

# Mary Souza's Newsletter

June 1, 2013

Dear Newsletter Readers,

It's official, I'm running for Mayor of CdA. Yesterday, at the news conference Dan Gookin called down at the 3rd Street Boat Launch, on it's last day of operation until at least next October, Dan stood up to address the crowd first. He told the gathering of about 60 people that he's concerned about many things he's discovered during his first two years on the Council. He went into detail, in his own colorful Dan Gookin style, which you can read below, and described what we need in a mayor, ending his remarks with the introduction of "the next Mayor of CdA...Mary Souza!

The crowd was surprised and very enthusiastic, and I'd like to thank all of those who came out to participate yesterday. I know the middle of the morning, in the middle of the week, is very difficult for many people, but you still made it through all the crazy, closed-off streets and ripped up sidewalks to listen to our plans for the upcoming November 5th election. I also deeply appreciate the support of those who were unable to attend but are with us in the belief that our city government can improve and can represent all the people of CdA.

And if you're wondering about Dan Gookin, he told me some time ago that he is not interested in running for mayor. He encouraged me to do so and has been an active supporter ever since. Thank you Dan!

So, dear Readers, we're off to the races! According to the rules, I could do nothing until I turned in paperwork to City Hall, which I did after the announcement yesterday. Now there's a scramble to get the campaign underway. The beginnings are already falling into place. Donations have been coming in--thank you, we're going to need a lot of \$\$, and plans are being made for a busy summer of walking and listening.

Here's the contact info:

DONATIONS: Mary Souza for Mayor, PO Box 506, CdA, ID 83816

WEB SITE: [www.maryformayorcda.com](http://www.maryformayorcda.com)

FACEBOOK: [maryformayorcda](http://maryformayorcda)

EMAIL: [maryformayorcda@gmail.com](mailto:maryformayorcda@gmail.com)

(or my regular email at [marysouzacda@gmail.com](mailto:marysouzacda@gmail.com))

NEWSLETTER SIGN UPS: [www.maryformayorcda.com](http://www.maryformayorcda.com)

We need to get more and more people signed up for the newsletter, so please talk it up to your friends.

Much more to come. Dan's remarks and mine are below. Hope you have a great weekend!  
--Mary

PS--the center photo is of us at the announcement. The photo on the right is our friend Susie Snedaker and her dog Grafton Corruption (read it fast, you'll get her message), who also attended.

\*\*\*\*\*

**From Dan Gookin:**

Good Morning.

Thank you for being here today.

When I was elected, I spoke of the wall around City Hall. Over the past 18 months I've had a good opportunity to observe the happenings on the inside of that wall. For the average citizen of Coeur d'Alene, things don't look good.

Instead of focusing on effective public services, jobs, and lower taxes, the Mayor and a majority of the council have focused on a park, almost to the point of an obsession.

Miners and lumberjacks, working men and women built this town. They are a part of this town's history, yet that history has been slowly erased and replaced by . . . this.

I believe that the people of Coeur d'Alene want local government to stick to those tasks that local government does best, not to meddle in national political issues, but to focus on job growth, providing effective and honest public services, keeping city salaries under control, and keeping taxes fair and low.

It is for those reasons that we need a mayor of the people. A mayor who isn't beholden to the downtown special interests or tied into that power structure. A mayor who understands what it's like to be a target of attack from apologists of a corrupt status quo, who has been smeared, slandered, and berated for merely telling an inconvenient truth.

It's about time we had a mayor who would stand up to those insiders and cronies and who will represent the entire town, to return respect and integrity to our fair city. To finally bring down that wall.

Ladies and Gentlemen: I'd like to introduce you to the next Mayor of Coeur d'Alene: Mary Souza!

**Mary Souza's Announcement of Candidacy for Mayor of CdA**

May 31, 2013 at the 3rd St. Boat Launch

Good Morning! Thank you all for coming out today, to this long-time community gathering place. It's a beautiful day, but the boat launch isn't looking its best right now and neither is McEuen Field. These are two highly visible reminders of what needs to change in our city, and that is: It's time for you to have a say in our local government!



I'm sure it will look nice when it's done, but wouldn't it have been great to have a vote on this massive project that will cost more than \$20 million and has radically changed an important part of Coeur d'Alene's history? If we all had had a vote, we would feel part of the process; we'd have a sense of ownership, of skin-in-the-game, of connection with the project. Instead it is a seriously divisive issue, separating regular people from the small group of power players making the decisions.

That is why I'm running for Mayor. I want to include everyone. Let's start to heal the divides. We can bridge the gaps and work together. And when there are major issues that will cost a great deal of money or change something sacred to our history, we'll have a public vote.

And we'll have city council meetings that are respectful and professional. We won't allow name-calling or juvenile behavior, and we'll listen to citizens when they speak, and they'll be treated well. We'll act like what we are—an \$80 million dollar public entity with 400 employees to serve all the people of CdA.

We'll keep our promises! We'll be accountable and responsible for any errors or problems that occur and we'll be careful with your money.

And as we do all of this, we begin the process of building trust again-- something that has been sorely lacking in our town. We, at City Hall, will treat citizens with respect, listen and give a vote on important issues. And, in turn, hopefully, citizens will begin to trust city officials to do the right thing in the daily operation of this town.

I bring some specific background to this endeavor: As a critical care nurse and nursing instructor, prioritization of needs was most important. As co-owner of a small business for 29 years, fiscal realities and employee relationships have been essential. As Planning and Zoning Commissioner and head of CdA's first Open Space Committee, my awareness about City issues increased, and as a political columnist for the Press and, more recently, the author of my own email newsletter about our local government, which I've sent out for several years now, my understanding of city issues has expanded tremendously.

When I am Mayor, I will continue communicating directly with you, offering information and opinion from my perspective.

But I need your help! Will you join me in this effort? Please talk to your friends and neighbors and convince them there is a way to mend the rifts in CdA. Together we can restore trust and pave a positive road forward. We'll all be better for it.