

Tara Winer

2026 Mayoral and City Council Candidate Questions

Thank you for participating in the Downtown Boulder & University Hill Candidate Roundtable on **Wednesday, September 23**.

In addition to the questions you will be asked during the Roundtable, the Downtown Boulder Partnership is asking each candidate to provide written responses to three questions important to the Downtown Boulder and University Hill business communities.

DEADLINE: Monday, September 21, 2026 at 5:00 p.m.

Responses are limited to **200 words per question**.

Your responses will be reproduced as submitted and distributed to attendees at the Candidate Roundtable. They may also be shared electronically with the broader Downtown Boulder and University Hill business communities.

Please review your responses carefully before submitting. Downtown Boulder Partnership will not edit candidate responses for content, grammar or length. Responses exceeding the 200-word limit may be truncated at 200 words.

Please provide original responses. If AI tools were used in developing or editing your responses, we ask that you acknowledge that use at the end of this form.

Email *

tara.winer@gmail.com

Candidate Name *

Tara Winer

Office Sought *



Mayor



Council Member

1. Economic Vitality: Tools to Spur Economic Vitality

The recent proposal to create a Downtown Development Authority was intended to provide a long-term tool for investment and economic development in Downtown Boulder, University Hill and the Civic Area. While the proposal did not advance to voters this year, the economic challenges that prompted the discussion remain.

Do you believe Boulder needs a significant new strategy or investment tool to strengthen these commercial districts? If you support reconsideration of a DDA, explain why. If you do not, what specific alternative tools, investments or strategies would you support to spur economic development and ensure the long-term economic vitality of these areas?

Maximum: 200 words

Yes, we do need a new tool to strengthen our commercial districts. That is why I support reconsideration of DDA 2.0. I did my own homework and called mayors and council members in cities that had formed one, and everyone loves their DDA. Denver used TIF to turn Union Station into one of the city's most successful revitalizations. Fort Collins' DDA helped turn its mediocre downtown into a successful one. Lafayette focused its DDA on helping small businesses with matching grants, which made a huge impact. TIF financing is a great way to bring forth new and exciting projects and public-private partnerships, keep streets clean, and help small businesses.

DDA 2.0 does need to bring all the naysayers on board, like the Open Space constituency and the Transportation advocates. We also need better outreach to the Library Trustees and the County Commissioners. Having buy-in from most of the Boulder community will be helpful for the success of the DDA.

2. Public Safety & the Business Environment

Boulder businesses continue to raise concerns about public safety, illegal drug activity and disruptive behaviors in public spaces. These issues can affect employees, customers, visitors and the day-to-day ability of businesses to operate successfully.

What do you believe businesses should reasonably expect from the City when it comes to maintaining safe and welcoming commercial districts? What specific actions or approaches would you support to address these concerns while balancing the needs and rights of everyone in our community?

Maximum: 200 words

Businesses should be able to expect commercial districts that are inviting, safe, well-landscaped, and as clean as a city can reasonably keep them. That is why we have downtown ambassadors, urban rangers, and BPD. However, they have to cover a large area. This is why partnering with businesses matters: they are often the first to notice when a block needs extra attention, and they can flag it for the city. Still, cities only have so much money and so much capacity, since they are responsible for the entire city, not just one commercial district. That is part of why I appreciate what the DBP and the BID already do, and why I think a DDA would help. We would have more resources.

When it comes to drug use and disruptive behavior, CO state law is limited. There is no jail time unless it's a serious crime. Also, CO has limited resources for mental health disorders and drug addiction. And, the Boulder County jail is full, except for serious offenders. That is why we need to keep spaces activated and continue to work together with who we have to keep Boulder safe and clean.

3. Communication & Engagement with the Business Community

Decisions made by City Council can have significant financial and operational impacts on local businesses. Business owners and employees often participate in public meetings, surveys, working groups and other engagement opportunities, yet there can be frustration when they feel their input has not meaningfully influenced the final decision.

If elected, how will you personally engage with Boulder's business community? What can business owners expect from you in terms of accessibility, communication and listening, particularly if you disagree with them? Please describe the specific practices or commitments you would make to ensure the business community has an ongoing and meaningful voice in City decision-making.

Maximum: 200 words

If you know me at all, you know how accessible I am. I am always available to listen and to try to solve problems that are within my purview. I give out my cell phone number to all constituents, including the business community. It is 609-707-8385. On the larger problems that need larger-scale solutions, I need to get four other council members to agree with me for any meaningful change. That is why it is important for the business community to continue to reach out to all council members and to take the time to create allies, of which I am one. Let's not give up!

AI Disclosure *

Did you use an artificial intelligence tool in developing or editing any portion of your responses?

☒ Yes

☐ No

AI Use Disclosure

Please briefly describe how AI was used in developing or editing your responses.

First, I put my ideas down in my own words. Then I asked Claude to fix my grammar and sentence structure. They I asked Claude how many words each of my responses were. They I rewrote anything that didn't sound like me and removed those annoying em-dashes.

Final Acknowledgement

I have reviewed my responses and understand that they may be reproduced and distributed as submitted. I understand that responses are limited to 200 words per question and that Downtown Boulder Partnership may truncate responses that exceed the stated word limit. I understand that my responses need to be received by 5 p.m. on Monday, September 21, 2026 to be included in the packet that will be handed out to attendees and posted on the Downtown Boulder Partnership website.

By checking the box below, I confirm that I have read and agree to the Final Acknowledgment above. *



Confirm

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