

# about alisa

We arrived in the Pioneer Valley in 1996, when my husband Steven became the Director of the Biology Computer Resource Center at UMass. Our son Charlie is in the 7<sup>th</sup> grade at Amherst Regional Middle School and our son Daniel is in the 3<sup>rd</sup> grade at Mark's Meadow, and with my mother-in-law Lucy, plus a Boxer, a python and a gecko, we all live at 5 Fairfield Street, on the northern edge of the campus.

I grew up in Lebanon, Pennsylvania, where I attended rural and suburban public schools. I've since lived and worked in East Lansing, Michigan (where I earned my B.S. in Human Environment and Design at Michigan State University), Eau Claire, Wisconsin, Kokomo, Indiana, and in Detroit and Kalamazoo, Michigan. I've provided customer service for employers as varied as the Social Security Administration, a computer resale company, and a surgical instrument manufacturer.

As a mother in a household with two school-aged children, two working parents, and a grandparent, I understand the hopes and worries of multiple generations of Amherst residents. I know we can come together to sustain the Amherst we cherish.



Paid for by Alisa V. Brewer for Amherst Select Board  
Nancy Gregg, Treasurer, 131 Rolling Ridge Rd. Amherst MA 01002

# alisa FOR AMHERST SELECT BOARD

## meet alisa

*Thursday, March 15th*

**5:00 p.m. – 6:30 p.m.**

at The Black Sheep, 79 Main Street

**7:00 p.m.**

at Town Hall for **Candidates Night**,  
sponsored by the League of Women Voters

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Learn more at:

[www.AlisaForAmherst.org](http://www.AlisaForAmherst.org)

[askAlisa@AlisaForAmherst.org](mailto:askAlisa@AlisaForAmherst.org)

413-549-5539



## Alisa Brewer

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**Common Sense  
for a  
Common Purpose**

# motivation

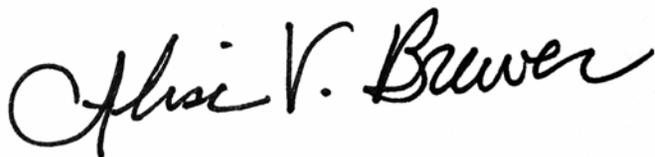
FOR AMHERST  
SELECT BOARD

Amherst is a wonderful place to live and raise a family. But our unique blend of strong schools and services, quality of life, and close community is at risk. The path we are on leads where none of us wants to go: paying more every year but getting less, pitting one group against another, sapping our energy and squandering our assets. I want to take us in a better direction.

Strong schools are not all that we are, but without them Amherst cannot be what any of us wants. As a parent and a member of the School Committee, I'm completely committed to the core qualities and values of great schools.

We are a community of many interests and many viewpoints. This is one of our strengths, but it can also be a liability if we can't listen to each other and work together. Heading up the town's comprehensive planning process has given me tremendous respect for the different goals we all bring to the table, but also for the need to create common ground.

We all have great dreams for our community, but the test of our dreams is whether we can deliver on them. Making local government work takes discipline, hard work, and very practical problem solving. We can't spend without having a way to pay for it, and we can't just keep asking taxpayers to dig deeper. When our circumstances change, we have to be willing to try something new. **The first obligation of local government is to focus on doing what needs to be done.** This is the approach I've brought to all my work in our town, and it's what you can count on if you honor me with your vote on March 27.



Lucy, Charlie, Daniel, Steve and Alisa Brewer

# experience

FOR AMHERST  
SELECT BOARD

**Amherst & Regional School Committees**  
2002—Present

**Comprehensive Planning Committee**  
2000—Present; Chair for almost three years

**Joint Capital Planning Committee**  
2003—2006

**Town Meeting**  
1999—Present

**Mark's Meadow Parent Guardian Group**  
1999—Present; Chair for a year; a year on Governance Council

**Mill River Playground Renovations**  
1999—2001

# priorities

FOR AMHERST  
SELECT BOARD

## A tax base that can support a great community

Our educational institutions and protected open space are central to what makes Amherst special. But having so much tax-exempt property puts a heavy tax burden on our homes. Here's what we can do to ease the burden and secure some financial stability:

- **Support the small businesses in our community** — especially downtown — with a sharper focus on parking, permitting, and building pedestrian traffic. Their success grows our tax base.
- **Make the most of the opportunities we have** for appropriate, clean, sustainable new business development, especially in the Village Centers and the Professional Research Park zones. These parcels were designated years ago, precisely so that our homes would not have to carry the whole tax burden.
- **Build partnerships** with local businesses and the educational institutions to share costs, attract new investment, and prosper together.

## The right leadership for challenging times

Amherst's success demands the right balance of discussing **and** doing, listening **and** leading. Here's what we can do to strike a better balance:

- **Take full advantage of the remarkable expertise of Amherst citizens** on our boards and committees, and change practices that currently discourage and even prohibit participation.
- **Focus community debate on the questions that matter most**, and remind ourselves that the purpose of debate is to reach a decision. Life is too short, and our challenges too pressing, for listening and talking that don't lead anywhere.
- **Make the Select Board the center of action and accountability.** If the Select Board does not mobilize the community, who will? Our Select Board can't and shouldn't make all the decisions, but it can and must respectfully and pro-actively organize the agenda for our community.