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## VOTERS GUIDE

**Nonpartisan**

NOVEMBER 3, 2020, GENERAL ELECTION  
FRISCO CITY COUNCIL & ISD

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Early voting: October 13-30

Election Day Polls: November 3 – 7 am to 7 pm

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### ABOUT THIS VOTERS GUIDE

This Voters Guide is published by the League of Women Voters of Collin County to help citizens prepare to cast an informed vote. The League of Women Voters encourages informed and active participation in government. The League does not support or oppose any political party or candidate.

This guide is available online at [www.LWVCollin.org](http://www.LWVCollin.org), along with guides for other offices that include all or part of Collin County. Candidate responses for all races are also available at [www.VOTE411.org](http://www.VOTE411.org), where you can enter an address and view a personalized ballot with races specific to that address.

Questionnaires were sent to all candidates for each office, whether or not the race is contested. Candidate replies were subject to a character limit and are printed without editing or verification. If a candidate did not respond by the deadline, "No response received" is printed. Candidates were asked to avoid references to their opponents. Photos are included for candidates who provided them.

This Voters Guide is organized by office sought, with candidates listed in alphabetical order.

### Table of Contents

Frisco Mayor	2
Frisco City Council, Place 5	3
Frisco City Council, Place 6	11
Frisco ISD Trustee, Place 4	15
Frisco ISD Trustee, Place 5	19

League of Women Voters is a Nonpartisan Organization

The LWV never supports or opposes candidates for office or political parties, and any use of the League of Women Voters name in campaign advertising or literature has not been authorized by the League.

**Frisco Mayor and City Council**

3-year term, elected citywide. Must be at least 18 years old, a United States citizen, a qualified voter, and a resident of the city. The City Council establishes city policy through ordinances and resolutions.

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**Question (Uncontested Races)**

**Priorities:** Even though your race is not contested, please share your priorities for the next term and how you will address them.

**Questions (Contested Races)**

**Growth:** Collin County is one of the fastest growing counties in the state. What should the City Council do, if anything, to address population growth?

**Economy:** Should the City Council try to attract more businesses? Why or why not?

**Finance:** What would you like to change, if anything, about the city budget and taxation?

**Trust:** How will you work with residents to earn their trust in city government?

**Services:** What changes should be made, if any, to city services? What would it take to make these changes?

**Other issues:** What other important issues are facing the City Council, and how would you address them?

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**Jeff Cheney**  
**Frisco Mayor (Uncontested)**

No response received

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**Rob Cox**  
**Frisco City Council, Place 5**



**Education:** High School: James Madison High, San Antonio BBA - University of Texas at San Antonio

**Experience:** Current Chairman of Frisco Planning and Zoning Commission

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**Growth:** Frisco has been working diligently on lowering max build out numbers and from 2015 to 2019 have reduced future max population from approx. 368k in 2015 to 305k in 2019. My goal is to get this number to under 300k. As Collin County population doubles over the next 2-3 decades, the need to commute shorter distances for work will be imperative. Frisco must become vibrant, self-sustaining community that contains regional employment centers and slows the flow of traffic from cities surrounding Frisco.

**Economy:** Absolutely! The City of Frisco must continue to attract the right businesses to Frisco, in the right locations. This will help to diversify our local economy, create high paying jobs, reduce commuter traffic and enable a vibrant, self-sustaining city. As your representative I work to ensure that future economic incentives have a strong return on investment, and insist that jobs are delivered prior to receiving any benefits.

**Finance:** In a highly desired, fast growth community, Frisco homeowners have shouldered the burden of this growth. We must work to increase the Commercial valuations in our city and provide continued relief to our homeowners. Additionally, we must continue to re-invent our Stonebriar mall area to ensure long term viability of that great community asset.

**Trust:** Open communication is a major area of focus in earning residents trust. The biggest part of that communication is listening. Since joining Frisco Planning and Zoning in 2015, I have published my Cell Phone and email address and have taken calls and emails from more than a hundred residents, on issues impacting our city and have a reputation as being very accessible. Another key to trust is transparency. Frisco does a great job of providing multiple avenues to see open meetings, including streaming live City Council and Planning and Zoning Meetings.

**Services:** Frisco must continue to invest in our parks, and specifically, Grand Park. I support redesigning Grand Park to eliminate potential issues with the Army Corp of Engineers approval and accelerating the development of this Grand Park. I also want to explore creating additional

off-road bike trails in to replace some of the temporary trails that were lost at North West Community park.

**Other issues:** Frisco is not immune to the impacts of the Covid.-19 pandemic and subsequent economic downturn. We must work now to fully open our businesses and get employees safely back to work. The pandemic has had an impact on the city budget and will continue to do so through 2021. We must continue to have budget discipline, while maintaining or expanding our critical services, such as police and fire. Additionally, as mentioned earlier, we need to reduce the tax burden carried by homeowners, and do so through increased revenue from commercial properties.

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**Hava Johnston**  
**Frisco City Council, Place 5**



**Education:** I am a Graduate of Plano Senior High School, class of 1991. I then attended Collin College where I studied small business management and marketing paired with theatre arts, and later completed my real estate courses there as well.

**Experience:** I am currently the elected chair for the DCDP precinct 1029. I am also the President of the Trent Wolf Pack Theatre Parent Booster, which I helped to form and served as treasurer in 2018/2019. I am a recent graduate of Frisco city hall 101.

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**Growth:** The council has to remain a few steps ahead of projected growth by continually investing in infrastructure and planning and incentivizing housing at a variety of price points. I also feel that it's time for us to look at long-term investments such as public transportation as ways to connect Frisco to other areas of Collin County.

**Economy:** Yes, but the key is balance and smart growth. As the business sector continues to grow, more people will relocate to Frisco and the surrounding areas for work. Population growth can put more stress on our existing infrastructure, so it's imperative that we are constantly reviewing the projected impact of growth. It's in the city's best interest to make sure

we have housing options for workers and the added economic benefits generated by them living and shopping inside the city as opposed to neighboring communities.

**Finance:** I would support a switch our focus from the EDC to the CDC method of taxation to prevent future shortfalls in the budget and pursue innovative funding strategies, smart planning, bonds and corporate investment in the implementation of the city's long and short-term objectives. It can be burdensome on residents to pay for impending growth before it happens, that's why we always have to be re-evaluating spending, investing where appropriate and saving money wherever we can.

**Trust:** I will be present and available. I will listen and work to build bridges between all of the racial, ethnic and religious communities who live and work in Frisco. I will be honest, transparent and accountable and really work to understand and address their concerns.

**Services:** One issue that is important to me is animal welfare and I would like to see an advisory board working alongside Animal Services and other city and county offices to build an animal rescue and education center. This could be on city property, or leased from a private entity. It would focus on education and animal care and adoptions paired with a rescue facility that would serve the Frisco area for local wildlife and domestic animals. It would be majority volunteer-run and managed and funded primarily through grant programs and private donations.

**Other Issues:** I think the most important issues the council is facing right now are COVID-19 response and implementing strategies to address racial inequalities in the city. we all need access to timely, pertinent and accurate data on the numbers of COVID-19 cases, hospitalizations and deaths in Frisco and the surrounding area. We have to put politics aside, enforce safety protocols and facilitate testing as directed by the CDC. To affect change in our community, I will look to leadership in communities of color to help form identifiable goals for addressing systemic racism across the city however we can.

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**Ram Majji**  
**Frisco City Council, Place 5**

No response received

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**Joshua Meek**  
**Frisco City Council, Place 5**



**Education:** Grayson College - Associates of Science in Business Administration

**Experience:** - Attended last 53 Council Meetings – Chamber Board of Directors – “Visit Frisco” Board – Frisco Rotary; President & Board Member – Leadership Frisco Class XVIII Graduate – Frisco City Hall 101 Graduate – Citizen’s Police & Fire Academy Graduate

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**Growth:** There is currently a master plan in place in regards to how Frisco will be built out. While I do not have concerns for our growing population, my area of concern is density in condensed areas. We need to make sure that we develop properties and roadway infrastructure to support smooth traffic flows and efficient use of space.

**Economy:** Yes. Council should continue to focus specifically on increasing our commercial property footprint in Frisco. This will provide more jobs and help offset our residential property tax base.

**Finance:** I believe in a low tax rate and a balanced budget. The pandemic has directly affected our city budget which will require some budgetary maneuvering, but I believe that we have lived up to the accolade of being one of America's most recession proof cities. Outside of minimal cuts to help offset COVID losses there are no other major budget changes that I would recommend at this time.

**Trust:** Providing 100% full transparency to residents is the most effective way to build trust. I believe that maintaining a consistent decision making process and record is also an effective way to build trust and confidence with residents.

**Services:** There are no major changes that I feel need to be made to city services at this time. Our customer service satisfaction is high across all departments. Our library, police, fire, public works, parks and all other city departments are doing a stellar job on delivery and execution of city services.

**Other issues:** The most important issue facing City Council is turning on the local economic and societal engines again. Frisco leverages its revenue through sales tax, recreation and tourism. Those areas of revenue have been hit directly and hard by the pandemic. It will be an important and challenging task for Council to press on towards reopening while balancing public safety. I believe it is time for society to pivot from operating from a position of fear to a position of strength and focus on opening up the public to normal life again.

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**Ruan Meintjes**  
**Frisco City Council, Place 5**



**Education:** BA: Government/Political Theory, Patrick Henry College Masters: Dispute Resolution and Conflict Management, SMU

**Experience:** COO: Frisco Institute for Reproductive Medicine (now CCRM) Principal: SkyTrust, LLC Principal: BrokerScan Secretary of the Board: HSV HOA Secretary of the Board: LifeTalk Resource Center

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**Growth:** The growth in Frisco is controlled by free market forces—the local government can only help channel that growth. For example, private land owners hold zoning rights to build apartments, and developers hope to build high-density housing due to the returns those types of developments yield. There is nothing the City can do about those realities. The City's role, however, is to negotiate with landowners to reduce the amount of property zoned for apartments and impose building requirements on developers that ensure green space and quality construction.

**Economy:** At present, only about 35% of Frisco's property tax revenue comes from commercial real estate. That needs to be increased to a healthier 40%-45% for fiscal health reasons. Frisco is slated achieve this balance as it nears build-out. It is worth noting that while Frisco's tax rate has remained steady for years, but the end bill that tax payers pay is substantially larger due to the rapid increase in property values. Frisco should do everything it can to constrain its budget by focusing on essential services, capping social services, and passing on savings to business owners and home owners.

**Finance:** We must increase our commercial buildout. At present, only about 35% of Frisco's property tax revenue comes from commercial real estate. That needs to be increased to a healthier 40%-45% for fiscal health reasons. I insist on fiscally conservative governments that provide excellent essential services and leans on private industry to provide the attractions that make Frisco a competitive city. I am, however, open to Frisco playing a role in building these attractions if a sound financial case can be made for the investment.

**Trust:** Relationship is the currency of trust. Frisco City Council and Frisco City Staff have developed a stellar reputation for their transparency and their willingness to dialogue with citizens who have questions/concerns/feedback. Frisco leaders also have a reputation for under-promising and over-delivering. As an elected official, I will work to continue this tradition and maintain that reputation.

**Services:** Frisco has operated as a fiscally conservative city while investing in certain social services that it perceives as making Frisco more attractive to companies and families looking to relocate. I insist on fiscally conservative governments that provide excellent essential services and lean on private industry to provide the attractions that make Frisco a competitive city. I oppose new social/recreational programs unless the city staff can make a compelling case that an investment will deliver significant returns for tax payers.

**Other issues:** A long-term redevelopment plan for "old Frisco": I support establishing a performance-based program that incentivizes the re-zoning and redevelopment of older parts of Frisco, and the construction of cutting-edge developments that are financially accessible to students, young-professionals, and seniors. Low Tax Burden: I support efforts to minimize increases in the end-tax bill. Civil Liberties: Proactive local legislation that allows our citizens to peaceably protest, and the rights of our houses of worship to hold services in accordance with their Constitutional rights.

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**Laura Rummel**  
**Frisco City Council, Place 5**



**Education:** I graduated with my Bachelors of Business Administration in Marketing from Texas Tech University and earned my Executive Masters of Business Administration from Southern Methodist University.

**Experience:** I have 20 years leadership experience in consumer products and payments. I've led a variety of teams for Fortune 500 companies and I currently lead the Account Management and Partnerships organizations for financial technology company PayNearMe.

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**Growth:** City Council's responsibility is to ensure we are prepared for our future growth, not to limit it. But with a long way to go until we are fully built out, and only so much land to choose from, we have to be selective, making sure we are building the right things in the right places. We also have to prioritize getting necessary infrastructure in place. Our roads need to be fully built, public safety needs to be expanded to cover the incremental expansion, and public services needs the appropriate capacity to support things like additional water supply and waste management.

**Economy:** Businesses help share the tax burden that is needed to fund our city. We have large corporations like the PGA, Keurig Dr Pepper, and Amazon that have already chosen to move their businesses to Frisco. I would like to see us focus on smaller businesses that will provide slow and steady growth. One of Frisco's Vision 2020 goals was to build an Innovation and Entrepreneurship Center, and I want to help make that a success.

**Finance:** The City of Frisco has always been fiscally conservative, and I would like to see that continue. It would be wise to maintain a frugal approach, especially until we fully understand the long-term economic impact of the pandemic. Knowing that our housing values will likely continue to go up, I would like to keep the property tax rate stable, using the incremental revenue from new builds to help support our growth. The current 2021 proposed budget allows for increases to our police and fire departments, and I fully support continuing this as our population grows.

**Trust:** Throughout my campaign, I have been hosting small groups or one-on-one meetings where I listen to citizens of our community. I have made it my top priority to spend time hearing what is important to them and what they would like to see in Frisco's future. If elected, I would continue that practice. I know I am not an expert in everything, which is why I would continue to learn from our citizens that have the knowledge, expertise, and different perspectives to bring to the table. As you representative, I always want you to know you are heard.

**Services:** I would like us to expand our Animal Services. We could partner with non-profit groups for pet educational programs, low-cost spay and neuter programs, and microchip clinics. I would also like to see us have our own shelter. I believe we could run it for the same amount that we currently pay Collin County Animal Shelter, which is in McKinney. This would help us to reunite animals with their families faster and in a far more cost-effective way. This will also create additional capacity for our area shelters, resulting in fewer animals being put down due to space constraints.

**Other Issues:** An immediate challenge facing the Council and City staff is recovering from the economic impact of the pandemic. We need to maintain our fiscally conservative approach to spending as the long-term ramifications continue to be revealed, and we must look for other ways to recoup the lost revenue. As a member of my company's Crisis Management Team, I've been focused on minimizing the negative impact, putting business continuity plans in place, and ensuring we can still achieve our growth plans in the midst of the turmoil. The same kind of strategic thinking should be applied within our city.

**Dan Stricklin**  
**Frisco City Council, Place 5**



**Education:** Bachelor of Science in Business Management Masters of Business Administration

**Experience:** 15 Years in Director, VP and Senior Management roles. President of Waterstone Homeowners Association. Hosp Elementary PTA Board Member. Dan is a member of all 65 Frisco ISD PTA's. Endorsed by the Frisco Firefighters Association.

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**Growth:** Traffic and Congestion are a constant topic of discussion, drive times to and from destinations within our growing city have increased significantly in the past few years due to the number of new residents that are moving in. To lessen traffic and congestion one of the solutions is to continue to build mixed use facilities along the DNT "Spine", 121 and on the North side of Frisco to provide a "Reverse Commute". Much of the traffic coming through Frisco is from Prosper, Celina and other areas to the north. If we build mixed use developments along 380 and the DNT it could provide a buffer.

**Economy:** For Frisco residents, attracting organizations that offer high paying jobs would potentially offer opportunities on the North and South side of town where commutes would be less than 20 minutes. The majority of our neighbors drive into Dallas and surrounding cities for employment-attracting organizations with high paying jobs would be in the best interest of all.

**Finance:** Intelligent Spending Initiative (ISI) The City of Frisco is growing at a rapid pace and our City Council needs to make sure the citizens are getting the very best goods and services for their tax dollars. This is done making sure all of our contracts are competitively bid using the (LQB) Lowest Qualified Bidder process. More importantly each contract needs to be looked at without bias and awarded to the bidder who meets the Lowest Qualified Bidder. Once implemented, the (ISI) will decrease spending and help lower taxes.

**Trust:** Government Should Be Transparent: You deserve to know what is going on in the City of Frisco. Community Involvement, Strong Families and Diversity are the cornerstones of our great city. As a member of the Frisco City Council you can count on me to ensure that our local government will continue to take appropriate action, consistent with law and policy, to disclose information rapidly in forms that the public can readily find and use.

**Services:** Mr. Stricklin has advocated for building a 72-hour holding center for stray animals picked up by Frisco Animal Services via a Public/Private partnership. Public Transportation, specifically for senior citizens and people with disabilities continues to be brought up when I am meeting with voters. There is complaints about how long it takes to get picked up, go perform a simple task like getting their hair cut then returning home. My goal on council is to make the City of Frisco accessible to everyone and find better ways to accommodate those who need some extra help getting around.

**Other Issues:** Ensure our Police and Fire Departments are fully staffed and prepared for the continuing growth of our city. Concerts, Sports and other large events stretch out first responders' resources and we need to make sure we have the manpower to accommodate emergency scenarios. Frisco has multiple mid/high-rise buildings that have been recently constructed which provide different types of challenges to our Fire Fighters. In the Fire Stations that serve these areas they need deploy Fire Fighting Teams with four members. Our Firefighters deserve a Fair Workers Comp plan and I will fight to get them one!

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**Sadaf Haq**  
**Frisco City Council, Place 6**



**Education:** Bachelor of Science in Biology, Masters in Public Health - both earned from State University of New York at Albany

**Experience:** 5 years of extensive community service, board appointments and leadership within the City of Frisco and other non-profit / NGOs, training and experience as a public health professional and advocate, plus a successful small business owner

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**Growth:** We are fortunate that Frisco city leaders anticipated the boom over 20 years ago, and made wise future investments to help prepare us for today. Today's Council must be also wise enough to meet residents' needs today, while planning for what will be needed tomorrow. This requires investing in infrastructure, and anticipating what impacts there will be on Frisco as a

result of the dramatic shifts in the commercial real estate market and in workspaces, wrought by COVID-19. (Longer-term planning is best considered after the dust has settled from immediate pandemic recovery efforts, though.)

**Economy:** Businesses bring: jobs that employ Frisco residents, sales tax and property tax revenues that fill city coffers, and goods and services that Frisco residents need and want - keeping those dollars local. Frisco should never stop trying to recruit and retain a robust business community. We are the envy of cities across America for our strong 4A economic development corporation (EDC), a program approved by Frisco voters which has attracted billions of dollars of capital value without draining our property tax revenue. I will staunchly defend Frisco's EDC against anyone who want to defund it.

**Finance:** I don't care for the emphasis placed by certain statewide libertarian groups upon the idea that Texas cities should no longer rely on tax rates, moving instead to a fixed percentage cap, which reduces a government's ability to budget and plan. To insist that a taxing entity must reject the reasonable use of a rate, with the ability to vary with the economy and inflation, is an unrealistic approach to governance, and prevents cities from properly planning and projecting. I aligned with Frisco City Council members who were opposed in 2019 to ETR legislation for its weakening of local control.

**Trust:** After I made the decision to run for City Council in 2020, my campaign conducted polling among a cross-section of Frisco before the filing window opened, in which voters confirmed decisively that honesty and integrity were their most desired qualities in an elected official. I am someone with a reputation for listening respectfully to everyone, for keeping my word, and for collaborating with compromise. I insist that those around me also behave with respect for our history and for others. I believe this approach will demonstrate in word and deed that Frisco residents can trust my leadership.

**Services:** I feel that Frisco does deliver municipal services that meet the high expectations of our residents, and have successfully done so via one of the lowest tax rates in the area. I do understand that City Council may have to make some hard decisions for the budget years ahead, as the full impacts of COVID-19 become more clear, and I look forward to assisting in those determinations. Where I think the city can improve is in how it communicates services and updates to all residents; people receive information very differently today, especially in our ever-increasingly-more-diverse community.

**Other Issues:** After several years of service to Frisco, and hearing honest feedback of residents from all walks of life and backgrounds, I've noticed a trend in the concerns shared: many residents do not feel heard or seen at City Hall. They feel like only a certain "political elite" can successfully engage with city leadership on what matters to them. I do not feel this to be the case, in my personal experience – but I also understand that everyone's reality is their own. I believe it's time for our city leaders to listen very conscientiously to their neighbors who feel they are not represented.

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**Sai Krishna**  
**Frisco City Council, Place 6**

No response received

**Brian Livingston**  
**Frisco City Council, Place 6**



**Education:** The University of Texas at Austin, BBA Finance, The University of Texas at Dallas, MS Accounting and MBA

**Experience:** Served as Frisco City Council, Place #6 and the Frisco Budget & Audit Committee 2017 - Current, Previously served as Vice Chairman of Board of Adjustments/ Construction Board of Appeals and Board member of Visit Frisco.

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**Growth:** The Frisco City Council should make sure that our first responders (Fire & Police) remain fully staffed, equipped and trained ahead of our growth to make sure that we never fall behind. People move to Frisco for the schools but stay here because they feel safe and we must maintain to keep Frisco growing and prosperous. We also need to make sure that our roads and infrastructure are not only expanded but that the older parts are maintained and refreshed so we don't create 2 Friscos. Ultimately, we have to be able to slow the increases in traffic and congestion as we continue growing.

**Economy:** Your Frisco City Council is well on its way to attracting more significant businesses to Frisco than ever before. Unfortunately this takes time and must remain confidential until the proper time to make it public. The improvement in our Economic Development Corporation over the last 3 years has been significant and amazing to watch. We definitely need to make sure that we get well paying jobs in the northern part of Frisco to help reduce southbound traffic driving through Frisco.

**Finance:** Our tax rate is currently \$0.4465 per \$100 in valuation of real estate and of that only \$0.2915 goes towards maintenance & operations. The other \$0.15508 is dedicated to voter approved bond debt. So when you consider the quality of services and life in Frisco the tax rate that we actually control is very low especially when compared to cities around us. However, I think that we should start looking at limiting the incentives we give primarily to those given by our EDC/CDC and start being less aggressive with incentives given directly by the city to avoid future potential tax increases.

**Trust:** As the current Frisco City Councilman Place #6, I have held coffees where I invited citizens to join me and ask questions or express concerns. During my first term, I delivered on every campaign promise I made, I voted against higher density apartments, supported first responders and to put the city in position to maintain low tax rates and hopefully cut taxes in the future. I respond to text, emails and calls almost immediately when my constituents reach out to me and try to respond to any requests quickly as well. No matter the issue, I have spoken open and honestly even when not popular.

**Services:** While there are a lot of people that want us to expand our services to cover a lot of things that we either aren't ready for and/or isn't really the place of government to participate in, I think we are currently doing a great job. However, I would like for us to put more resources towards our Traffic Engineering department to get our traffic and congestion issues under better control as fast as possible and prepared for the future growth.

**Other Issues:** As we continue growing as a city, we will have to work hard to maintain the small town feel that makes us a special place to live, we must keep our first responders ahead of the growth curve, we have to get ahead of our infrastructure to keep traffic moving and at the same time prepare to take care of the existing infrastructure that will soon start becoming old and need our attention as well. My plan to address these and unknown issues, is to start slowing our city incentives and allow our general fund to receive the funds in the future. Our EDC and CDC are strong and able to incentive growth

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## **Frisco ISD Board of Trustees**

3-year term, elected district wide. Must be at least 18 years old, a United States citizen, a qualified voter, and a resident of the District. The Board of Trustees makes all final decisions regarding school district priorities, policies, personnel, textbooks, expenditures, and growth management. Trustees adopt a budget, levy taxes, and submit bond issues to finance construction projects.

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## **Questions**

**The whole child:** What should your district do beyond academics, if anything, to better prepare students with career and life skills?

**Finance:** The HB3 school finance legislation changed recapture, increased the basic allotment per student, and increased employee compensation. What should the next steps be for your district's finances?

**Involvement:** What have you done to support public education in your community?

**Teachers:** What should your district do to attract and retain good teachers?

**Demographics:** How are the student demographics changing? What actions should the district take to address those changes in order to provide a high-quality education to all students?

**Other issues:** What other important issues are facing the school district, and how would you address them?

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**Dynette A. Davis**  
**Frisco ISD Trustee, Place 4**



**Education:** Bachelor of Arts - DePaul University Chicago, IL., 2009 Master of Arts, Concordia University, River Forest, IL., 2012 Certificate, Women's Entrepreneurship, Cornell University, 2019 Doctoral Candidate, Concordia University, 2020

**Experience:** Educator - 11 years Entrepreneur - 7 years Community Leader, 8 years

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**The whole child:** Frisco ISD has developed programs for students to ensure that they are college, career and military ready. There are several opportunities for students beyond the classroom. The Career and Technical Education department offers courses in multiple career pathways including engineering, health sciences, and computer science. The district also supports military readiness and has developed the Naval National Defense Cadet Corp, which is scheduled to begin during the 2021-2022 school year. We can work to increase visibility of the programs for new families.

**Finance:** Next steps for the district's finances, should be to focus on creating teacher retention options. This will allow our district to retain teachers after they have received training and continue to be a nationally recognized district. This should also include but would not be limited to, hosting recruitment opportunities that will increase the minority teacher population, to reflect the increased number of minority students that relocate to Frisco ISD every year.

**Involvement:** As an educator and student advocate, I have served as a teacher, mentor, and curriculum developer, teacher leader and university professor for both the private and public school sector. As the CEO of Dymensions Educational Consulting LLC, I have developed programs that contribute to the success of students from their developmental years through college. I have also been recognized for diligently working to help students, parents and educators understand the education system and importance of closing achievement gaps.

**Teachers:** In an effort to attract and retain good teachers, our district should increase recruiting efforts beyond our current recruitment initiatives. One potential recruiting initiative would include hosting job fairs that will draw a diverse population of college graduates. Retaining good teachers, Teachers are the number one in-school influence on student achievement. Creating opportunities that will retain teachers that have been trained by our district, would serve as a victory for the students and decrease the amount of money we lose when a teacher moves to another district after being trained.

**Demographics:** According to the district website, the District has grown 4-30 percent annually since the early 1990s and typically adds 2,000-3,500 students each year. As one of the fastest growing districts in the country, it is very important that we position ourselves to maintain our mission to know every student by name and need. This can be possible by ensuring that the districts leadership, faculty and staff reflect the family demographics that are relocating to Frisco ISD.

**Other Issues:** n/a

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**Sean Heatley**  
**Frisco ISD Trustee, Place 4**



**Education:** Frisco Leadership Class XXI Graduate 2006 Dale Carnegie Graduate 1998 BBA in Marketing from UNT 1993 Plano East Senior High Graduate

**Experience:** -Co-Chair Facilities & Budget 2018 -Long Range Planning 2016-2018 -Priority Based Budget 2016 -KIDSTRONG Investor/Advocate -BOD for Frisco Fastpacs -Owner/Operator of EPIC Distribution -NFL Alumni Transition Member -Denton County CPS

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**The whole child:** I believe the district has three specific things we could aim at for the Whole Child. First would be to continue to focus on vocational readiness. There is tremendous earning potential in this area and the advancing the partnership with Collin College, UNT and the business world will only enhance its viability. Second, we need to continue to push for the Naval Officer Reserve Training or a ROTC like training program to enhance military readiness. And finally completing the Community Based Accountability System (CBAS) which will focus on Social, Emotional and Safety of our students.

**Finance:** The HB3 legislation was a big change in finance for the state of Texas and reset some aged formulas for the positive, however, a much larger issue now looms in 2020-2021 with a state-wide budget shortfall of ~\$4 billion due to decreased revenues. With education using approximately 80% of the state's budget, it will be nearly impossible to cover a shortfall of \$4 billion without taking a look at the education funding or directly to the districts funding levels. The district must stay in lock step with representatives and Austin to ensure we have viable correction.

**Involvement:** I have been intimately involved since late 2016 in the Priority Based Budgeting and Long Range Planning Committee, including co-chairing the 2018 Facilities and Maintenance Committee. I have also co-created a partnership with the NFL, Complexity Gaming and the Frisco Education Foundation that offers scholarships and opportunity aimed at the business of gaming. I have been attending Trustee meetings, special meetings, and committee meetings for four years and as a parent we have been in the local PTA and a Watchdog dad, which is the highlight of a normal year!

**Teachers:** We have been recruiting amazing teachers long before most of us reading this article came to the city of Frisco and I believe the district can continue to do amazing hiring. The district will need to continue to push the costs of health care down where possible, continue to advocate for the retirement funding, work towards stipends and support that minimize what teachers spend out of their own pocket. Additionally in this world of COVID we live in, there will need to be a support structure established for mental health and social and emotional outlets.

**Demographics:** Frisco ISD currently have 63,000+ students, 72 campuses and 72 languages running around our halls. We are in an incredibly diverse pocket of North Texas and I believe we need to continue to diversify the programming and inner-ISD school choices. Programming such as Pre-K expansion approved by our 2018 Facilities and Bond Committee, International Baccalaureate program, Bright Academy and the CET Expansion also approved by our 2018 Facilities and Bond Committee are perfect for working with a diverse student base. Frisco Education Foundation is another great partner to add diverse programs.

**Other Issues:** COVID has created an incredibly unique situation and aside from the Budget issues mentioned above, Frisco ISD like many districts is going to have to continue to work towards a stable, balanced and equitable environment for the student learning. There are so many detailed logistics to address on test equity, GPA status, Class Rankings, in-person students carry all their gear, families who will want to remain in Virtual academy indefinitely, equitable teaching on Virtual and In-Person, In-Person Tutoring, etc. All of these topics are going to have be worked in partnership with parents.

**Muni Janagarajan**  
**Frisco ISD Trustee, Place 4**



**Education:** Masters degree in Computer Science. Certified Project Management Professional (PMP) from Project Management Institute (PMI).

**Experience:** IT professional over 20 years of experience. Community Leader and Volunteer. I have served on the Richwoods HOA Board since 2017. Richwoods is one of the largest gated communities with over 1600 homes, a budget of 2M and a billion dollars in assets.

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**The whole child:** In order for FISD to stay viable in the future, we need to offer a variety of programs to adequately prepare students for college and career readiness. At Frisco ISD, every student should have access to programs that feed their creativity and energize their ambitions. This is the teachers and administrators' responsibility to help prepare their students for careers. Raising students with things that will help them contribute to society, both in the economy and as good responsible citizens. We should be teaching children on how to navigate life's opportunities, facing challenges with grace.

**Finance:** While we have been blessed with a healthy and growing economy, it's prudent for the Board of Trustees to adequately assess risks in the event of enrollment decline or economic downturns. Sustainability in either scenario is an essential element to the continued success of the District. FISD continuously accumulates 10s of millions of dollars as surplus from the budget every year since 2016, it is time to bring the effective tax rate to lower the property taxes and reduce the tax burden on our tax payers.

**Involvement:** The safety and well-being of our children is particularly vital to me. I volunteered as a crossing guard at Vandeventer Middle School for three and a half years inside Richwoods community. Serving on the board will allow me to broaden the scope of my passion to ensure that our children are safe. In addition, I regularly volunteer with various nonprofit organizations. I have organized and volunteered at various fundraising events for Frisco Family Services, Samaritan Inn, Frisco Fastpacs, events for special-needs children, and have successfully raised funds in support of these good causes.

**Teachers:** Teachers are essential to the success of our children, and attracting and retaining good teachers is a key priority. Teacher turnover in Frisco ISD is an area of concern and I believe

we need to do a deep dive into the reasons why turnover has risen and immediately focus our efforts on ensuring we adequately address this issue. This would include seeing to it that effective mentorship programs are in place, prioritizing teacher pay so that it remains competitive, instilling a supportive management environment, studying incentive plans, and providing meaningful leadership pathways.

**Demographics:** In Frisco ISD, growing demographics transformation challenges our schools and our community, the ongoing multi ethnicity explosion should be welcomed with greater optimism. We must offer more specialized or ‘magnet’ school programs with guidelines and strategies for racial diversity and present an opportunity for integration. Teachers must built a personal connection with the student, learned about his family culture and interests and used this relationship to reinforce his academic development. The district has to convene regular community forums focusing on student achievement.

**Other Issues:** a. COVID-19 Pandemic Education Challenges Our challenge is educating and supporting our children throughout this COVID-19 pandemic, which collectively requires a significant amount of time and energy, from all of our stakeholders of Frisco ISD. b. Accuracy in Financial Forecasting and Enhanced Transparency I will push for improvements in the budgeting process by encouraging the use of a District-wide Zero-Based Budgeting approach, increase oversight to ensure a more thorough analysis of district forecasts, and improve transparency by establishing enhanced visibility of of District expense

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**Amit Kalra**  
**Frisco ISD Trustee, Place 4**

No response received

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**Debbie Gillespie (Uncontested)**  
**Frisco ISD Trustee, Place 5**

No response received

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