

Bruce Willers

1. Why are you seeking the position of Rice Lake Mayor?

I have always loved Rice Lake, I have invested and donated my time and equipment regarding Rice Lake in many ways, a couple of them have been through Rotary projects, and the Golden K, along with preparing the sites for the new Rice Lake entrance signs at each end of town, in addition, pouring of the slab for the log cabin that sits at the lumbering hall of fame, those just some of the investments/donations I have made in Rice Lake, I have always tried to serve this city. Lastly, I was a member of the city council in the past and that is why I'm seeking this position.

2. What can the City of Rice Lake do to attract a viable new workforce?

To attract builders that will develop affordable housing within the city.

3. What will be your top 3 priorities for the City of Rice Lake this year?

To work with the council and developers to create affordable housing in Rice Lake, one being the Heritage manor building.

To work with the Main Street Association director to continue with the placemaking efforts making Rice Lake/Main Street a destination for years to come.

To work with the city administrator and the Street dept. to seek available money for reconstruction of our roads, one being Main Street, the focal point of the city.

4. Do you think our main street/downtown is healthy and successful? If not, what would you do to change that?

I believe that by creating a modern main street, which includes a new road and store front updates, will help significantly, while I believe that our existing businesses are doing their very best, we as a city can assist them with structural changes that will enhance the downtown area for many years to come, and working alongside our Chamber and Main Street Association, I believe we as a team can get this done.

5. If elected, what three steps would you take to put our city on a firmer financial footing?

First of all, I would like to work alongside the city council members to find ways to spend your money more wisely. I feel that there are always ways we can save your money, especially if it's not in the budget, at some point we have to stop spending money that we don't have, it's your money and we need to treat it that way.

To have a balanced budget without using the fund balance which is supposed to be used only in case of emergencies.

To take and partner with private businesses and property owners in the TID districts to leverage existing real property to increase the tax base in the future which will benefit all taxpayers in the city.

6. If you received a \$1 million grant to use for the city any way you wanted, what would you do with it and why?

I would use the money along with other funding to put in a new main street which is desperately needed. Main street is the focal point of our community and is used by everyone each day. The damage to the citizens vehicles because of our current main street is unacceptable.