

# SHEENA



FOR  
VILLAGE PRESIDENT

**To:** Rachel Ford, Campaign Manager for Village President Candidate Deborah Davis Ford  
**From:** Celina Herrero, Campaign Manager for Village President Candidate Sheena Collum  
**Date:** Wednesday, April 17, 2019  
**Re:** Coordinating Village President Candidate Debates  
**CC:** Sheena Collum, Deborah Davis Ford, News Record, Village Green, TapIntoSOMA

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As you know, I'm the Campaign Manager for Sheena Collum for Village President. We are now less than four weeks away from the election and our team is eager to provide the South Orange community with the opportunity to hear debates between the Village President candidates.

Municipal elections traditionally have such a low voter turnout that we believe it's incumbent upon all candidates to make themselves available to the larger community in differentiating their experience, accomplishments during their respective terms in office, and views on how to move our Village forward.

We're very fortunate in South Orange to have great journalists with a true commitment to hyperlocal journalism. I have copied them here to assist us with the necessary coverage and follow-up to assist both campaigns in getting information out to the public. We also have very active community groups that we can rely on to invite residents and stakeholders to attend any planned debates.

We understand the difficulty of the candidate's schedules, particularly with canvassing and meet and greets, etc. It is with that in mind that we offer to be 100% flexible and will work with any of our hosts on rescheduling campaign events that have already been posted in order to accommodate debates. We feel that speaking directly to the public is more critical given the importance of the Office of the Village President and that this opportunity only comes around once every four years.

With the election less than four weeks away, we'd like to see at least three (3) stand-alone debates between the Village President candidates be organized and completed in addition to the Candidate Forums being hosted for everyone. We would be happy to work with you, the press, community groups, SOMATV, and any interested parties to accomplish the goal of adding at least two more to the calendar. These are great ways we can let the community know about our candidates and I'm happy to work collaboratively with you, your team, and your candidate to create these opportunities.

Lastly, given the latest mail piece sent to all South Orange households and subsequent discussion regarding a consolidated fire department with our sister town of Maplewood, Ms. Collum has expressed a deep interest in having a stand-alone debate on the topic of shared fire services. We'd welcome you to select the venue and the moderator of your choosing for this discussion and let us know the details. Ms. Collum is fully prepared and ready to do this as soon as possible.

Since time is short, I would appreciate a prompt response so that together, we can begin coordination of events. We look forward to working with you and fully engaging our community in the Village President's race.