-Madison County program? No

How much money have you raised to date for your campaign? \$25,000+

## **2008 BizPac Interviews**

### **Madison Mayor/City Council Candidate Survey Questions**

1. Why are you running for this office and what do you hope to accomplish during the next four years?

I am running for Mayor of Madison for two primary reasons.

First, I realize that a person with a vision and the ability to execute that vision can make a difference. My first priority when I am elected will be to bring the city together (council, chamber, department heads, business leaders, etc) and define our 10 and 20 year plan. Madison has "morphed" into what it is now because we have not defined where we wanted to be, we have simply grown into what we are. Success comes from planning and Madison will have a leader with vision who documents that in a plan.

Second, my primary skill sets directly correlate with Madison's needs. We must build our retail and commercial tax base to give us more money to attack our main problem in Madison...roads. I have spent 23 years in business development and will be able to make an immediate impact in bringing these businesses to Madison. We also must work to build our broken ties to Huntsville, Redstone Arsenal, and the surrounding areas. My expertise in relationship building will make an impact in our ability to find common areas we can agree on and work to solve these problems. I fully support and understand our #1 asset (our Madison City Schools) and I am committed to helping them through this

difficult funding time. Madison must have a leader who is strong enough to do what is right, not what is simply "politically correct." And, I am willing to ask for help and get Madison motivated to work alongside me.

2. Do you see a need for a long-range vision for Madison and/or Madison County? If so, how should it be developed?

Madison must have a strategic plan in place to maximize our efforts and define success. It is critical that we define how far west we are going, what infrastructure needs to be in place to support it, how it should be zoned. We need to prioritize our current road plan. Areas that can both improve quality of life and increase economic development (recreation, downtown development, YMCA) should be planned for and funded appropriately.

As for Madison County one of my priorities will be to bring Madison back into the fold of discussion. Madison is a valuable asset to Madison County and we both can benefit by working together.

3. What do you believe is the Mayor/City Council's role in economic development? Do you support city contributions and participation in the Chamber of Commerce of Huntsville-Madison County?

The Mayor and City Council define the direction for the city and fund the requirements that stimulate economic development. Our city has not formulated a plan that defines what we want to be, what assets we can build from, and what pieces we need to add to be successful. Our primary job will be to finally plan for success.

Yes, I fully support contributions to the Huntsville-Madison County Chamber of Commerce and I will work to bring our communities back in line where we can help each other.

4. Do you support strategic marketing and incentives to stimulate retail/sales

tax development? If so, what is your vision for this effort?

Yes.

I envision reinstating our retail recruiter, developing a marketing plan and collaterals to support our cities plan, and empowering this person to "bird dog" businesses. The city should then be open to each and every opportunity that comes in and be willing to offer incentive plans to businesses if needed. Each "deal" would be run through an extensive ROI worksheet to determine if it makes sense. You have to spend money to make money and we must be willing to enter the game in a much stronger way.

Our recruiter needs to be "seasoned" and able to make an immediate impact not learn on the job. Trade shows and hope are not the way to bring in business. This person must already have relationships in place and have an understanding of how recruitment works. The city will also maximize its investment if it is willing to pay for performance.

5. Do you support city formation of a Madison ambulance service or do you believe the current non-profit HEMSI countywide service to be the best option?

We should not look to take over something just so we can say it is ours. Our money is better spent fixing roads and marketing our city, not creating fiefdoms.

6. Do you support efforts to better attract and retain the young, professional workforce to this community to fill advanced technology and other jobs? Do you have additional ideas to strengthen these efforts?

Yes, we must look to attract and keep our young professionals. Madison has limited opportunities for young professions, both to work and play. Downtown Madison offers an ideal venue for revitalization. Young people need places to meet and play with other young people and more restaurants with live music are

an ideal starting point.

7. Do you support efforts to revitalize Madison's downtown? What incentives and efforts should be provided by the city?

Yes, the plan that was developed 5 years ago is tacked to my wall at our campaign headquarters.

I foresee tying Madison together with paths, allowing families a way to walk/bike from stop to stop. With proper planning we could tie together the new YMCA, Insanity Skate Park, the football stadium, and downtown Madison. Stage 2 would add a way to the library, the new greenway, and Palmer Park.

To make downtown a destination we must invest money in better facades and work with the P&Z board on zoning.

8. What do you believe is the Mayor/City Council's role in public education?

Our schools are Madison's number one asset. Our role is to help make sure they stay that way.

9. How would you work to improve cooperation between the Mayor and the City Council and within the City Council?

- Develop our 10 year plan **together**
- Share information
- Respect open dialog
- Give and take

10. How would you work to improve cooperation with Huntsville, Madison and Madison County government entities? What opportunities do you see for shared services to improve our quality of life?

I believe that Madison needs to work and play well with others. We can't accomplish what we need to by ourselves. Thus, I will immediately work to open dialog with Mayor Spencer, Rex Reynolds, the Madison County Commissioners,

and other county officials. My slogan is “A Fresh Approach” and they will see a Madison that is ready and willing to work together for our customers (our people.)

11. How would you work to stimulate state government support for local projects?

We can accomplish much more taking a unified group from multiple cities and asking for more of our tax money back to solve specific problems. Building relationships outside of city hall is critical to Madison’s (and North Alabama’s) success.

12. Do you support collective bargaining for public employees? If so, what do you see as the advantages of a public employee union?

NO

13. Give an example when you believe you did the right thing, but the decision may have cost you votes.

As I have knocked on doors I have been asked about the ½ cent sales tax referendum. When asked how I voted I told the “for it because my family is willing to pay the extra money for the best education we can get.” I am sure that cost me some votes because they may feel I am “pro-tax.”