

4/18/11

*Message for the business community and the Chamber of Commerce from
Susan Sandberg, candidate for re-election to the Bloomington City
Council, At-Large:*

As an at-large representative on the Bloomington City Council, I take a thoughtful and inclusive approach to fiscal decision-making and in advancing public services. Balance is required in improving policy, allocating resources and meeting public need. Leveraging resources and seeking common ground are my priorities when identifying community needs and meeting them. Public/private partnerships lead to innovative solutions and strong economic foundations. I encourage cooperative relationships to enhance good government and to promote a thriving economy.

I strengthen my business relationships through activism in social services and arts nonprofits and by meeting with community leaders in the private sector. As council president I serve as liaison to the BEDC. I support their efforts in developing relationships that stimulate a competitive business environment. I stay informed about the current economic and demographic profile of Bloomington through contacts at the BEDC, the Chamber of Commerce, and in reading research reports from the Indiana Business Research Center.

Steady, sustainable growth through planning, zoning and land use policy is achieved when we successfully balance private sector health within the context of the greater public good. Business can thrive in an environment that respects stewardship of resources including protecting green spaces and public amenities. Bloomington is successful when public, private and nonprofit leaders work together respectfully to reach mutually beneficial goals. Striking economic and social balance is challenging. As a member of the Bloomington City Council, I embrace all challenges with an open mind and an active presence.