

John Norwood-response to diversity question.

Our diversity is one of the many strengths of Farmers Branch. We should celebrate it and take steps to ensure that we demonstrate it in everything that we do. There are several focus areas that I would pursue, if elected.

First, our city must be welcoming to all. Our messaging should be improved to ensure that both residents and non-residents alike know that everyone is welcome in Farmers Branch. We have a safe, attractive and established community in the very center of the Dallas metroplex. I believe this message could be communicated better through our website, through advertising and through the events that we sponsor. The Goethe Society, a local German group has a yearly Oktoberfest event in Farmers Branch. Celebrating Fiesta, Cinco de Mayo and other cultural heritage events would help reflect our diverse heritage.

Second, we need to ensure that our city presents an attractive appearance. I would explore upgrading the entrances to the city, especially along major thoroughfares, to mark Farmers Branch as a community of distinction. Our road improvement projects, funded by the recent bond issue, should include road repairs and enhance safety across the entire city. The first impression of our city is often formed while driving. We should leave a positive and lasting impression.

Finally, we need to create a vision for our city's future and update our goals and plans. A community is only as good as its people, and our people need to understand and believe in the city. If we are to remain a *city in a park*, then we must invest in our infrastructure, promote new development and attract new restaurants and businesses. That coupled with our unique location, low taxes, good schools and community programs will attract and keep new residents. We can't stand still, or we will be left behind as the cities around us move ahead.

Our future is bright. I really believe this. I have led organizations and teams in envisioning and achieving great things. I want to lead our city forward, to promote our assets and to promote our diversity. I want to build upon a vibrant Farmers Branch and keep our city extraordinary for our children's children.