



## 2015 CITY OF READING CANDIDATE FOR MAYOR POSITIONS & PRIORITIES QUESTIONNAIRE

\* Please feel free to attach a separate sheet if the space provided is not sufficient

### SECTION A – CANDIDATE & CAMPAIGN INFORMATION

- 1) Campaign/Candidate Name: Jim McHale
- 2) Campaign/Candidate Address: 19 N. 6th Street Suite 200 Reading PA 19601
- 3) Campaign/Candidate Office Phone: 484.744.0045
- 4) Campaign/Candidate Fax: \_\_\_\_\_
- 5) Campaign/Candidate email: Scott@McHaleForMayor.com
- 6) Political Party: Republican
- 7) Campaign Organization:

	Name(s)	Paid	Volunteer
Campaign Chairperson			
Campaign Treasurer	Joe Kelleher		✓
Campaign Manager	Scott Burger	✓	
Campaign Manager Phone:	484.744.0045		
Campaign Manager E-mail:	scott@McHaleForMayor.com		
Official Campaign Name:	Friends of Jim McHale		
Campaign Web Site:	McHaleForMayor.com		
Campaign Budget	\$ N/A		

Have you ever run for public office before? (yes or no) yes

If yes, what office and when: Mayor of Reading, 2011

Do you currently hold (or have you held) an elected office? (yes or no) no

If yes, what office and when: \_\_\_\_\_

Candidate Name: Jim McHale

**SECTION B – CAMPAIGN QUALIFICATIONS/ISSUES/POSITIONS**

*See attached answers*

1) Why are you running to be Mayor – City of Reading?

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2) What qualifications/experience do you have that will enable you to fulfill the responsibilities of the office of Mayor? Include Educational Background

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3) Have you ever owned or operated a business? If yes, please provide details.

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4) What are your primary goals if you are elected to be the Mayor?

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5) What are the greatest challenges facing the City of Reading?

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6) If elected, what would you do to address these challenges?

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2015 CITY OF READING MAYOR POSITIONS & PRIORITIES QUESTIONNAIRE CONT.

Candidate Name: Jim McHale

7) What specifically would you implement to improve, ensure and promote the City of Reading as a clean and safe community to work, live and visit?

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8) What specifically would you do to improve the overall infrastructure in the City of Reading?

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9) What specifically would you do to spur economic growth for the City of Reading?

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10) What specifically would you do to manage the City of Reading Budget and ensure the financial stability of the City?

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11) How will you improve the working relationship between City Council and the Executive Office to better meet Reading's challenges?

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Candidate Name: Jim McHale

**SECTION C – GENERAL/OTHER**

Community Service:

Please list any past and present affiliations with any business and/or community organizations.

Diversified Investors Group  
Member, Greater Reading Chamber of Commerce and Industry  
South of Penn Neighborhood Association  
Cub Scout Leader Pack 445  
Sacred Heart Cross Country Assistant Coach

Other (yes or no): Rebuilding Reading Commission

Have you ever been convicted of a non-summary crime? no

Have you ever filed for bankruptcy? no

Have you ever been, or are you involved in, any tax dispute or investigation with a government agency? no

Have you ever been successfully sued? no

Signed:  \_\_\_\_\_

Print Name: Jim McHale

Date: 8/10/2015

1) Why are you running to be Mayor-City of Reading?

The simple fact is, Reading needs new leadership that is not a product of the same political machine that has failed residents for decades. I am deeply committed to revitalizing the city of Reading, and have concrete plans to deal with the root causes of our problems, rather than ideas that will add more to the burden of taxpayers but never truly solve problems. This is a great city; it just needs a fundamental change in leadership and the direction of government.

2) What qualification/experience do you have that will enable you to fulfill the responsibilities of the office of Mayor? Include education background.

I come from a private sector background and have real experience leading and working with individuals and groups to meet challenges and deadlines.

I have a degree in Political Science/Public Administration from LaSalle University and have extensive business background across several industries. My work history includes a ten year career in banking and investments, retail (when I owned my own business), information technology and real estate. As a project manager in information technology I specialized in troubled projects, the projects no one could get moving in the right direction. My projects were delivered 100% of the time. I have a track record of success in complex situations and I will bring that positive experience to the city.

3) Have you ever owned or operated a business? If yes, please provide details.

Yes. In 1991 I opened Beer Unlimited, a retail store selling beer and winemaking supplies. In 1994 I opened a second location and a supporting mail order business. The company operated for 10 years. My father used to say that Beer Unlimited was my MBA.

I have a real estate investment company, McHale Properties. When I bought a 12 unit apartment building in the city of Reading my father stated that this building was my PhD in business!

4) What are your primary goals if you are elected to be the Mayor?

I want to make Reading stronger for every resident and this can only be accomplished by attracting more and better paying jobs, making taxes fair and affordable, continuing to improve our schools, making our neighborhoods and

streets safer, and ensuring transparent government to end the governmental corruption.

5) What are the greatest challenges facing the City of Reading?

The challenges in the city go hand in hand with my goals. Reading has been plagued with poor city government for years that has resulted in fewer jobs, higher taxes, more crime, failing schools, and corruption. My biggest challenge will be revamping and reorganizing a government that has made so many poor choices for residents in the past.

6) If elected, what would you do to address these challenges?

I will address these challenges through two basic methods. First, I will implement my common sense plan that focuses on the root causes of our challenges, rather than only the surface issues. Second, I will work with Council, the School District, the business community, residents, and all others interested in addressing the issues we face. I have much support from current government officials and the business community. They will all be an integral part of developing solutions.

7) What specifically would you implement to improve, ensure and promote the City of Reading as a clean and safe community to work, live and visit?

It is no secret that businesses look to locations that are safe and clean. Working with regional law enforcement partners I will ask for the help that has been offered to put more law enforcement resources on the streets of the city.

Successful cities are clean cities. I will also ensure the city has teams of individuals cleaning the streets on a regular basis.

Safe and clean streets are a key component to restoring civic pride, as well as a necessity to convince job creators to expand or come to Reading.

8) What specifically would you do to improve the overall infrastructure in the City of Reading?

As Mayor, I will fight for short-, mid- and long-range budgetary planning focused specifically on infrastructure. The problems we face did not arise overnight, but did occur because of a lack of planning for infrastructure maintenance. Thus, our problems will not be fixed overnight, but I will make sure we have a plan for

fixing them (and financing the changes).

9) What specifically would you do to spur economic growth in the City of Reading?

Businesses look for many things for site selection. Four of those items are within the government's control: a fair tax structure, predictable and consistent regulatory oversight, quality schools, and a safe working environment for their employees. My plan, which is designed to address each of these areas to help residents, will spark job growth our city needs.

10) What specifically would you do to manage the City of Reading Budget and ensure financial stability in the City?

First, I will bring a private sector view to the budget process that realizes every dollar we spend is someone else's money and must be used efficiently and effectively. Second, I will (again) insist on short-, mid- and long-range budget planning and will work toward 5 Year Budgeting so that all financial decisions are made with the future in mind. Finally, I will implement programs that incentivize city employees and residents to identify cost savings, as well as work to increase efficiencies across city government.

11) How will you improve the working relationship between City Council and the Executive Office to better meet Reading's challenges?

I believe that the members of City Council and I share a common goal: making Reading stronger for its citizens.

I will put aside all politics and work cooperatively with Council members to find new approaches to how city government addresses our challenges. I am interested in what works, not the politics.