

2019 CANDIDATE PROFILE GUIDE

OVERLAND PARK CITY COUNCILMEMBER CANDIDATE QUESTIONNAIRE

Candidate Name: Phil Bressler

Candidate for Ward #: 5

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Campaign Treasurer: Pamela Smith

Candidate's Occupation:

Work History – Last Five Years (25 word limit):

Ad agency owner (MBB 2015-2016). Marketing consultant/owner of CREATIVEfn - present

Most Recent Political/Community Experience (25 word limit):

Numerous community organizations can be found on my website. Current experience most closely related to OP is VP Communications Arts & Recreation Foundation of OP

Are you, or have you been, affiliated with a local or state chamber of commerce? If yes, please list chamber(s) and any leadership positions you have held (25 word limit):

Olathe Chamber - former board member. Leawood Chamber - former head of communications committee. Overland Park Chamber - current member

Are you, or have you been, affiliated with any other business organization(s)? If yes, please list organization(s) (25 word limit):

Olathe Chamber - former board member. Leawood Chamber - former head of communications committee. Overland Park Chamber - current member

As a candidate, what are your top three policy issues (25 words per line):

1. Core Services - Keeping our neighborhoods safe and supporting needed improvements to our streets.
2. Common Sense Economic Growth - In order to maintain the low tax rates that benefit our residents, we need to be open to economic growth that creates good jobs and fits with the character and vision of Overland Park.
3. Everyday Quality of Life - Enhance our safe neighborhoods, great public schools, parks and trail system, and all of the amenities that make Overland Park great.

At 13.566 mills, Overland Park's tax rate is approximately half of our neighboring communities and remains the lowest of any first-class city in Kansas. Do you believe Overland Park citizens receive quality services and value for their tax dollars? What improvements, if any, would you make to the existing City budget?

Overland Park residents receive a fantastic level of service and value for their tax dollars. I've gotten to know many of the men and women who work for the City and they are all very professional and

passionate about what they do. The split between commercial and residential taxes for most of Overland Park's lifetime has been about 50/50 and I would work to keep it that way. The commercial tax base has helped keep the mill levy low and provided revenue for our quality of life.

What changes, if any, would you propose to the current City budget?

At this time I would not recommend any major changes to the City budget. One of the reasons Overland Park has been so successful is the fact that the ongoing work is done by a very high level of qualified staff. I believe that significant changes and even adjustments should be made in accordance with existing plans such as ForwardOP and in conjunction with the professional paid staff's recommendation. As a result of monitoring the current 2020 budget meetings, our budget is stable and I know the City is carefully watching sales tax revenue projections.

What role, if any, do you believe the City should play in economic development to bring jobs and capital investment to Overland Park?

One of the core duties of the City is to bring good jobs to Overland Park. When companies are looking to expand or relocate, the City should absolutely play a role in these important economic decisions. I have personal experience in this regard. I moved a business from Kansas City, MO, to a mixed-use development on the edge of Leawood / Overland Park. We moved to Kansas to gain proximity to talent that lived in the area, and to be a part of a mixed-use development that offered restaurants, shopping, entertainment and excellent working conditions for our staff.

What is your philosophy regarding the appropriate mix of residential, commercial and green space in development and redevelopment projects and the use of incentives for these projects?

I'm in favor of more modern, people-friendly developments that offer walkability, social connections and sustainability. Mixed use projects, especially those that include green space, can be very attractive to residents. Tax incentives are a part of the development landscape here and across the country. I believe we need to carefully look at each development on its own merit - we don't need to say "no" to every project and we certainly don't need to say "yes" either. We need to weigh the facts of each project and make the best common sense decision possible.

What do you think the three greatest opportunities are for Overland Park's economy in the next ten years and how would you capitalize on them?

I would continue to balance residential and commercial revenue streams at an approximate 50/50 split. 69 Highway is critical to our economy. It's a connector and an economic engine. The US 69 corridor generates more than \$6.9 billion annually in economic activity. Maintaining this corridor will continue to drive the economy over the next ten years. I'm excited about the potential of the Sprint Campus in Ward 5. The campus is an amazing asset, and with some rejuvenation, it can be an even stronger economic driver as it becomes a more well-known and unique property nationally and internationally.

What specific elements of Forward OP's Action Agenda do you consider to be among the highest priorities for implementation?

Becoming a more connected city. We need to be innovative in areas of mobility and transportation and anticipate future needs. We need to be visionary as it relates to streetcar connectivity to Kansas City. I'm encouraged to see the additional bike lanes that have been added recently. Another priority is creating spaces to gather. We need to explore opportunities where people can get together for daily events and special occasions while promoting a greater sense of community. For example, the new visitor's center at the Arboretum will go a long way towards enhancing our ability to gather as a community.

As the second largest city in the metro, what is your philosophy on the role Overland Park should play in terms of metro-area issues?

Overland Park should definitely have an influential seat at the table and I believe we do. The first and most important issue where we can collaborate is innovative transportation. We need to be planning for the future now and doing what we can to make sure we can continue to enjoy the ease of moving around our City that we have now. Connected bike lanes, autonomous vehicles, and even light rail should be a metro-wide discussion. I also believe Overland Park can be an example in the region for encouraging a wider range of housing options.

Why are you seeking public office? What do you believe most distinguishes you from your opponent(s) in this race, making you best suited to serve?

I'm passionate about the future of Overland Park and I bring unique skills that will benefit the City. I've spent my career solving problems and creating opportunities for clients and I can do the same for OP. I'm best suited to serve because I represent what Overland Park is all about. We've lived here for 21 years. Our two boys attended our great public schools. I've been a small business owner. People will know their City Council representative. I will listen. I will be responsive, and I know I will work extremely hard like good Midwesterner people do.