



Name: Christopher Sampson

Address: 2509 Pickard Circle

Years in the Village: 37 years

Political Experience: Five years as Allouez trustee (elected 2018, reelected 2020)

Education: Green Bay West H.S., UW-Green Bay, graduate of UW-Madison

Current Occupation: Community volunteer; Communications Director Emeritus, UW-Green Bay

Reason for running: I am proud of my service to date on a village board that works well with Village staff and has a track record of fiscal restraint while maintaining a level of service that gives taxpayers bang for their buck. I have learned on the job about the complexities of municipal bonding, budgeting, TID development, state mandates and more over the past few years. That experience is a plus.

Unique qualities that make you a top candidate: I'm told that I ask good questions. With my career experience as a reporter and communication/community relations professional, I think I'm pretty good at analyzing issues, framing up alternatives, and evaluating possible solutions. I make it a point to fully understand competing viewpoints. I'm not afraid of change, and not afraid of making difficult decisions if they are in the best interest of the larger community. Additionally, my board involvement in water-quality issues at the state level (Wisconsin Lakes Association) and locally (Allouez's rep to the regional water authority) is another positive. I have been a strong voice for ratepayers on the need to manage the Water Authority's future spending so we can (finally!) enjoy some relief as the major debt from the original pipeline construction nears retirement.

3 top issues/concerns regarding the village and proposed resolution:

Generally speaking, I would say priorities are as follows:

1) Stay the course in pursuing closure of outdated GBCI and repurposing as economic hub

After years of effort by Village administration including the current president and board members, it seems Allouez is gaining traction in the drive to persuade State Government to decommission the outdated, costly and deficient Green Bay Correctional Institution and

repurpose this prime real estate to a much higher use. A mixed-use development of residential, commercial, hotel and parkland overlooking the Fox River would stimulate economic activity and yield millions in much-needed tax revenue. It's a once-in-a-century opportunity to create an attractive focal point and new front door for the Village. I fully support our efforts.

2) Stay the course in exploring bold strategies for enhancing tax base, quality of life

As a landlocked and fully developed residential community, Allouez is at a relative disadvantage in budgeting. While we have managed to hold property-tax increases to zero or near-zero levels over the last decade, cities and villages like ours are running out of viable financial options. Thankfully, the Governor and Legislature have signaled that the state's 2023-25 biennial budget will reverse the decades-long (and unfair) cuts in local shared revenue. Allouez elected officials have lobbied hard for more equitable state aid; however, there is no guarantee we'll regain enough as we face rising costs for road repair, infrastructure, fuel, equipment, insurance and more. As good stewards of taxpayer resources, we are always obligated to explore every possibility for continued budget stability, among them:

A) Privatization – Recently, the Village has sent out feelers and sought cost estimates for private haulers to handle our trash pickup. As of this writing, I can't predict when the Village Board will be formally presented the options, and I won't commit to how I would vote without seeing all the evidence. I can, however, say that after seeing preliminary estimates, I am very impressed that our current service staffed by municipal employees seems to be relatively close to the costs projected by potential outside vendors. Plus, with in-house staff we have the emergency flexibility to reassign and call upon them in times of snowstorm cleanup, wind-damage pickup, flooding, etc. There is certainly a dollar value in that. I recognize that privatization can be a hot-button issue, and not always the right choice, but accept the reality that Allouez and its Village Board members have a duty to at least consider every possible alternative, whether that's leasing vehicles, new approaches in bonding, or investigating new partnerships..

B) Sale or transfer of village-owned property – The village netted about \$200,000 when it sold the former Community Center on Webster, near Allouez Avenue, several years ago in a move that helped keep tax rates level that year. The building was badly in need of repair and not at all suited for its use; the sale allowed a local business to return it to the tax rolls and apply preservation credits to restore its historic charm. To find a new location for village-run recreation and service programs in need of a home, Village leadership is now exploring an innovative partnership with the Greater Green Bay YMCA that would provide dedicated space for Allouez programming in a new, state-of-the-art showcase Y proposed for part of the Broadview soccer fields. Such a facility could be a great and convenient amenity for many residents; I look forward to learning more details and evaluating whether to proceed. In the meantime, I will continue to advocate that free public access to outdoor recreation areas be part of any development plans for the site.

C) Continued use of tax incremental financing – The entire Village benefits when we promote appropriate, tax-base-growing development along the Webster and Riverside Drive corridors. I have reservations about the current system for offering developer incentives and temporary tax rebates, but it's the way the game is played across Wisconsin and beyond. We need to be judicious but creative in pursuing partnerships that bring potentially game-changing additions to the Village – all the while being responsible to current and future taxpayers. I believe the current board has largely taken the right path, but we need to redouble our efforts in the wake of the COVID shutdowns and recent economic challenges.

- 3) Clean up the East River and create a 'water trail'; further enhance East and Fox river trails** – It hasn't received a great deal of publicity because much remains to be accomplished, but communities along the East River have committed and received major funding to restore this waterway. Efforts to better control runoff in the headwaters, to stabilize muddy stream banks with native plantings, and make the river more accessible with more canoe/kayak landings and fishing piers are underway. I will continue to be a volunteer and voice in favor of this project. For younger generations that say they prize outdoor experiences and healthy exercise, the East River can be an even greater magnet to people choosing Allouez. The proposed 'water trail' would be a great addition to the array of options we already have with the Fox River and East River trails already so handy – and are working to make even more accessible.