

# Keith Furman

District 19 Alder Application

5235 Harbor Ct

Madison, WI 53705

Home: (608) 352-3502

Mobile: (201) 705-2386

E-mail: keith@keith.net

## About Me

My wife Sandi, and I have lived in Madison near Spring Harbor for a little over 5 years. I previously lived in Hoboken, NJ and was very active in city government. Hoboken is a very densely populated city and I initially became involved in grassroots efforts to improve the amount and quality of open space. Through that work, I learned there was more I could do to help improve the quality of life in our community. I was a campaign volunteer for former Mayor Dawn Zimmer in a city council race, as well as her campaigns for Mayor (she's was elected twice to that position). I was later appointed to the city's planning board (a volunteer position), where I eventually became Chairman and helped facilitate the implementation of sound city planning initiatives, including a re-examination of the City's Master Plan for Zoning and Development.

I grew up in the New York metro area. During my high school years, I was hired by my 8,500-student school district to build the first district website, as well as the sites of the 13 district schools, and establish the district's first staff e-mail server. It was an incredible experience that exposed to me to the workplace before graduating high school and led to multiple job opportunities after graduation. I decided to attend Stevens Institute of Technology in Hoboken, NJ to pursue a B.S. in Computer Science. At that time, the program was struggling to adapt to the rapidly changing industry and after a year and a half I received a job offer to build and run the IT department of a translation company. The experience was too good to pass up and I took the job. After a few years, I became a partner in an IT consulting firm focused on supporting the small and medium-sized market. I spent close to 15 years in that position, which exposed me to many different industries and required extensive partnership-building with vendors and clients to help keep businesses running.

I moved to Madison in 2013 to join a small healthcare technology start-up as their Chief Technology and Chief Strategy Officer. After 5 years helping grow the company into a successful venture, I sold my ownership stake last year and I have since left the company with the desire to focus on efforts that more directly impact my local community. My wife is a Wisconsin native and we have come to love Madison; I am excited for the possibility to become more involved by serving as Alder.

I had an opportunity to speak with Alder Clear after this vacancy opened and he made it clear the Alder role requires *at least* 20-30 hours a week to properly execute. If selected, I have the flexibility to devote whatever time is necessary to learn more about our district, the city, and the role of an alder and am committed to communicating with and working hard for our district residents.

## Why I Wish To Serve

Since this vacancy was announced, I've reached out and spoken to our current alder, former Madison alders, representatives from neighborhood associations in our district and neighbors. I would like to leverage my previous experience and availability to make an impact in my local community. The candidate selected for this position will need to get up to speed quickly on issues facing our district and role of an Alder. My work for the last five years was too demanding for me to spend as much time in the community as I would have liked, but I have paid close attention to the issues that face our city and joined my neighborhood association to stay abreast of the concerns of my neighbors. I believe my past involvement in local government gives me unique insight to understand what can and can't be accomplished by local government. No public entity impacts people's daily life more than local government and I'm eager to use my time and experience to help improve my community.

## What I Want To Accomplish

Alder Clear's remaining term isn't very long, but during the next few months I hope to continue to be a voice for my district and a conduit for information from the city to our residents. In addition to participating in the upcoming budget process, I'd be focused on the following issues facing the district:

### Development

Part of my district is seeing a rapid increase in development. I recently worked with the city on an application to the planning commission and had an excellent experience. I'd make myself available to constituents to help them if they have issue navigating the development process. Additionally, if given the opportunity, I'd like to help facilitate discussions about future zoning changes that encourage smart development to address housing shortages while ensuring that sufficient housing is accessible to people of all income levels.

### Transportation

One theme I heard repeatedly while talking with neighbors was a concern about transportation. Whether it be exploring speed-calming methods in residential areas or planning for adequate service by Madison Metro Transit, traffic and transportation is on the forefront of residents' minds as development occurs in our district. One of the personal strengths I will bring to this role is an ability to communicate complex local issues in ways that help community members move toward workable solutions. If, within this relatively short term, I have the opportunity to become involved in long-term planning I would love to do so; at minimum I will work hard to keep information flowing and help residents think constructively about available options.

### Lake Conditions / Climate Change

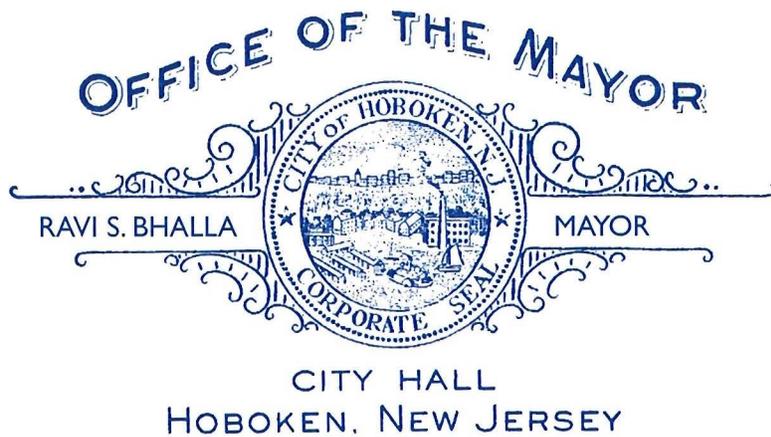
Municipalities have become one of the most important entities in the fight to protect and preserve our environment, and it is critical to Madison's long-term vibrancy and economic health that we proactively address the issues in our city. Living close to Lake Mendota, I've witnessed firsthand the abnormal lake water levels and more frequent blue-algae blooms. The other effects of climate change such as extreme weather conditions, flooding and the water well conditions also need our attention. I'd like to work with the city, county, university and neighborhood associations to make sure we're taking reasonable and prudent steps towards addressing this worsening crisis which will have a devastating effect on our city if not properly addressed.

### Neighborhood Meetings

If selected, I would continue Alder Clear's tradition of attending neighborhood association meetings and I would additionally schedule frequent "office hours" at locations around the district as an opportunity for neighbors to meet and discuss their concerns.

### Spring 2019 Election

Although I am committed to devoting whatever time is necessary to serve as an effective appointed Alder, I am undecided as to whether I would seek a full term in the Spring 2019 election. My decision would ultimately depend on three things: whether or not I feel I am successful in the interim period, whether residents of my district find my service of value and whether or not I believe after the interim period that I am the best candidate for the role. I believe strongly that governing bodies at all levels would benefit from more diverse representation. If there are qualified individuals with less represented backgrounds who are interested in running, I would strongly consider supporting their candidacy instead of running for the seat myself.



July 11, 2018

Common Council President  
Ald. Samba Baldeh  
Room 417, City-County Building  
210 Martin Luther King Jr. Boulevard  
Madison, WI 53703

To Whom It May Concern:

I write this letter to provide personal insight into Keith Furman, and offer my unqualified and enthusiastic endorsement for his application to serve as an Alderman in Madison, Wisconsin.

I have known Mr. Furman for approximately 10 years, since the inception of my involvement in civic life in the City of Hoboken. As a private citizen, Mr. Furman and I attended, along with Dawn Zimmer (then a Council Member who served 8 years as Hoboken's Mayor from 2009-2017) an intensive conference on the topic of land use and redevelopment policy in municipal government. It was there and in similar interactions that I observed Mr. Furman's passion for understanding the challenges confronting municipal government in developing sound policies for urban growth and management. Mr. Furman, of his own initiative, took on numerous civic projects during this time, among them an intense examination of the redevelopment process in the western part of Hoboken known as the Western Edge Redevelopment Zone. This included Mr. Furman, in his capacity as a citizen, physically visiting the redevelopment site, meeting with stakeholders, and developing a web site and portal for the public to easily understand the nature of the project, its potential and how to enhance public participation in the process.

After I was elected to the City Council in 2009, I remained close to Mr. Furman, who was thereafter appointed as a Commissioner to the Hoboken Planning Board, where he eventually served as its Chairman. During this time, I spent one year serving as a Commissioner along with Chairman Furman and had the opportunity to work with and observe Mr. Furman running a municipal board. I recall Mr. Furman conducting business as Chairman as a true professional, navigating the challenges and disagreements among various stakeholders (board members, the applicants, the public, objectors, professionals, witnesses, etc.) in a manner that led to one critical result: the business of the Planning Board got done. This is in no small measure due to Mr.

OFFICE OF THE MAYOR

Furman's innate ability to lead a municipal board in a manner that was civil, thoughtful and aimed towards reaching the best outcomes for our city and its residents.

Since then, I have remained in regular contact with Mr. Furman, as we discuss various topics related to government and policy, and the best means to effectuate positive change and progress at the municipal level and beyond. Mr. Furman would be a tremendous asset as a Madison Alderman because he possesses the intelligence, experience, compassion and commitment to take on complex challenges and do so in a professional, pleasant manner that has, in my experience led to real benefits during his time here in Hoboken. He has my unqualified support, and I hope you will give him the utmost consideration for this unique opportunity for public service in Madison.

Very truly yours,



Ravi S. Bhalla  
Mayor, City of Hoboken

5324 Lake Mendota Drive  
Madison, WI 53705

July 15, 2018

To Whom It May Concern:

Keith Furman has shown himself to be a fine neighbor. I believe the qualities demonstrated in neighborliness would make him an excellent Alderman.

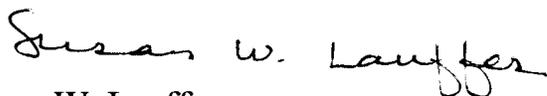
When Keith and his wife Sandi bought the lot next to our home, they came over to introduce themselves. Our relationship previously had been one of smile and wave when we saw each other. They invited us out to dinner so we could get to know each other.

Last winter when we were not in residence in Madison, Keith sent us the house plans for review. It will be a beautiful home. Keith and Sandi have kept us aware of their plans for their new home as designs have progressed. Last week he even brought their contractor over to meet us so we could discuss drainage plans and any other concerns with him.

Keith is a very thoughtful individual who has a special capacity put himself in someone else's shoes and bring together people who have different points of view. He is an excellent communicator. He is also a very tech savvy person who would bring those skills to the Council.

Keith has said to my husband and me that if he finds that another candidate for the Alder position is more qualified than he is, he will withdraw his name from consideration. He is a very capable individual who feels he has the time and the ability to serve Madison. We urge that he will be given the opportunity to do so.

Sincerely,



Susan W. Lauffer



Donald E. Lauffer

# GARY HOLTZMAN

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80-82 Bloomfield St. #6A, Hoboken, NJ 07030 | gmholtzman@gmail.com

July 17, 2018

Common Council President:

I have served for many years on the Hoboken Planning Board as a Commissioner, Vice Chairman and as Chairman and would like to offer my complete and unqualified endorsement of Keith Furman for the Madison 19th Aldermanic District Vacancy.

Keith Furman and I served on the Hoboken planning board together and during that time he served as a commissioner, Vice Chairmen and eventually as Chairmen. As Chairmen Mr. Furman was instrumental in recognizing the inadequacies of the professionals servicing our team, he then crafted and executed a multi-year plan to upgrade the quality our professionals.

In his role as Chairmen, Keith also lead the subcommittee team to conduct our Master Plan Re-Examination in 2010. In this capacity he managed the request for proposal, screening and final selection of the planning professionals that would service our team. And then he also lead the team of Planning Board Commissioners and professionals in our efforts to conduct the meetings, public workshops, draft versions and final version of the Re-Examination as required by NJ State Statute.

During Keith's tenure, we worked together to accomplish a great deal of important work for our community. In addition to application completion / workshop meetings, regular monthly hearings, we continued to ensure the board had the best professionals and we assisted the Zoning Officer and the City Council in updating the zoning code. The Planning Board under Chairmen Furman also worked on the designation of Redevelopment Zones, the creation of Redevelopment Plans, and reviewed an Open Space plan, a Green Buildings Plan and an Environmental Sustainability Plan.

Keith was an outstanding leader. He did an excellent job of organizing and running meetings, which included dealing with a wide-range of board personalities as well as an interesting and often challenging mix of citizens. He was a strategic thinker who did a great job of bringing about a fair balance between the development community and our community.

I believe Keith will work very hard to learn and will rise to meet the challenges of a new Alderman.

If you or the council have any questions, feel free to contact me.

Sincerely,

Gary Holtzman

**BARRY MIRKIN**  
**5236 Harbor Ct**  
**Madison, WI 53705**

July 18, 2018

**To Whom It May Concern:**

I am writing to ask that you strongly consider Keith Furman for the appointment of interim Alder for District 19. His command of issues, understanding of the role of city government and engaging nature make him exactly the kind of person I want representing me on the Common Council. His high energy and aptitude for quick learning make him an excellent candidate to carry out the specific requirements of an interim appointment.

I met Keith when I moved into the Spring Harbor neighborhood in 2014. Though he had lived here only a year, it was immediately clear that he understood a great deal about our community and had helpful insights into both its strengths and its challenges. In the time since, we regularly discuss issues – from local to global – and he often shares ideas for smart, practical solutions that have long made me wish he would seek a role in public service.

Development is a huge factor in our district and, like most, our neighborhood has many residents with varying interests and opinions. Keith engages with people in a clear and direct way that builds trust and respect. He listens to others' concerns, considers new information carefully and is always willing to research both the history of an issue and the relevant laws and codes to help shape visions for workable solutions.

In addition, Keith is simply a good neighbor. He takes excellent care of his property and is always willing to help those around him, often with momentary notice. I've seen him work hard to maintain productive relationships in very challenging situations and navigate conflict with integrity and compassion. I imagine he would make an excellent colleague on the Council.

It is my hope that you decide to appoint Keith – I have no doubt that our city will be well-served if you do.

Sincerely,



Barry Mirkin

Michael Penchansky  
1330 Willow Ave Unit 424  
Hoboken, NJ 07030  
July 16, 2018

Ald. Samba Baldeh  
Common Council President  
City of Madison  
Room 417, City-County Building  
210 Martin Luther King, Jr. Boulevard  
Madison, WI 53703

Dear Ald. Samba Baldeh:

I'm writing you in support of Keith Furman's application for the open vacancy on the Madison City Council. I had the pleasure of serving with Keith during his service to the 1200 Grand Condominium Association Board of Trustees from October 2007 to April 2013 where he held the position of Board President.

1200 Grand is a 159-unit low rise condominium building, in Hoboken, NJ, constructed in 2004. The Board of Trustees is a volunteer position voted on by the unit owners and contained a President, Vice-President, Secretary, Treasurer and an additional member.

Keith's leadership and commitment to bettering the building and quality of life for residents was truly remarkable. As a board, we dealt with many complex issues including annual budgets, vendor management, and transition construction litigation. The board communicated daily, met monthly in-person and at least quarterly with residents. The residents of the building as well as the other Board members benefited greatly from his organizational skills and determination to find the best solutions to complex issues.

Keith helped implement multiple technical solutions that made it easier for the board to communicate internally, communicate with residents, and allow for direct feedback to the Board and management company. This was in a time where technology was quickly advancing, and Keith had full grasp on how to seamlessly implement the right, cost effective solutions.

I highly recommend Keith for this vacancy. The residents of Madison would be incredibly lucky to have Keith and his experience and determination working for them. I am proud to have called Keith both a partner on the Board of Trustees and a friend.

Ald. Samba Baldeh

July 16, 2018

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Sincerely,

Michael Penchansky

**Dawn Zimmer  
59 Madison Street #2  
Hoboken NJ, 07030  
646-831-4890**

Common Council President  
Ald. Samba Baldeh  
Room 417, City-County Building  
210 Martin Luther King Jr. Boulevard  
Madison WI 53703

July 19<sup>th</sup> 2018

Dear Common Council President and Councilmembers,

I am writing as a recent two-term Mayor of Hoboken, NJ to strongly recommend Keith Furman for Madison's City Council vacancy position.

Keith previously lived in Hoboken and volunteered to help our City when we faced many fiscal and planning challenges. I appointed him to the Hoboken Planning Board and later supported his election as Chair because of his intelligence, professionalism, honesty and commitment to our community, and he exceeded my high expectations. Under his leadership, the City was able to complete our Master Plan Re-exam and achieve many important planning goals. Our City is the 4<sup>th</sup> most densely populated city in the country and there are many divergent views about development, so this was no easy task. He achieved this goal by working collaboratively with his Planning Board colleagues and professionals, as well as working as a team with me and my Administration, and the community.

Keith truly is a fantastic no-nonsense person who will work hard, respect the opinions of both his colleagues and the public and collaboratively work to make decisions in the best interest of Madison residents. I am confident that if he had the opportunity to serve as a City Council person, his strong dedication, trustworthiness and team approach will be a true asset to Madison.

Over the years I have seen Keith's connection and love for Madison grow as he and his wife Sandy reconnected with their extended family in your beautiful City. His willingness to apply for the vacancy position is a demonstration both of his passion for Madison and his commitment to public service as a way to help improve the quality of life of his community.

I first met Keith in 2007 when he took on the responsibility of leading the community effort in an important campaign supporting an open space tax Referendum that was on the ballot that year. Thanks to his leadership and hard work, the referendum passed decisively and enabled the City to move forward and complete the acquisition of land for new park space that is currently going through a final design phase for construction. As a result, the quality of life for Hoboken residents will be improved for years to come.

I cannot speak highly enough of Keith and his commitment to community and his strong ethics. I would be happy to discuss this further so please do not hesitate to reach out to me.

Good luck with this tough decision that Hoboken also faced under my term as Mayor. Having known Keith for years, I assure you he is an excellent choice.

Sincerely,

Dawn Zimmer  
Mayor, City of Hoboken  
2009-2017  
Cell: 646.831.4890

Veldran, Lisa

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**From:** Julie Walsh <juliepmw@gmail.com>  
**Sent:** Wednesday, July 18, 2018 7:13 PM  
**To:** All Alders  
**Subject:** District 19 Vacancy

General Information

Name: Julie Walsh  
Address: 11 Pinehurst Circle  
City: Madison  
State: WI  
ZIP: 53717  
Phone:  
Work Phone:  
Email: juliepmw@gmail.com  
Should we contact you?: Yes

Message:

My husband Tom and I attended a meeting in our Woodland Hills neighborhood this evening. Keith Furman was there to explain his background and listen to neighborhood concerns. We had never met him before, but we left feeling that he was a good listener and had a great ideas, good experience, and that he would do an excellent job representing District 19.

Thank you for your consideration.  
Julie and Tom Walsh

Recipient:  
All Alders

# Jason Brown

105 Quarterdeck Dr, Madison, WI 53705 | 608.770.4601 | [jlbjlb@gmail.com](mailto:jlbjlb@gmail.com)

July 20, 2018

Ald. Samba Baldeh  
Common Council President  
Room 417, City-County Building  
210 Martin Luther King, Jr. Boulevard  
Madison, WI 53703

Dear Ald. Baldeh,

I've been a resident of Madison's 19<sup>th</sup> Aldermanic District for 8 years and lived on Madison's west side for more than 30 years. When Alder Clear's resignation was announced, I considered a list of people in the district that would make a good replacement and Keith was one of the first to come to mind. I'm excited to endorse my former colleague, neighbor, and friend, Keith Furman, for this vacancy.

I worked with Keith from early 2016 until mid-2017. Keith and I worked closely together on the company's leadership and strategy committees. We met several times a week to help shape the company's direction and strategize on our challenges. His ability to see the big picture, communicate goals to the team, and help execute was impressive. His compassion for our company's mission, our employees, and customers was extremely valuable to our success.

Throughout the time I've known Keith, he has shown a strong passion for our community and helping others. We often discuss current events, both locally and nationally, and his ability to articulate concerns and potential solutions makes the discussions very insightful.

I'm glad Keith is looking to use his experience and enthusiasm to help make Madison a better place. I believe Keith Furman would be an excellent choice for this vacancy and I'm hopeful to be able to call him my Alder.

Sincerely,



Jason Brown

