

# Brady: now is not the time for inexperienced leadership

**Publisher's note:** *Lake Tahoe News is profiling candidates for South Lake Tahoe City Council and Douglas County Commission. The stories are being published in the order they were received.*

**Name:** David James Brady

**Age:** 54

**Hometown:** Minden

**How long have you lived here?:** 25 years

**Job/Profession:** County commissioner, Douglas County, District 2, appointed by Gov. Kenny Guinn in 2005, elected in 2006. Certified financial planner, owner and president of Brady & Associates, a financial services firm, (23years), and CEO the Brady Company LLC.



David Brady

**What would you build or tear down on the South Shore to make it great, as in what Whistler is like?:** I would welcome the opportunity to build an entertainment event center so Elton John does not have to perform in a parking lot and build a five-star resort like a Four Seasons or Ritz Carlton on the Horizon property site.

**What form of recreation do you participate in? What improvements to recreation would you strive to make throughout Douglas County?:** I am a cyclist, surfer, sailor, hiker and motorcycle enthusiast.

**Recreation tourism is expected to be the driving force of the South Shore economy in the coming years, what do you specifically plan to do to improve bike paths and roads?:** Focus on the development of open space, trails and bike lanes throughout Douglas County. Work on the development of a multi-generational community center in the valley, similar to the Kahle Center. Improve bike paths and roads. We need to explore funding sources such as special assessments or a gas tax to provide a revenue source capable of providing the capital necessary to build the bike lanes and roadways throughout the county.

**How do you plan to boost revenue in Douglas County?:** While we have added a 3 percent transient lodging license tax to generate additional revenue for the promotion of tourism and the maintenance of our parks and recreation facilities recently, we need to embrace both the Tahoe Plan for Prosperity, and the County's economic vitality plan which we have just introduced. The focus is multifaceted, and is centered on rejuvenating the downtowns, including the Lake Tahoe corridor, and recruiting businesses to the county that are appreciative of the environment we provide, both to the businesses and their employees. Outdoor adventure, technology and service companies are our target market.

We need to provide the infrastructure, which includes education that attracts industry and individuals that will thrive in the surroundings that we currently enjoy.

We must also continue to control our expenses, as the legislature is looking for opportunities to "confiscate" available monies to balance their own budget in 2011.

**What stands out for you in the 2010-11 budget?:** What stands out the most for me is that we focused on “Priority based budgeting” rather than “across the board cuts” which creates inequities and subsequently forces departments to recognize the budget will be focused on the board’s priorities as identified in the Strategic Plan.

While this process is more labor intensive, it promotes the need to make “data driven” decisions and provides the opportunity for department heads and elected officials to justify their budgets, based on case loads, calls for service and the like.

**What needs to be done to allow businesses to thrive in Douglas County?:** As a small business owner, I want for the government to “stay out of my way” and “stay out of my wallet”.

Excess regulation and unnecessary taxation (financial services tax) restricts my ability to thrive and limits my ability to reinvest my profits back into the community.

As a county, we are aggressively looking for ways to reduce timelines, eliminate costs and create greater efficiencies, so as to allow businesses to survive and thrive in an economy that is struggling.

**What needs to be done to allow businesses to thrive in Douglas County?:** In keeping with our Strategic Plan, I see the three major issues as: Maintaining the financial strength and stability of the county, providing excellent public safety, generate economic development opportunities through the Economic Vitality Plan and the Tahoe Plan for Prosperity.

I believe the economy will continue to be challenging for years to come, and with the legislature looking for revenue sources, we face a “two front’ war as it relates to our finances. We must manage our expenditures better than we ever have, and “reinvent” our approach to economic development. We can no longer rely on gaming and residential construction to

carry the day. That has become a failed business model that emphasized "if you build it they will come". Those days are over. Douglas County must become a destination resort for entertainment and lodging, as well as be recognized for the availability of outdoor adventure.

**What have you done to help Douglas County be a better community?:** For the past 15 years, I have strived to make Douglas County a better community by simply getting involved. My record of participation is as follows:

Douglas County School Board Trustee ( 9 years)

Douglas County Park and Recreation Commissioner (5 years)

Douglas County Commissioner (6 years)

Douglas County Sheriff's Department Reserve Deputy (11 years)

I strive every day to make a difference in our community by lending my skills, education and experience where possible, to improve the decision-making and work product provided by the county to the citizens of Douglas County.

**What boards, commissions, or other experience do you have?:**  
Certified financial planner (1987- present)

Douglas County commissioner (2005-present)

Board of director, National Association of Counties (2009-present)

Douglas County School Board trustee (1995-2004)

Douglas County School Board president (2002-04)

Douglas County Park & Recreation commissioner (2000-04)

Board of director and treasurer of the Greater Nevada Credit Union (1987-90)

District manager, Gardnerville Ranchos General Improvement District (1987)

Financial investigator, Gaming Control Board (1985-87)

President, Redondo Beach Police Officers Association (1980-85)

Chief negotiator, Redondo Beach Police Officers Association (1980-85)

Police officer, Redondo Beach (1978-85)

Master's degree in public administration, USC (1980)

Bachelor's degree in public affairs, USC (1977)

**Why should voters vote for you over someone else?:** Voters should appreciate my background, education and experience, and recognize that serious and challenging times call for serious individuals who are best prepared to address the difficult financial times we are currently experiencing. Now is not the time for inexperienced leadership.

Examples of my leadership include:

- Called for a change in leadership in the county manager's office in 2007.
- Advocated for the implementation of a Strategic Plan.
- Championed fiscal restraint (i.e. performance audits).
- Emphasized greater use of technology.
- Recommended the use of outside money managers to increase the total return on our investment portfolio.
- Supported the addition to our valley jail facility in lieu of a regional juvenile detention center.
- Positioned against a business license or utility tax.

-Directed the use of "Priority Based Budgeting".

**What would you do to make the lake and valley more unified?:** Physically connecting the lake and valley would be a start. A tram that could provide access for tourists and residents to access the lake and valley would allow for a greater sense of community. The physical divide lends itself to the "unity" issue and if we can provide enhanced access to both the lake and valley that would be a requisite requirement.

Greater communication would enhance the opportunities for meaningful dialogue, and create relationships more conducive to positive results for all residents.

**BlueGo, the public transit, is mired in lawsuits and bankruptcy. Do we need public transit on the South Shore? If so, how do you propose to make it functional?:** Public transit at the lake is critical, necessary, and required. The "sustainable service plan" as identified by BlueGo needs to be adopted and supported. Routes need to be evaluated on a cost-benefit basis and changes made accordingly.

Additional traffic in the Tahoe corridor detracts from the "quality of life" we all desire, and additional participation by those who benefit from the service should be considered.

Our community plan for the lake needs to emphasize connectivity through the design and use of walking trails, bike lanes and public transit.

**What is your stance on the 100-room rule for gaming growth in the county?:** The Master Plan encourages the support of existing businesses in the community. With the deterioration of gaming revenues in the past years, it is important to recognize that allowing for additional non-restricted gaming, absent any capital contribution, only dilutes market share and creates no "net gain" to the community.

Gaming venues should be "destinations" for tourists that add

value to their vacation experience. To allow for minimal investment by gaming operators (no 100 rooms) only creates "spot zoning" opportunities and negatively impacts those operators who have invested in their operations.

Moreover, we have excess inventory in the valley of projects on the books that create less incentive to offer additional gaming opportunities.

I support the 100-room minimum and believe it creates a "level playing field" with our neighbors to the north.

**Consolidation of water agencies is stalled, yet ratepayers are faced with higher bills. What are your thoughts on this issue?:** It was the expectation of this board that the water consolidation initiative would unite the valley and the lake. We got that wrong. The consolidation effort alienated the valley and lake, quite simply.

As we move forward, we must consider separate systems. The lake needs to be consolidated, separate from the valley.

Residents of the valley have no appetite for "subsidizing" the lake, plain and simple.

**On the November ballot is an ordinance regarding the Minden airport. What is your position on it and why?:** My understanding is that as a sitting commissioner, I am unable to comment on the ballot issue presented for the November election.

**Is there any individual, group or organization you would not take campaign money from? Why?:** I accept campaign contributions with the clear understanding that such contributions will not in any way affect by voting record. Historically, I self-funded my campaign so as to eliminate any question of impropriety.

**Tell us something about yourself that voters don't already**

**know:** I am a twin.