

Brian McDonald Statement

Dear Fellow Democrats,

I write to share that I am seeking election to Princeton Council. I decided to run after Eve Niedergang announced that she will be completing her elected service this year. I wish to thank Eve for her decades of community engagement and leadership as an advocate for our environment and sustainability, and as a dedicated member of Council.

Princeton is a special town where my family has lived for the past 29 years. I have been honored to serve our community in a variety of roles—as a Little League coach; as a member of non-profit Boards, including The Watershed Institute, Sustainable Princeton, and McCarter Theatre Center; and as a member of the town’s Citizen’s Finance Advisory Committee. I am currently finishing my second term as a member of the Princeton Public Schools Board of Education. It would be a privilege to continue serving our community as a member of Council.

Our community is at a pivotal juncture. As we grow, we need to ensure that our growth is smart, sustainable and respectful of our unique character. At a time when the average home cost exceeds \$1 million, we need to find ways to make our town more affordable for individuals and families at all income levels so that our significant diversity, which is one of our great strengths and defining characteristics, may be sustained and expanded.

Climate change requires us to increase our resiliency to cope with more extreme weather events, protect our environment, and continue to be a State leader in sustainability. With a changing economy, we need to maintain a vibrant downtown that supports local businesses while also nurturing other areas of commercial activity, including the shopping center and Route 206 at the northern edge of Princeton. We need to do these things while delivering services that are excellent, efficient, and serve the needs of all residents.

As a former public finance professional, I will help manage our budget and borrowing in ways that holds tax increases as low as possible. As a creative thinker, I will bring fresh perspectives to an already strong Council and help find

solutions to the full spectrum of challenges and opportunities that our town will face in the coming years.

Finally, Princeton has an incredible number of exceptional non-profit institutions. We must nourish strong partnerships with our institutions, ranging from the YMCA and YWCA to the Princeton Public Library, the Arts Council, the Institute for Advanced Study, the Seminary, Princeton University and, especially, our public schools. And we must work closely with our houses of faith.

In the coming months, I look forward to opportunities to listen to and learn from residents, non-profit leaders, business owners, and all members of our community, with a focus on how, working together, we can ensure that Princeton continues to be a vibrant and caring town.

I look forward to earning your support.

Brian McDonald
Journeys End Lane

About Brian McDonald

Brian McDonald is a sculptor and designer, and an advisor to non-profits on matters of governance and fundraising. From 2011-2013 he served in a senior role at a veterinary medicine start-up dedicated to developing safer and more effective drug delivery systems for animals. Prior to that, from 2002-2010, he served as vice president for development at Princeton University, where he oversaw all of the University's fundraising activities and managed a staff of more than 160 professionals and a budget of \$25 million. Throughout his tenure, Princeton achieved the highest rates of giving and participation by undergraduate alumni among all doctoral degree-granting institutions. Earlier in his career, Brian worked in public finance at Kidder Peabody & Co. and The First Boston Corporation, and as an entrepreneur in the restaurant, music, and fine arts fields. Brian has extensive experience in strategic planning, operations, municipal and corporate finance and management, especially change management.

A Princeton resident since 1995, Brian has served the community through a broad range of public and volunteer service. Currently, he is completing his sixth year of service on the Princeton Public Schools Board of Education.

Previously, he served on McCarter Theatre's Board of Trustees for seventeen years, from 2002-2018, including two years as vice president of the Board and five years as president. He was a trustee of Sustainable Princeton for six years, from 2016-2021, where he served in the roles of treasurer and vice president. From 2011-2017, he served on the Town of Princeton's five-member Citizens' Finance Advisory Committee (CFAC); as a member of CFAC, he contributed to the development of policies pertaining to capital spending and debt management, changes to the budget process, the development of an annual newsletter and other efforts to make the town's finances more transparent and understandable. Brian served on the board of The Watershed Institute from 2008-2014, and as a coach and manager for Princeton Little League from 2005-2014. He also has served as a volunteer for the Princeton Youth Hockey Association.

Brian's wife, Leah, is an active community volunteer who has served on the boards of Arm In Arm, Corner House, The Corner House Foundation, The Watershed Institute, and Princeton Girls Lacrosse. She has been very active in the public schools, serving as a volunteer at Littlebrook Elementary School, where she was an officer of the PTO, at the middle school, and at Princeton High School, where she was again an officer of the PTO. She worked extensively with The 101:Fund and with Send Hunger Packing Princeton. Together, Brian and Leah have been actively involved with the booster clubs for Princeton High School field hockey, boys and girls lacrosse, and boys and girls ice hockey.

A 1983 graduate of Princeton University, Brian was a member of Senator Bill Bradley's New Generation Committee in 1990 and was an active volunteer during his Senate campaign.