

City of San Marcos City Council Candidate Questionnaire 2024

Roland Saucedo

1. Please describe your experience, areas of expertise and leadership style and how you feel they make/will make you an effective Councilmember in San Marcos.

I have worked elections since I was 12 yrs old. I have campaigned for many candidates and elected officials, which have committed to serving the community. Once in office, they forget their obligation and do their own thing. I have served on many boards, commissions, committees and task forces. I have advocated for the community on many occasions for various issues. I have spoken at citizen comment periods on numerous occasions and feel I would have more of a voice during discussions on the dais, will be able to inform and express the importance and effects of issues concerning our neighbors to effectively bring up all points and information to ensure a consciously informed vote/decision.

2. What do you see as the biggest challenges our local businesses face? What can you do as a Councilmember to help overcome them?

I feel small businesses face the most challenges when it comes to being able to be competitive with larger corporations (Big Business) on sales prices and product availability to the masses to help generate income and sales for products and services. Also to be able to purchase supplies, inventory, and materials at cost without having to purchase an overabundance of inventory to meet a larger discounted rate in bulk. To be able to offer incentives, discounts and promotions to generate more consumer traffic through their business. I would suggest and advocate and work with the business community and partners (CoC and GSMP) to formulate a program/plan to address these issues and implement a new partnership program for our restaurants and mall retail businesses.

3. How will you balance citywide discussions and bridge the gap between private citizens and the business community when they are at odds on issues that impact the business/economic environment or other vital issues that affect San Marcos?

I feel communication and open dialogue is the most important in all areas when it comes to achieving a successful, thriving community that benefits both local business community and consumers (private citizens), to listen and express the concerns and challenges that the business economic environment and possible solutions; while listening to the private citizenry of its concern and why the opposition and be open to solutions that would be beneficial to both parties to a mutual agreement or compromise.

4. What can the City do to encourage existing business growth and new business attraction?

To further advocate for our economic partners to fully study, discuss and come up with sound sustainable solutions for financial, administrative resources and any other services where deficiencies are recognized. Direct our grant administrator and its staff to further research grant opportunities to offer financial support to aid our economic partners for both growth and new business attraction.

5. If elected what will you do to further/strengthen the relationship between the City of San Marcos and Texas State University?

First to create a diverse working committee to meet and discuss challenges between COSM and Texas State to then move forward in implementing a plan of initiatives to further grow a productive successful relationship between COSM and Texas State.

6. What improvements do you believe are needed for adequate transportation infrastructure in San Marcos?

Review current transportation plans and update with current data and devise new routes maps for delivering goods/products/materials to business and industry in COSM, I feel we have created new roads and continue to ensure complete connectivity to all areas of our city working with the SMART terminal to ensure affordability of all forms of transportation of goods and materials for local businesses and help create routes and ways for road transportation to not interfere or to minimize inconvenience to our residents as well as railway schedule for depot.

7. A major issue facing the region is housing availability, lack of workforce housing, and housing affordability and diversity. If elected what actions would you take to create more housing choices in San Marcos?

First revisit, review, and update recommended initiative from Workforce/Affordable Housing Taskforce create or reactivate another taskforce/committee to continue to work with city staff, city council, any boards and commissions that play into implementation of any plans or projects. And immediately act on creating partnerships to see to it that the taskforce and partnerships act and move continuously to effectively begin to address and hopefully start solving our housing crisis.

8. If you received a \$1 million grant to use for the city any way you wanted, what would you do with it and why?

I would work to conceive a sustainable program to offer loans and funding opportunities to small businesses, existing and new businesses for growth and improvements, expansion and to meet any other needs for success. In kind that recipients of of funding support will commit to support and donate to local grassroots nonprofits that offer aid to our local residents as well as promote education and history and cultural heritage of our diverse community. Also education, preservation and protection of our most prized jewel our river and greenspace. Support and donations can be either in-kind services or monetary or both to hopefully foster a more positive, working relationship between our business community and private citizens to work hand in hand in supporting and maintaining to promote, protect, and preserve our diverse all inclusive community.

9. Please review the San Marcos Chamber's "Government Relations & Advocacy Guiding Principles" document. Do you agree with all the statements? Please describe any statements you do not agree with.

I agree and support San Marcos Chamber of Commerce Government Relations & Advocacy Guiding Principles for 2025.

10. Any additional information you would like members of the San Marcos Area Chamber of Commerce to know?

I feel we have great opportunities and resources from previous recommendations, research, surveys, studies and approved plans. Now we need to start working to implement and complete these programs and projects.