

Dear Neighbor,

My name is Valerie Mallard. I am honored and excited to be running for Ward 2 Geneva City Councilor.

I joined the Geneva Housing Authority in 1995 and have served as Occupancy Supervisor since 2011. Before that, in Albany I served on the Commission on Economic Opportunity and was a supervisor of community maternity services for the HERRY Center for Young Families. I hold a B.A. in Psychology from SUNY Albany.

I live on North Morrell Avenue with my daughter I'mani Bryan, a second-year student at St. John Fisher College majoring in criminology. My mother is Lucile Mallard, and with a mother like Lucile, community work is in my blood. I am active with the NAACP, have coached Little League Softball, and currently serve as a youth leader at Mt. Calvary Church of God in Christ.

I am passionate about elevating all of the wonderful attributes of Geneva, even as we address our City's challenges. I look forward to representing you and contributing to Geneva's renaissance on Council. I would use my position on City Council to advocate for greater diversity among the City's institutions, including the police force and the schools. I would also tackle how to best address housing, infrastructure, and the complexities of drug problems throughout our City and Ontario County.

What it all rests on is that I am passionate about helping people.

On the back of this letter, I include my platform, which I worked on with fellow democrats.

Due to recent health issues, I am unable to personally campaign. I will be leaning heavily on my friends and neighbors to help me get the word out in Ward 2! I am lucky to have many strong supporters who will be knocking on your doors, putting up lawn signs, and leaving you flyers, as I get back on my feet. Rest assured that they can answer any questions you have about my platform or put you in contact with me via email at genevacitydems@gmail.com.

I am excited to hear from you!

With a lot of fight and a lot of enthusiasm,



Val Mallard



ENVIRONMENT

- Protect our lakefront green space for open access to the public. The only purpose for any improvements along the lakefront should be to enhance its enjoyment by the general public and wildlife. It should be so zoned.
- Protect our local environment by reducing lake pollution and greenhouse gas emissions from city operations and residential activities, cooperating with neighboring communities in lake protection efforts, and supporting the "Vision Statement" that recognizes the closure dates for the Seneca Meadows landfill as 2025 and the Ontario County landfill as 2028.

ECONOMIC DEVELOPMENT

- Promote sustainable economic development that brings clean manufacturing, engineering, business, and tourist service jobs to Geneva.
- Promote job creation that pays living wages, builds on local strengths, and doesn't sacrifice our natural resources.
- Work toward moving the Finger Lakes Railway yard and facilities out of the city, so that property can be used for commercial and residential purposes.

QUALITY OF LIFE

- Promote clean, safe and affordable housing for all Genevans, especially those seeking rental housing and retirees seeking to downsize but remain in Geneva.
- Support more affordable day care, pre-school, and supervised summer programs. Work with local partners such as the YMCA and the Boys & Girls Club.
- Improve public transportation within the city and between nearby cities.
- Eliminate food insecurity in Geneva by providing reliable access to sufficient quantities of nutritious and affordable food.

JUSTICE

- Support efforts to improve and enhance community/police relations.
- Support efforts to help victims of gender, race, and other hate-based violence, including victims of domestic abuse.

CITY GOVERNMENT

- Protect the financial stability of city government by improving the efficiency of city operations, finding new sources of revenue, exploring possibilities for sharing facilities and services with neighboring communities, and partnering with local non-profits.
- Promote greater transparency and citizen participation in city government.
- Emphasize diversity in city government hiring.

<https://www.facebook.com/GenevaDemocrats>

Valerie

MALLARD

Ward 2 Councilor

Six Wards . . . One Geneva

Ward 2 residents vote at
Finger Lakes Community College on November 5th

Deadline for registering to vote:
October 11, 2019 (postmarked)

Did you know you can vote early this year?

EARLY VOTING TIMES:

Sat Oct 26, 9am–2pm
Sun Oct 27, 1pm–6pm
Mon Oct 28, 8am–4pm
Tues Oct 29, Noon–8pm
Wed Oct 30, Noon–8pm
Thur Oct 31, 7am–3pm
Fri Nov 1, 7am–3pm
Sat Nov 2, 9am–2pm
Sun Nov 3, Noon–5pm

EARLY VOTING LOCATIONS IN ONTARIO COUNTY INCLUDE:

Geneva Housing Authority
41 Lewis Street, Geneva

