

Submitted by: Sally Petersen

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1. About you:

- **How long have you lived in the City of Naples, and in what parts of the community have you been most involved?**

For over 10 years, my husband Tim and I have visited Naples and we have been residents since 2022. I recently served as Events Chair for the Old Naples Association and am a member of the Gulf Coast Runners Association. Tim and I are members of the Matthei Botanical Gardens and the Country Club of Naples and I attend Trinity-by-the-Cove Episcopal Church. We are also philanthropic supporters of the Gulf Shore Playhouse and the Naples Zoo.

- **How old are you?** I am 61 years old.

- **What is your educational background and past work experience?**

I earned a BA in Psychology from Williams College in 1986 and an MBA from Harvard University in 1993. My past work experience includes:

- President and Board Member, Economic Development Corporation-Ann Arbor 2022-2024
- Economic Development Policy Advisory to the Ann Arbor City Administrator; 2016-2020
- City Council Member, City of Ann Arbor MI; 2012-2014
- Vice President, Marketing, HealthMedia, Inc. Ann Arbor MI; 2005-2007
- First Vice President, ABN AMRO Mortgage Group. Ann Arbor, MI; 2003–2005
- President and President-elect, Junior League of Ann Arbor, Inc.; 2001-2003
- Director of Marketing and Associate Consultant, CFI Group, Ann Arbor MI; 1996-2001
- Co-MBA Program Manager, Harvard Business School, Boston, MA; 1996
- Human Resources Manager, Coopers & Lybrand, Boston MA; 1994-1996
- Associate Director, Office of Career Development, Harvard Business School; 1993-1994
- Marketing Professional, Cummins Engine Company, Columbus IN; 1986-1991
- Intern, CNN Sports, Atlanta GA; Summer of 1986

- **What experiences, professional or volunteer, best prepare you to serve effectively on the Naples City Council?**

I am an experienced City Council Member having served on Ann Arbor City Council so the role is a familiar one to me. I have also served as an Economic Development Policy Advisor to the City Administrator and on the Board of the Michigan League of Conservation Voters Education Fund which advocates for environmental justice and voter education. These roles have given me direct experience in city governance, defending home rule, budgeting and planning, and exposure to the significant environmental impact on communities.

- **Have you previously served in elected or appointed positions in Collier County, the City of Naples, or other governments (including advisory boards or civic organizations)?**

Yes. As mentioned, I was elected to Ann Arbor City Council in 2012. During my term I also served on the Zoning Board of Appeals and the Brownfield Authority. Subsequently, I was appointed by the City Administrator to be an Economic Development Policy Advisor. I also have significant experience serving on civic boards including the The Economic Development Corporation - Ann Arbor (President), The Michigan League of Conservation Voters Education Fund (Treasurer), the Ann Arbor Commission of Disability Issues (Chair) and on the boards of The Neutral Zone (Teen Center) and The Ann Arbor Art Center.

2. What do you see as the most important challenges facing Naples in the next four years, and if elected, how do you propose to address them?

The most important challenge is to manage the consequences of previously approved overdevelopment which have caused congestion and threats to our resiliency. As a City Council Member, I would like to see the Naples 2025 Draft Resilience Plan become adopted and funded. I think the recent decision to gradually increase water rates over the net four years is a sound one and will enable the City to get started. Unfortunately, the current federal administration has decimated FEMA, the EPA and NOAA. It is incumbent on the next administration to restore these funds so they can be made available for local use.

Another challenge is to ensure that overdevelopment does not continue. This requires better oversight of the application of our building codes and a revaluation of the codes themselves. That said, there ought to be positive voluntary incentives for homeowners to

develop and redevelop with larger green space and more permeable surfaces. That is, there should be a reduction in property taxes for homeowners who build with greater emphasis on storm water management and local drainage.

3. What principles or priorities will guide your decisions on matters that come before City Council?

I embrace the primacy of resident voices, and the need to protect resident quality of life. As a public servant, I believe that residents voices should not only matter but be an intentional component of the City Council agenda. I recognize that each neighborhood is unique and may have different priorities. Listening to a diversity of perspectives is integral to sound decision making. Making decisions that may be unpopular to some, but on balance benefit the health, safety and well-being of the majority takes courage and fortitude. I also believe in a fiscally sound budget; including increased funding of public safety, protecting our downtowns, and ensuring flood mitigation infrastructure improvements reach every neighborhood, especially River Park. This may require a readjustment of budget priorities, and sourcing additional county, state and federal grants.

4. How do you plan to communicate with constituents and involve them in city government?

I place high value on the voices of residents. If elected to City Council, there are two initiatives I'd like to lead that codify residents voices as a component of the City agenda. The first is the establishment of a Resident-City Resiliency Task Force. The goal of this task force would be to ensure the City's storm water infrastructure improvements include neighborhood-specific priorities. Some of the best ideas in storm water management come from our own residents. It would ensure that incentives for residential best practices, such as rain gardens, residential underground water basins, and other natural solutions are available to homeowners.

The second initiative would be to reestablish Neighborhood Priority Plans [NPP] as part of the Naples 2045 Comprehensive Plan process. City Council approved a planning consultant's Statement of Work that lacks significant resident engagement. The best form of engagement would be expanded neighborhood meetings, during peak season, where residents could advocate for the look and feel of their community for the next generation. Finally, as a City Council Member, I would keep regular office hours to encourage open dialogue with residents and I would attend HOA's meetings as invited.

5. How should the City plan for long-term financial sustainability given recurring storm-recovery costs and infrastructure needs?

City Council made the prudent decision to gradually increase water rates over the next four years to begin to pay for the necessarily ambitious and innovative resilience plan. Thereafter, the City should look to FEMA, the EPA, and NOAA for federal grants should they be restored in the next federal administration. Other resources that should be considered in the near term include IHP; a federal program providing direct financial aid for families dislocated by severe weather events, and in the State of Florida there is SHIP - The State Housing Initiative Partnership which offers recovery assistance for temporary relocation, help with rent, and debris removal. Other state grant opportunities include Resilient Florida and other legislative appropriations. City Council and City Staff should leave no stone unturned in the pursuit of federal, state and county funding.

6. What is your position on the future of the Naples Municipal Airport, including its continued operation, location, governance structure, and the relationship between its board and Naples City Council?

I believe the Naples Airport should stay in the City of Naples and City Council should defend its constitutional right to appoint the NAA Board Members. The State resolution to allocate two seats to county residents and that all board members should be seated by county-wide election is a violation of Naples constitutionally protected appointment authority and the right to self-govern and demonstrates overreach by the State government. It should be noted that county voters outnumber Naples City voters 15-1. Thus, a proposed public election would effectively forfeit City appointment authority, politicize the process, and put control into the hands of PACs and outside interests. Council was unanimous in its desire to hire a lobbyist and a lawyer to provide specific guidance as to our rights. I think the City is taking the appropriate fact finding steps before considering litigation.

As a council member I will propose that the City authorize the NAA to install air and noise monitors to continuously measure the impact of the environmental threats to the immediate residential neighborhoods.

City residents are bearing the noise and pollution effects of jet volume equivalent to 50,000 flights per year. That is an increase of 100% in the past 10 years and nearly triple in the past 15 years. I am hopeful that the newly appointed NAA Board will join with City Council to establish capacity limits at the airport.

Candidly, my family uses the airport so I recognize the airport as both an asset and a stress point for those who live under the noisy flight paths. Years ago, City officials named and specified that Naples Municipal Airport serve the interests of City customers,

local pilots and plane owners and businesses. It is the needs of these customers - long-time stakeholders of the airport - who should be prioritized in future operations.

7. Should the City of Naples continue to participate in litigation challenging recent state laws that limit local control over land-use and zoning decisions? Why or why not?

Yes. In fact, I pled for them to do so during public comment at the August 20, 2025 City Council Meeting. SB 180 is a "wolf in sheep's clothing" bill. Ostensibly it was to aid homeowners rebuilding efforts in counties heavily impacted by Hurricane Ian, but it has evolved into an overreach of State government in every county.

The city joined 25 other cities and counties and a host of civic organizations that are both red and blue including the Sierra Club, League of Women Voters, 1000 Friends of Florida, and the Audubon Society, etc. Already, state leaders are walking back parts of the bill because of its unintended consequences. I think we will see that the decision by City Council to join the lawsuit opposing SB180 was probably the best \$10K the City ever spent.

8. What overriding principles will you use in considering requests to approve permits for events that may attract protests or require added security? How would you balance public safety costs and free-expression rights?

As a City Council Member, I would uphold public safety as paramount when it comes to approving permits for events and I think this can be accomplished without compromising free speech. Not every event needs to be held downtown or in Cambier Park and the City needs to consider the type of organization in setting security fees and consistently apply them. For example, security fees should be a function of crowd size and tax-exempt status of the sponsoring organization; that is, charitable organizations should not be charged the same fees as for-profit or vendor-based events where revenue is earned by participants.

Religious and ideological based organizations also deserve special consideration; particularly for those events where protesters might attend- peaceful or otherwise. Perhaps these events should be held in places like Baker Park where there are fewer concerns about parking, vehicle incursions, and perimeter control.

To accomplish these goals, the City needs to invest in permanent security infrastructure such as retractable bollards. Renting security equipment or repurposing fire trucks or

police cars as barriers is not an efficient use of resources and adds to the costs that are transferred to event petitioners. The City needs to explore and invest in more fiscally prudent ways to secure our downtowns and parks during popular events.

9. The City has begun the process of updating its Comprehensive Plan, which will continue through 2026 and may lead to revisions in the land-use, planning, and zoning codes. What changes, if any, do you believe are needed to maintain Naples' character while accommodating appropriate redevelopment?

The City needs to put an end to overdevelopment enabled through granting variances to code. Additionally, the City needs to examine existing codes, both commercial and residential, to ensure they are clearly written, internally consistent and not subject to multiple interpretations. The City should also consider providing positive financial incentives to homeowners for voluntarily building or remodeling to larger setbacks allowing for greater pervious surface space.

The City must reincorporate Neighborhood Specific Priority Plans [NPP] within the new Comprehensive Planning process. The Statement of Work with Johnson Engineering does not call for enough significant community engagement. To date, there has been one day of community meetings and the schedule for future meetings is not clear. If elected to City Council, I would lead the efforts to expand community engagement to ensure the existing neighborhoods plans are updated and codified in the new Comprehensive Plan.

Additionally, the City must update our Collier County Interlocal Agreements to hopefully rein in county hyper-development at our City borders. There needs to be compatible transition zones within the county that respect our 42-foot charter height restrictions and our density standards.

10. Do you support keeping, loosening, or tightening the City's current 30-day minimum rental rule for residential properties? What outcomes are you aiming to achieve?

I support continuation of the current 30-day limit. I think this strikes a reasonable balance: Allowing responsible rentals while preserving the peace, stability, and neighborhood character. The current policy reduces constant turnover, noise, traffic and parking pressures. Our current zoning treats transient lodging [hotels/motels] differently than traditional residential rentals. Transient lodging is not a permitted residential use, so the 30-day rule reinforces our land-use framework.

11. Was there a City Council vote during the last four years in which you disagreed

with the outcome? If so, why did you disagree?

Yes. At the December 4th, 2024 City Council Meeting, City Council approved at second reading an ordinance to remove fluoridation of the City's water supply with a vote of 4-3. I disagree with this outcome because it removes scientifically-proven protection for the health, safety and well being of Naples residents. This is of particular concern for at-risk or lower income families who might not have access to adequate dental care.

Additionally, the issue came to council within a very short time-frame without adequate opportunity for the community to be heard. At that time in this country, health freedom had become highly politicized, and so the topic of fluoridation of the City's water supply should have been workshopped first. Yet Naples City Council voted on the issue disregarding pleas from the community to delay the vote.

Please email your responses to Sandy Parker, sandy@sparkers-soapbox.com, n