

CEA-PAC
Chesapeake Education Association
Political Action Committee

CEA-PAC City Council Candidate Questionnaire

March 16, 2010

Fax To: 757.482.6738

Pages: 5

Candidate: Scott Matheson

Home: 725 Watch Island Reach
Chesapeake, VA 23320
757.436.7727

Office: Matheson Investment Group
of Wells Fargo Advisors
150 W. Main St. #1500
Norfolk, VA 23510
757.640.5925

Campaign: Scott Matheson For City Council
725 Watch Island Reach
Chesapeake, VA 23320
757.548.3296 Office
scott@scott-matheson.com
www.Scott-Matheson.com

Campaign
Manager: Dawn Matheson
757.548.3296 Office
757.403.7722 Cell
dawn@scott-matheson.com

Treasurer: Dawn Matheson
757.548.3296 Office
757.403.7722 Cell
dawn@scott-matheson.com

1. Why are you running for Chesapeake City Council?

I am running to help make Chesapeake a great city in which to live, work, play, raise a family, experience nature and visit.

I am running because my experience as a financial advisor and a Certified Financial Planner® gives me a deep understanding of the need for fiscal accountability.

I am running because my experience as an athlete taught me to not stand by and wait for someone else to make the play.

I am running because my father, a naval aviator, taught me the importance of service.

I am running because I see education and public safety as two of our greatest assets, and these assets should be protected and fostered.

I am running because I believe there are innovative solutions for closing the multi-million dollar financial gap in education without sacrificing our standards of education excellence.

I am running because history shows that whenever America has been challenged, the innovative spirit and will of the people have prevailed—not just surviving, but thriving in the face of adversity. I have faith in the citizens of Chesapeake. I believe that when we face tough times, we should look to our people, rather than to bureaucratic systems, for solutions.

2. How do you perceive the relationship between city council and an elected school board?

Though independently elected bodies, our City Council and School Board share a common interest in providing education excellence for our citizens. Our education system is one of our greatest assets and should be protected and fostered. Families and businesses will look first to our standards of education when making decisions to locate to our City. Education is an important factor in our efforts of expanding the tax base which is critical to fund programs and the salaries of our educators. Should I be privilege to serve the citizens of Chesapeake, I would work to establish and foster a “collaborative partnership” with my colleagues, not only on the School Board but also in Economic Development and in Planning & Development. These four entities are closely aligned and should work cohesively for the betterment of our community.

3. Should the school board propose an operating budget which reflects the real needs of the school system or a budget that reflects the suggested available revenues? Why?

A proposed operating budget should reflect the actual needs of the organization. Otherwise, our City Council leaders and our citizens would not have an accurate view of the needs. Although it may not be possible to fund every item, it helps our leadership plan for future funding priorities.

4. What do you perceive as the school system's most pressing needs? How would you prioritize them?

Given these unique economic times, I see our most pressing needs as follows:

1. How to best manage the historic budget deficit which impacts positions, salaries and the classroom

2. Replacing our retiring Superintendent

5. If available revenues are insufficient to fund the school operating budget, what measures would you consider to raise additional funds?

In this difficult economic environment, we must continue to focus on "responsible" economic development—attracting families and businesses will expand the tax base and provide potential funding for the resources our educators need and deserve.

I would also promote the use of creative revenue generation programs to help bridge the gap. We've seen several successful examples of innovative revenue generation in our City. Consider the private-public partnership formula used by the Sheriff's department to fund programs for the citizens. The Senior Support Services program and the Children Today, Leaders Tomorrow mentoring program are two great examples of how we are funding programs without funds from the operating budget.

My campaign has several specific ideas to help generate funding for education. One proposal--develop Revenue Creation Specialist (RCS) positions. These associates would be the **only** paid staffers whose sole purpose is to generate revenue for schools. RCS's would create and organize events and fundraising activities and solicit and foster corporate and private donor sponsorship relations.

6. How would you prioritize the city's needs in allocating the funds that are available?

Education is and should continue to be our top funding priority. Currently more than half of the entire budget is committed to education. Our next priority should be funding public safety.

7. The capital improvement budget is a long range financial plan for new school facilities and major renovations of existing facilities. What would you propose as an additional revenue stream for school construction?

The City is committing one cent of the real estate tax revenue to capital improvement savings for school construction. This is a good start, but given these challenging economic times, we will not see significant capital growth in the short term. I would also promote the use of creative revenue generation programs to help create capital. My campaign has several specific ideas to help generate capital funding for education. These proposals will be made public at a later date.

8. How should city council handle the issue of growth so as not to place an impossible burden on Chesapeake Public Schools?

Traditionally, the City has managed this issue with the use of proffers—which is a good first-step. In my opinion, growth should not be discouraged. We need “responsible” growth in Chesapeake in order to expand the tax base so that we’re able to fund critical programs. In areas of the City where student growth could be accommodated, I believe we should offer families a short term real estate tax credit when meeting certain parameters. For example, according to our Planning & Development Department, Deep Creek Middle is at 49% capacity. Why not offer families with middle-school-aged children a tax credit when purchasing an existing home in the Deep Creek Middle school zone? This would encourage “renewal” in areas of the City without having to expand infrastructure and create overcrowded school environments. Finally, if a proposed expansion would create an impossible burden for a school, as a member of City Council, I would not hesitate to vote “no.”

9. What are your top three objectives if elected to City Council? Please be specific and rank them in priority order.

During these unprecedented economic times, I believe our top objectives should be:

1) Effectively manage our limited financial resources.

2a) Promote economic development to foster “responsible and strategic growth” in order to attract families and businesses to Chesapeake so that we can expand the tax base and fund critical initiatives; and 2b) promote the use of innovative revenue creating programs.

3) Work to reform local government so that it works more efficiently and effectively for the citizens of Chesapeake.

Background Information Sheet

What is your occupation?

I am a financial advisor and a Certified Financial Planner® with the Matheson Investment Group of Wells Fargo Advisors. For the past 16 years, I have helped individuals and businesses manage their financial situations to realize their goals and dreams.

What is your educational background?

I graduated Kempsville High School in 1982 and was recruited by the University of Virginia as a scholarship athlete for the varsity football team. In 1986, I graduated from UVA with a liberal arts degree in Communications with concentrations in commerce, economics and history. In addition, I have hundreds of hours of professional education development.

How long have you been a resident of Chesapeake?

Approximately 16 years.

Did you or your children attend Chesapeake Public Schools?

Unfortunately my wife and I were not blessed with children. However, education is extremely important to us. My wife, Dawn, is an activist for education funding and serves as the Vice Chair of The Blue Heron Project—a committee appointed by Chesapeake City Council. The mission of the committee is to raise funding for education.

List your activities in the community and/or civic organizations.

I am a member of the Financial Planners Association and serve as the Government Relations Director for the Hampton Roads chapter. I have contributed time and/or financial resources to The Noblemen, Habitat For Humanity, Boy Scouts of America, United Service Organization (USO), The UP's Center, Faith Works Coalition, Pop Warner Football, the Reading First Program, and the Southeastern Virginia Food Banks, among others.