





Dear fellow citizens,

My name is Aaron Cloward. I am 40 years old and have lived in Salem my entire life. I am married to Heidi Hallman, formerly of Pleasant Grove, Utah. We have 5 children: Haley (12), Bradley (10), Kaden (7), Alex (6), and Olivia (4). My Parents are David and Jill Cloward, who currently live in Benjamin, Utah, but lived in Salem for 30 years. I currently work as a Dentist in Spanish Fork, Utah. I received my education at Spanish Fork High School, where I was the student body president in 1989, Brigham Young University, and the University of Louisville school of Dentistry. I served an LDS mission to Taejon, Korea from 1990-1992.

I enjoy hunting, fishing, camping and any activity associated with the outdoors. I enjoy coaching my kids, and currently am coaching High School Baseball at Spanish Fork High School. I love to serve others and hope as a city councilperson, that I can serve my fellow citizens of Salem.

I feel I am qualified to serve on the city council for several reasons. First, I recently served 6 years on the Planning and Zoning Commission. Four years, of which, I chaired this body. This gave me vast experience in both Planning and Zoning, but also during this period we updated Salem City's General and Master Plans, and created a 10 year plan, which would facilitate responsible and ordered growth in the community.

The growth and development in Salem will continue at a rapid pace over the next 50 years in intervals based on how the economy is performing. I would like to be instrumental in planning for the future, but also maintaining the community standards, tradition, unity and pride that makes Salem such a wonderful place to live. This will require common sense, and responsibility.

Over the past few years, Salem has become a Recreation hub for both youth and adult sports. This is a good thing. Our ball fields and parks look better than they ever have. We are becoming a destination for accelerated league sports. This has allowed for vast improvements to our recreational parks, but it has also brought a steady income to the city, in tax revenue, in as much as, these people also visit our local businesses. I don't believe this is a solution to our problems as a city, but it does serve as a great vehicle to share our beautiful city with others, and who knows, down the road some of these visitors may invest in our city through business, or by moving in. Those of us who travel the state participating in sporting events would agree that there is no more beautiful place than our own ball parks to play a baseball or football game. As your councilman, I will work hard to guarantee that we continue developing and supporting our Recreation department.

Over the past 10-15 years Salem has become an upscale bedroom community. The biggest challenge this poses is that we have a hard time providing affordable housing to younger families, and retirement age citizens, who are on a fixed income. I grew up in Salem, and as I remember my childhood, Salem was a wonderful place to grow up. I believe we have to address this issue, so that kids growing up in Salem can afford to come back and rear their families here. This currently, is a challenge for a lot of them. Also, we have a high number of families that have lived in Salem their entire lives. With fixed incomes, and increases to their cost of living, it is getting more and more difficult for them to make ends meet. We need to come up with a solution to these problems, by creating more affordable options in housing. I will work hard to provide solutions to these problems by coming up with options that are cost effective, and won't deplete the

standard of living or property values in the city. I believe there are affordable and attractive alternatives that would be an enhancement to our community.

We also need to create opportunities in Salem, to make it attractive for small business owners. My experience on Planning and Zoning taught me that most businesses will not seek us out. We must be pro-active in approaching them. Before we can approach them however, we need to set favorable conditions, such as offering incentives, so that they will be motivated to invest in our community. We also need to take action in order to sustain current business in our city. By doing this we can truly support our business owners, and create the environment for them to thrive. It will take some sacrifice initially, but the long term benefit from having healthy business and the reputation of being a business friendly city will pay dividends. Now is the time to position ourselves to be successful for the next economic boom. Not when it happens.

Finally, I believe in the value of a dollar. I am a business owner, and have had to make responsible and difficult decisions throughout my career. I think in hard times, responsible people make better choices. In good times, we prepare for the hard times. There are problems that will arise, but there are also solutions to these problems. I am willing and confident to work on these issues, and hope you will elect me to do just that.

Thank you,

Aaron Cloward

To Whom It May Concern:

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Thank you,

A handwritten signature in black ink, appearing to read "Aaron Cloward". The signature is fluid and cursive, with a large loop at the end.

Aaron Cloward