



### Application for Mayor of Missoula

\*PLEASE NOTE: ALL APPLICATIONS ARE ATTACHED TO THE COUNCIL AGENDA AND ARE PUBLISHED ON THE CITY WEBSITE.

**Applications are due August 26, 2022 by 12:00 PM**

Please submit your completed application and attachments (resume, etc.) via email: [cityclerk@ci.missoula.mt.us](mailto:cityclerk@ci.missoula.mt.us), or deliver it in person to the security desk at City Hall, addressed to:

Martha L. Rehbein, CMC, Legislative Services Director/City Clerk  
City Clerk Office  
435 Ryman  
Missoula, MT 59802

The City Clerk office will confirm receipt of applications. Applicants are welcome to contact the City Clerk's office to verify receipt of application: 406-552-6078.

\*Late applications will NOT be accepted.

1. APPLICANT INFORMATION	
1.1 Name: <b>Brandi Atanasoff</b>	1.2 Email: <b>atanasoff.brandi@gmail.com</b>
1.3 Daytime Phone: <b>(406)210-8059</b>	1.4 Alternate phone:
1.5 Street Address: <b>4085 Kaleigh Court Missoula, MT 59803</b>	1.6 Mailing address (if different than street address):
1.7 What ward do you live in? <b>5</b>	1.8 How long immediately prior to today's date have you been a resident of the City of Missoula? <b>39 years</b>
1.9 What is your current occupation? <b>Public Relations Consulting</b>	1.10 Where are you currently employed? <b>Self</b>

## 2. QUALIFICATIONS

2.1 Are you 21 years of age or older?

Yes



2.2 Are you a qualified elector registered to vote in Missoula County?

Yes



2.3 Have you been a resident for at least 2 years preceding the appointment to office of the City of Missoula or an area that has been annexed by the city?

Yes



2.4 Have you resided in the State of Montana for at least 3 years?

Yes



## 3. QUESTIONS

3.1 Serving as Mayor requires a full time commitment including presiding at Monday night Council meetings and other periodic morning, evening, and weekend appearances. Would you be able to fulfill these obligations?

Yes



3.2 State your current and previous organizational affiliations, including political organizations.  
None

3.3 State your relevant activities in the community which would prove useful to serving as Mayor.  
Coordinated and executed neighborhood block party with 3 speakers, spaghetti feed, and secondary group trauma session. Designed questionnaire that educates students about funding their education. Ran a (free of charge) alternative school for teens with educational anxiety. Designed and taught teen classes in Leadership, Ethics 101, Mindfulness, and Public Speaking to groups of 3-8 students. Served as the President of The University of Montana's International Graduate Student Toastmasters group for two years. Designed and taught Nonprofit 101 course. Designed communication techniques to address neutralization of political conflicts.

3.4 State your relevant work and lived experience which would prove useful to serving as Mayor.  
My work within The Financial Aid Office at The University of Montana from 2003 until 2008 gave me experience understanding the regulations that contain government agencies (positions held: administrative associate, loan specialist, financial aid specialist). My work within The City of Missoula's Office of Neighborhoods from 2010 to 2011 gave me a good understanding of the city neighborhoods and the system designed to bridge the community to the people that work to protect it's glory. As a business coach I addressed organizational issues that needed addressed utilizing strategic problem solving techniques.

3.5 State your educational background, listing institutions, degrees, certificates, areas of study, and dates received.  
Associate of Arts; College of Technology, Missoula, MT (2011)  
Bachelors of Science in Organizational Communications; Montana State University-Billings (2013)  
Masters of Science in Business Management and Leadership; Western Governors University (2021)  
Life Coaching Certification Training, Coach U (2009)  
National Coalition Building Institute Conflict Resolution (2006)

3.6 Why do you want to serve as Mayor?

I love Missoula. The Mayor position is responsible to be the hub of the entire City of Missoula. I want to support the people that run this city to the fullest potential. There have been many changes in our city that have caused stress on our peers. I want to make sure that everyone feels they have a voice and a part in the way this city aligns with the state's agendas and the city's constituent base.

3.7 What is your understanding of the Mayor's general role in leading Missoula?

The Mayor understands all the pieces of the city administration, the city government, all the constituents demographics, and how they all link together. The Mayor utilizes critical thinking and problem solving to keep all departments and needs of the city cared for by watching vigilantly over the balance of the whole.

3.8 What is your understanding of the Mayor's legal responsibilities and obligations in leading Missoula?

The City of Missoula has an amazing team of lawyers and members of law enforcement that make sure the Mayor is aware of legal issues that may not be understood correctly. I accept all responsibilities that come with being Mayor, and will adjust my walk if there is a conflict.

3.9 What is your understanding of the Mayor's cultural and social leadership role in leading Missoula?

The mayor sets the climate for the town we live in. Our peers look to the leadership of the Mayor to watch over their interests, and essentially the wellbeing of the town. The Mayor is responsible for understanding how to bring groups together, resolve cultural conflicts, and address all concerns that come from the constituent base.

3.10 Describe your leadership philosophy and style to lead during a crisis.

In times of crisis I stay calm, observe all working pieces as fast as possible, and then make a strategic plan as to what needs to be supported in order to contain the crisis. I would be listening to all issues that city staff and constituents bring up during the crisis and find the fastest way to address all issues in order of priority.

3.11 Explain the taxation structure for local government, listing all main revenue sources and the law that applies to each, and discuss opportunities and limitations on those revenue sources.

The tax revenue the city spends is primarily from property taxes. There are several places the city brings in revenue which include, but are not limited to: city water, parking, law enforcement fines, court fines, and fees paid to departments for services rendered.

3.12 What are the most pressing issues Missoula will face in the next few years? List a total of five, explain why they are of importance, and rank them in order of importance (1 being most important). How would you address these issues?

1. National Administration budget changes. If the nation changes leading parties in the next five years the city will need to cut its budget and reprioritize spending.
2. The Office of Neighborhoods needs to be revitalized and more communication structures need to be put in place to support the neighborhoods communication with our community members. There is currently a few online groups that are replacing what the Office of Neighborhoods should do, and creating forums that give information that should be contained through strategic communication through The Office of Neighborhoods.
3. There have been several attempts to escalate our city's conflicts. During a BLM and gun rights protest a man from another state made a call to others to join him defending gun rights in Missoula. There were several people that spoke to homeless people last November that had their bus tickets paid for by another state. At that same time a man went onto the City of Missoula's Facebook page and asked the town to email him so that he could coordinate bringing militia groups into our town to deal with the homeless issue. I would want to review all ways that Missoula Police Department has to contain issues that arise, of that type, and support any changes if they need to be made.
4. There has been some recent legislative acts that have gone through congress that press on democratically leaning populations in red areas. Strategic communication techniques should be developed to counter any public relations techniques being used to create conflict in our town around our populations political differences.
5. The responsibility for the homeless should shift more into the nonprofit sector. The Missoula Food Bank is completely supported by the community. I believe that we can increase verbal support for places, like the Poverello, to increase the constituents of the city to donate to support this issue more than they request funds from the city.

3.13 Who are the leaders of the executive branch of City of Missoula government that report to the Mayor and how would you approach working with these leaders and their staff?

The executive branch is led by the mayor. The Mayor is guided by the department heads, their constituents, and city council. City Council is the legislative branch.

#### 4. CERTIFICATION

I certify that the information contained in my application is true and correct in every respect and that I meet all the statutory qualifications to be appointed as the Mayor of the City of Missoula.

Sign Here



Date here (use the arrow to drop down calendar)

8/22/20

**From:** [Marty Rehbein](#)  
**To:** [Brandi Atanasoff](#); [City Clerk Inbound](#)  
**Subject:** RE: Mayor Application  
**Date:** Monday, August 22, 2022 12:05:16 PM

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Brandi,

Thank you for your interest in serving as Mayor. This e-mail is confirmation that we've received your application. MR

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**From:** Brandi Atanasoff <atanasoff.brandi@gmail.com>  
**Sent:** Monday, August 22, 2022 10:45 AM  
**To:** City Clerk Inbound <CityClerk@ci.missoula.mt.us>  
**Subject:** Mayor Application

Dear Mrs. Rehbein, City Council members, and other members of the Mayoral Selection Committee,

Thank you for your service. Thank you for watching over our city and the structures that keep our community running and thriving.

I have attached my application for the position of Missoula's Mayor. May you find the best candidate for our beautiful community!

Cordially,

Brandi Atanasoff  
(406)210-8059

**From:** [Brandi Atanasoff](#)  
**To:** [City Clerk Inbound](#)  
**Subject:** Mayor Application  
**Date:** Monday, August 22, 2022 10:45:07 AM  
**Attachments:** [Atanasoff Mayor-Application.pdf](#)

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