

# David Katz Biographical Resume – for consideration for the position of “temporary interim alderperson” for District 13.

**Name:**

David Katz, Ph.D. (Communication Arts – UW Madison)

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**Neighborhood residency and advocacy:**

I am a long-time resident of the "Historic Greenbush" neighborhood where I have lived during two periods of my life:

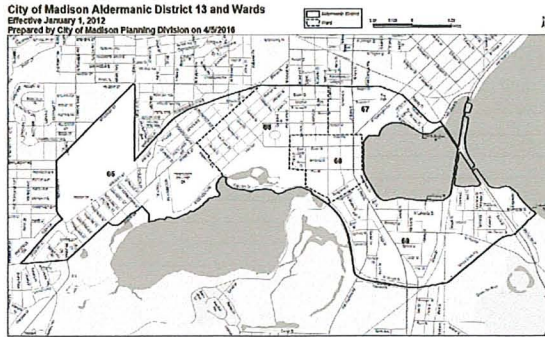
3 years' residency on Proudfit St. during the late 1970's/early 1980's.

8 years' residency (so far) at 245 S. Park Street (Parkside Apartments) in the Triangle.

Over the years I have collected many articles documenting the history of this neighborhood.

I am a regular attendee at meetings of the Triangle/Monona Bay Redevelopment Committee, where I speak frequently on issues related to preservation of the history, values, and lifestyle that characterize the neighborhood which represents the living history, heritage, cultural values, and future of the "Historic Greenbush" and Monona Bay community. If selected for this position I will consider regular attendance at these meetings a serious obligation.

## Regarding Other Areas of District 13 as a Whole



Although my residencies in District 13 have been within the "Historic Greenbush" area adjacent to the Monona Bay neighborhood, I realize that there is much more to this aldermanic district.

I am very much aware that District 13 contains not only the Triangle/Monona Bay neighborhood but the entire Vilas, Greenbush, and the "downtown" portion of Regent Street "business district" and continues along Speedway, an area best known for its cemeteries and funeral home and the Glenway Golf Course, but is also home to several other small businesses including a health food restaurant and a Speedway convenience store.

District 13 also includes the entire length of Monroe Street all the way to Odana Rd. (an area that includes a vibrant business district that includes many restaurants and specialty shops, as well as the campus of Edgewood College).

## **Education:**

### **Undergraduate Education:**

B.A. – Fine Arts/Concentration in Theater, Washington & Lee University

In addition to my studies in theater acting, theater directing, and fine arts, I also took every available class in social sciences (sociology, anthropology, and psychology) which have served me well as I am beginning practice as a consultant in marketing (the "social engineering" branch of the social sciences).

### **Graduate Education:**

Ph.D. – Communication Arts, UW-Madison

My specialty for this major was Radio/TV/Film studies. The topic of my dissertation was a history of ontological cinema theory from 1900 to 1984. I also took classes in film/video production and became an expert in intermedia (mixture of various communications media along with the process of "reinventing" the definition of media like film and video as "interactive media"), an area of expertise that serves me well in my current career as a marketing consultant with "special skills" in video/electronic cinema production.

**Continuing Education:**

I have taken many courses from MATC-Madison's School of Business in marketing, as well as additional coursework in tourism/hospitality management (including tourism law) and meeting/event management. My marketing coursework is only 3 credits shy of completion of the requirements for an Associate of Applied Arts degree in marketing and I have a cumulative grade point average of 4.0 for my coursework in all three programs. (I am currently not taking classes at MATC-Madison but have begun performing paid work for clients as a marketing consultant and video producer in order to build my resume.)

**Work Experience:**

I have worked primarily in the realm of media technology, social media, and interactive media for my entire working career:

- Capitol City Theater (Summer 1973)
  - Administrative Assistant to Bob Corbit (Interim Manager of the Capitol Theater during the summer of 1973)
- Senior Researcher, UW Extension Communications Development Center (1984-1989)
  - We did primary research into the emerging computer-based interactive technologies that led up to the development of the "World Wide Web" as we know it today. These technologies included computer-based electronic bulletin boards, email, public access interactive media kiosks, and interactive video.
- Multimedia Solutions
  - A small company that specialized in creating interactive media and applications for clients that included MPI Film & Video and Wisconsin Physicians Service.
- Complete Multimedia Solutions
  - A medium sized company located in Milwaukee where I worked on projects that include creation of an interactive video kiosk for a 6-month special exhibit on American Folk Art at the Milwaukee Art Museum, and interactive employee-training applications for various companies located in Greater Milwaukee and Honda's manufacturing plant in Ohio.
- Tamzen Media
  - A medium sized company located in Wausau and Milwaukee where I worked on projects that include creation of an interactive media training application for a non-profit banking operation run by a charitable organization (Lutheran Brotherhood), and an interactive video kiosk for the Forest County Potawatomi Cultural Center, Library and Museum (located in Crandon, WI).



- WPS Insurance
  - A large company located in Madison, WI where I created a section of their website devoted to explaining the details of "Tricare" (health insurance for members of the U.S. Military).
- Voyageur Tourism Marketing (current "self-employment")
  - A small "sole proprietorship" LLC specializing in marketing consulting and video production where I am currently working on designing, writing content, and implementing a newly revised website for another marketing firm located in Cleveland, Ohio.

### **Civic Experience:**

My studies in film, theater, and interactive media inspired me to become politically active in supporting the agendas of creating the State Street Mall/Capitol Concourse (see below) and creating a civic center on State Street (which now is known as "The Overture Center for the Arts").

This led to extensive involvement in the planning, construction, and operation of the State Street Mall/Capitol Concourse project from 1973 to 1979:

- Chair of Concept Committee - State Street Charette
- State Street Mall/Capitol Concourse Special Assessment Committee
- State Street Mall/Capitol Concourse Construction Committee
- State Street Mall/Capitol Concourse Operations Committee

### **Why I Wish to Serve:**

I love the neighborhood I live in and care about its past heritage as the "Historic Greenbush" and its future as the Triangle/Monona Bay neighborhood, as well as the heritage and future of the current "Greenbush", Vilas, Regent Street, and Monroe Street neighborhoods. I also care deeply about the City of Madison and its heritage and future.

In addition to qualifications listed above involving city-planning, marketing, tourism, and media/entertainment/interactive media, I also have skills in the arena of transit planning (a skill I practiced while acting as a volunteer and intern "Visitor Experience Specialist" for Mississippi National River and Recreation Area, an "urban national park" with scattered sites in St. Paul and Minneapolis that are served by Twin Cities Metro light rail and bus services.) The transit planning project I worked on was a proposed dedicated shuttle bus that would provide a direct dedicated transit link between Mall of America, Fort Snelling State Park, and Minnehaha Falls. (Funding was pulled at the last minute due to Federal budget considerations by the U.S. DOT which had previously indicated they would fund this project.)

### What I Would Like to Accomplish

All of the neighborhoods that make up District 13 have similar aspirations and needs including maintenance of a “quiet and safe suburban-type residential environment” served by appropriate successful small businesses along the major thoroughfares like Park Street, Regent Street, and Monroe Street that not only serve the needs of the residents of District 13 but also the needs of tourists visiting Madison who consider the local culture to be the major attraction this city offers to its visitors.

Preservation of the lifestyle and culture of this neighborhood requires well thought out and sound planning regarding neighborhood development (both structural and cultural), maintenance of excellent public schools, and well-thought out transit planning.

Additionally, effective, but “resident friendly” law enforcement is a priority for maintaining the “chemistry” that makes District 13 one of the most desirable areas of the city to live in or visit.

Another important agenda is maintaining a good relationship and political support for agendas related to our neighbor to the north (the UW Campus whose southern “gateway” is located at the intersection of Park and Regent street), the University Avenue/State Street Mall area (connected to District 13 by the East Campus Mall) and our neighbor to the south (which includes similar “suburban like” residential neighborhoods located along Lakeside Street and along Bram and Beld street in “Bram’s Neighborhood”).

This is not to say that those of us who live in District 13 and the adjacent neighborhoods should consider our neighborhoods and lifestyle as an “island” disconnected to the City of Madison as a whole. Issues like the development of the property that used to host Oscar Meyer, the “reinvention” of East Washington Avenue, and ongoing issues requiring attention in neighborhoods on the North and West sides of Madison that include a mix of high to low income residents of many ethnicities and races are the responsibilities of ALL members of the Common Council. We all “hang together” or we will “all hang separately.”

Among the most significant issues of concern is affordable housing – especially (but not limited to) those in need of “income-based” housing.

Other city-wide issues include maintenance and future development of the Madison Metro Transit system and ongoing infrastructure maintenance of our roads, bike paths, walking paths, as well as maintenance of the health of our lakes – and the quality of water provided to our homes.

I am also an advocate of the importance of the tourism sector of our local economy not only as a source of significant revenue coming into the city, but also serving as a motivator for actively maintaining a full year-round calendar of festivals, athletic competitions, and cultural events that benefit residents of our city as much as the visitors we host that not only travel here from locations throughout the U.S., but in fact include visitors and students who come from all over the world.

The maintenance of the quality of life in the neighborhoods we live in is something that the local tourism industry is well aware of and appreciates. Perhaps the most important attraction Madison has for leisure travelers is the high quality of life in Madison which visitors get to experience during their vacation time here. When asked, most visitors say that experiencing the lifestyle they find in Madison is, in fact, their **primary** reason for visiting our city. It is also the primary reason people choose Madison

as an ideal place to find employment and move to. And it is also a primary reason companies choose the Madison Area as an ideal place to do business and provide these jobs.

**Do I plan to run for office?**

I would very much like to continue to serve the residents of District 13 and the City of Madison as a whole beyond length of the term of this temporary interim appointment.

But I also firmly believe that the best "campaign strategy" is putting my full effort into the job of serving as an advocate of the needs and aspirations of the residents of District 13 and the "city as a whole" as effectively as I can. Time spent doing that is much more important than "electioneering", which should be performed solely on "personal time" AND only during the weeks immediately leading up to the election (and never during personal encounters with constituents or during "meet and greet" events associated with my duties as an alder).