

IMPORTANT NOTICE: The City Council may consider applicant qualifications for the Council vacancy in executive sessions which are closed to the public, and then make the appointment in a public meeting. You have the right, however, to have your application considered in a public meeting by providing a written request to the City Clerk.

CITY OF FLAGSTAFF
APPLICATION TO SERVE ON THE CITY COUNCIL

RETURN TO: CITY CLERK VIA EMAIL AT STACY.SALTZBURG@FLAGSTAFFAZ.GOV

DEADLINE TO SUBMIT APPLICATION: MONDAY, OCTOBER 12 AT 5:00 P.M.

PLEASE NOTE THAT THIS INFORMATION IS PUBLIC INFORMATION
(personal identifying information will not be released)

DATE: 10/03/2026

YOUR NAME: Catherine Jadin

HOME ADDRESS: [REDACTED] ZIP: 86001

EMPLOYER: Self-employed JOB TITLE: Owner + Area Director

E-MAIL: [REDACTED]

PHONE NUMBER: [REDACTED] LENGTH OF RESIDENCY IN FLAGSTAFF: 10 years

Using additional pages, please answer the following questions in 250 words or less, per question:

1. What makes a good Councilmember?
2. What do you think is the biggest issue facing Flagstaff? Give specifics and ideas for addressing the issue.
3. What are your top three priorities for being a City Councilmember and why?
4. What method do you expect to use to make a decision when you believe that there is a segment of the Flagstaff population not being heard on a particular issue?
5. Please give an example of when you were in a position of responsibility and others disagreed with you on how an important matter should be handled. How did you help resolve the issue?
6. What is your leadership style, please provide an example of your style in use.
7. What is your understanding, awareness, and familiarity with the Flagstaff Zoning Code?
8. A key role of the Flagstaff City Council is to adopt the city's budget; how would you balance the seven key community priorities and the realities of the city's financial position with the Council's role of policy development?

I certify that I meet the statutory requirements of living within the corporate limits of the City of Flagstaff for at least one year, that I am over the age of 18 years, that I am a registered voter of the City of Flagstaff, **and that I have read and understand the right to have my application considered in a public meeting by providing a written request to the City Clerk.**


Applicant Signature

Catherine Jadin Letter of Intent: Flagstaff City Council Vacancy

10/02/2026

Dear Mayor and Councilmembers,

I am writing to express my interest in being appointed to the Flagstaff City Council seat left vacant by Councilmember Anthony Garcia's resignation on September 25.

As a Flagstaff resident for more than ten years, both of my kids were born here, my husband has called Flagstaff home since 2006, and together we've shoveled our fair share of snow and raked countless pine needles. This is where we plan to raise our family, and I want it to be a place where everyone can afford to stay, work and thrive.

By day, I'm the owner and Area Director of Sticky Fingers Cooking, an after-school cooking program for kids, which means I spend a lot of time helping kids discover their love of cooking and learning about the world through food. Through that work, I've partnered with school districts on enrichment programs and seen firsthand what happens when kids have somewhere to go and something to learn. Running a small business has also taught me how to manage a budget, lead a team, and work through disagreements by listening first and setting clear expectations. I lead in a people-first way while keeping an eye on the bottom line, and I'd bring that same approach to City Council.

If appointed, I'd focus on:

- **Small business and economic development**, so local businesses can stay and grow here, and so jobs in Flagstaff pay enough to actually live here.
- **Community engagement and youth programs**, by meeting people where they are, in neighborhoods, at schools and at community events, and by building stronger partnerships between parks and recreation, our schools and local nonprofits so more families can take part and every resident has a real voice in shaping Flagstaff's future.
- **Environmental stewardship**, protecting the forests, open spaces and dark skies that make Flagstaff so special, supporting wildfire prevention and the City's Carbon Neutrality Plan, and getting residents involved through education and volunteer opportunities so our kids inherit a healthy place to live.

Like many of my friends, I believe cost of living and housing are the biggest challenges facing Flagstaff. The City already has strong tools, including the 10-Year Housing Plan and Regional Plan 2045, and I'm eager to help see them through.

I know a councilmember's job is to represent everyone. That means listening to all ideas, including from residents who see things differently than the majority, and then making clear decisions guided by the City's key community priorities. I'm ready to do the work.

Thank you for your time and consideration. Flagstaff has given so much to my family, and I would love the chance to give back.

Sincerely,

Catherine Jadin



City Council Application: Supplemental Answers

Catherine Jadin

1. What makes a good Councilmember?

I've lived in Flagstaff for over 10 years. Both of my kids were born here, and this is where we plan to raise them. I'm invested in seeing this town thrive and in building a community that works for everyone who lives here.

I think that's the starting point for a good councilmember: really caring about the place and the people. From there, it's about listening, really hearing people and being open to change. It also means doing the homework, reading the packet, asking staff questions before forming an opinion, and showing up ready to make a decision.

A good councilmember remembers they represent everyone, including the folks unable to make it to a city council session.

And you have to be a good teammate. All councilmembers won't always agree, but working together with the common goal of helping the city thrive is key. You can disagree on one item and work together respectfully on the next.

2. What do you think is the biggest issue facing Flagstaff?

The biggest issue facing Flagstaff is cost of living, and housing is a huge part of that. The two go hand in hand. I recently heard about a surgeon in town who was thinking about leaving because it's just too expensive to live here. If that's where a surgeon is at, imagine what it's like for teachers, firefighters, other essential workers and young families.

This has been front of mind for the Council for years, and we already have good tools, like the 10-Year Housing Plan and Regional Plan 2045, which voters ratified this year. But we still need help, and it needs follow-through. A few ideas:

- Move forward with zoning updates that allow more density and reward projects that include affordable units.
- Make permitting faster and more predictable for the kind of housing we need.
- Look at cost of living where the City can help ease the load for its residents.

When the people who keep this town running can't afford to live here, everything else gets harder. None of this is quick, but creating lasting change takes time.

3. What are your top three priorities for being a City Councilmember and why?

My top three priorities are small business and economic development, education and youth programs, and community engagement.

Small business and economic development. Small businesses are a big part of what makes Flagstaff feel like Flagstaff. They're often the first to get squeezed by rising costs and staffing challenges. I own a small business, so I know how much a confusing process or a surprise fee can hurt. I want the City to be easy to work with and to keep supporting business retention and expansion. A healthy economy also means jobs that pay enough to live here, which ties right back to housing.

Education and youth programs. The City doesn't run our schools, but it has a lot of influence over what kids do outside of school: parks, libraries, rec centers, summer programs. I've spent years working with school

districts on enrichment programs, and I've seen what a difference it makes when kids have somewhere to go and something to learn. My sister-in-law works for a college town similar in size to ours, where a strong partnership between parks and recreation and the community has opened up access for more families. Flagstaff can do the same, creating educational and cultural opportunities for residents of all ages.

Community engagement. People can feel like decisions get made before they ever hear about them. The City already brings conversations out of City Hall and into neighborhoods, and I want to build on that outreach with communication that is clear, consistent and timely.

4. How would you make a decision when a segment of the population isn't being heard?

I want to listen to all ideas. Collaboration is how you build relationships, and relationships are how things actually get done in a community. Even when a large part of the community agrees on something, if there's a group that sees it differently, it's still important to listen to them and make sure they feel heard.

That also means making it possible for people to take part. I want City facilities, services and programs to be accessible to all residents and representative of Flagstaff's diverse community, so more people have a real chance to weigh in.

As a councilmember, there will be times when I make a decision that a portion of the community agrees or disagrees with. That comes with the job. But I want to make those decisions in a way people can understand, by being open about how I got there and what I weighed along the way. Even when the outcome isn't what someone hoped for, I want them to know they were genuinely heard and that their perspective mattered.

5. A time others disagreed with you on an important matter

I'm the owner and Area Director of Sticky Fingers Cooking. I always try to empower my team to make decisions that align with our mission. We lead in a people-first way, while still keeping an eye on the bottom line, because at the end of the day it's still a business.

When I first started my business, there was misalignment with my Director of Chef Operations, and there was some tension between us. Looking back, I can see it was a misunderstanding that came from unclear expectations.

What fixed it was transparency. We sat down and had some straightforward conversations about what was needed and set clear expectations. Our working relationship became stronger, we built a real friendship, and the business runs a lot smoother because of it.

The biggest lesson for me was that conflict isn't about people disagreeing on the goal. It's about people not understanding the plan. That's something I'd bring to City Council. When there's tension, I want to listen first and understand expectations to work for a thriving Flagstaff.

6. What is your leadership style? Please give an example.

My leadership style is about empowering people through understanding and collaboration. I like to learn about a situation fully and hear all the relevant points of view before making a call. The people closest to the work usually know things I don't, and when they're part of the decision, they own it too.

In my business, that means I don't try to control every detail. I make sure my team understands our mission and what we value, and then I trust them to make decisions in line with it. When something comes up, I'd rather ask questions and listen than jump straight to an answer.

The situation with my Director of Chef Operations is a good example. Instead of digging in or just making a ruling from the top, I took the time to understand where they were coming from. We talked it through honestly and set clear expectations together. That turned a tough working relationship into a strong one.

On Council, I'd lead the same way: do my homework, hear from staff and residents, work with my colleagues, and then make a clear decision I can explain.

7. Familiarity with the Flagstaff Zoning Code

I'm familiar with the parts that affect my family and our neighborhood, and like most residents, I've seen how zoning shapes what gets built around us. If I'm added to City Council, learning the parts of the code that come before Council would be one of my first priorities.

I do understand how it fits together. The Zoning Code is how the City puts the Regional Plan into practice, and now that Regional Plan 2045 is in effect, the code needs to line up with it. It sets what can be built where through different zones, along with standards like height, density, parking and lighting. Some uses need a conditional use permit, and rezonings go through the Planning and Zoning Commission before reaching Council.

I've also been following some of the bigger recent changes, like the housing-related updates on density, parking and affordability incentives, and the outdoor lighting update. I'm especially excited about the new Planned Community zone, which Council supported unanimously. Which gives more flexibility to combine land uses, preserve open space and streamline master-planned development.

To get up to speed, I'd meet with Planning staff, read the sections that come up most often, and sit in on Planning and Zoning meetings when pertinent so I'm ready when these decisions come to Council.

8. Balancing the seven key community priorities with the City's finances

As I do in my business, I would start by looking ahead and asking what Flagstaff needs to thrive, not only this year but over the next 10 years and beyond. The seven key community priorities give us that roadmap: a safe and healthy community, an inclusive and engaged community, sustainable and innovative infrastructure, a robust and resilient economy, a livable community, environmental stewardship, and high performing governance.

I would also rely on expertise. In my business, I seek advice from other successful business owners and apply what is relevant. On City Council, that means listening closely to City staff, and learning from communities with similar challenges. Our role is to set direction and make sure the budget reflects these priorities, while staff manages day-to-day operations.

Costs are rising, so the priorities have to work together rather than compete. My guiding principles would be:

- Protect public safety, health and core infrastructure first.
- Favor investments that serve several priorities at once, like housing near jobs and transit, which supports a livable community, a resilient economy and environmental stewardship.
- Use long-range plans that identify future infrastructure needs and all their costs, so we aren't caught off guard.
- Maintain the City's fiscal stability through strong financial policies, like not paying for ongoing costs with one-time money.
- Keep residents involved in budget decisions through transparency and public participation.

The goal is a thriving, safe Flagstaff, today and for generations to come.

CATHERINE JADIN

Flagstaff, Arizona • [REDACTED] • [REDACTED]

SUMMARY

Award-winning sales leader, educator, and entrepreneur with a proven track record of driving territory growth, building long-term customer relationships, and creating meaningful community impact. Recognized for strong communication skills, leadership, and the ability to engage diverse audiences through both pharmaceutical sales and educational enrichment programs serving more than 6,000 children in one school year.

PROFESSIONAL EXPERIENCE

Franchise Owner & Kids ‘Cool’inary Instructor | Sticky Fingers Cooking

Jan 2025 – Present

- Teach engaging, hands-on culinary enrichment classes that build confidence, creativity, teamwork, and life skills for students.
- Delivered more than 530 interactive cooking classes serving over 6,000 children during the 2025-2026 school year.
- Foster strong relationships with students, parents, educators, and school administrators through community-focused programming and communication.
- Lead staffing, school partnerships, scheduling, operations, and program execution across a growing territory.

Companion Animal Pharmaceutical Sales, Medical + Pharmaceutical Sales

Various Companies | 2011 – 2021

- Managed multimillion-dollar territories with consistent success driving revenue growth, physician engagement, and customer retention.
- Earned President’s Club recognition and Top 10 Territory rankings through strategic account management and relationship development at Boehringer Ingelheim Animal Health
- Partnered with veterinarians, physicians, healthcare providers, and clinical teams to educate on products, improve adoption, and support patient outcomes.
- Known for strong presentation skills, territory ownership, adaptability, and delivering results in competitive markets.

CORE STRENGTHS

Territory Management • Relationship Building • Healthcare Sales • Educational Instruction
• Community Engagement • Leadership • Strategic Communication • Program Management • Team Development • Public Speaking

EDUCATION

Bachelor of Science