

RON KASHDEN

For Sarasota City Commission - District 2

FOR IMMEDIATE RELEASE

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Ron Kashden running to restore balanced governance to Sarasota City Commission

(Sarasota, FL) Downtown resident Ron Kashden announced he has filed the paperwork to run for the Sarasota City Commission District 2 seat in 2024.

Kashden is a CPA and former CEO of a fund accounting software company in New York. He offers real-world experience, a resident-friendly ear, and a reason-based voice.

He and his wife, retired publisher Kelly Franklin, were drawn to Sarasota's sunny shores in 2011 by the creative culture, eclectic community, beachy vibe, and natural beauty. Kashden describes the city of Sarasota as "a paradise found – one I want to help make sure we keep".

As the owner of a historic home in the heart of downtown Sarasota, Kashden has over a decade of civic involvement working with city officials and residents to improve and protect community assets.

He helped lead the coalition to preserve Payne Park, and has served as secretary of the Laurel Park Neighborhood Association and the citywide Coalition of City Neighborhood Associations.

Kashden understands that a municipality's mission isn't growing its tax base – its public service.

Pointing out that "disruption doesn't work so well when it is other people's homes and lives being disrupted and displaced," Kashden said he shares widely-held concerns about traffic, parking, and public safety stemming from growth acceleration.

Kashden cited the lack of real-world impact analysis, strategic coordination, and conversation with the community as key factors driving his decision to run for the seat held by Mayor Liz Alpert since 2015.

He says it often seems like the commission is "making decisions by Magic 8 Ball," and that he is frustrated by elected officials who "don't talk to or listen to the residents".

"I'm running to give the public a seat at the table, and bring a voice of reason to civic discussions."

Kashden says he is not a politician and never expected to run for office, but as an experienced auditor, "when I don't understand something, I talk to people, and I ask questions." "Engaged leaders approach problems the way software engineers handle bug reports – identify issues, research the causes, consider possible solutions, and then implement fixes".

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