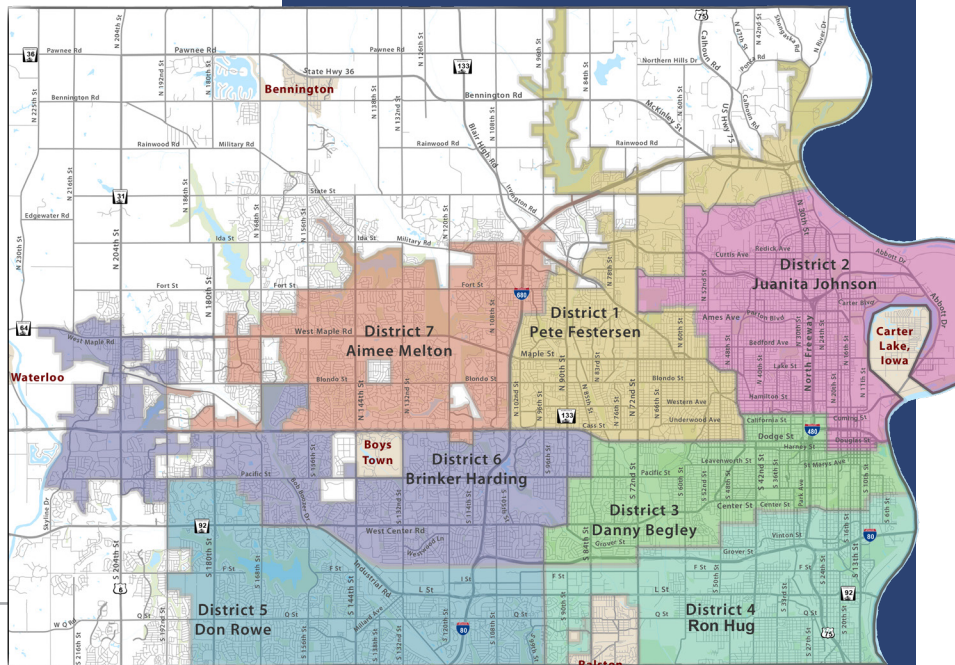


2025 Omaha Candidate Profile



This year the Mayor of Omaha and all seven seats of the City Council are up for election. Both elections are held every four years following a Presidential Election. All seven current members of the City Council are seeking reelection, one of which was appointed within the last two years due to a vacated seat. The third-term incumbent Mayor is seeking reelection.

OMAHA MAYOR & CITY COUNCIL FACTS

- Mayor-Council form of government
- 7 City Council members
- 4-year terms
- Term-limits: N/A
- Non-partisan elections
- All positions are up for election every four years
- Filing fee for Mayoral Candidate: \$100
- Filing fee for City Council Candidate: \$10
- Salary for Mayor: \$121,015 annually (effective January 1, 2025)
- Salary for City Council members: \$44,211 annually (effective January 1, 2025)
- The City Council meets most Tuesday afternoons beginning at 2:00 p.m. but does not meet during certain holiday weeks.

FILING DEADLINES

- March 3 - First Primary campaign statement due
- March 24 - Second Primary campaign statement due
- May 5 - Second General campaign statement due (First General statement not required)
- June 23 - Post General campaign statement due

IMPORTANT DATES

- April 1 - primary election
- May 13 - general election
- June 9 - new term begins for Mayor and City Council

ELECTION TURNOUT IN OMAHA

- 29% (2021 Primary)
- 33% (2021 General)

Neilan
Strategy Group

NEILAN STRATEGY GROUP IS PROVIDING THIS CANDIDATE OVERVIEW

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Candidate Overview

MAYOR

Neilan Strategy Group is providing this Candidate Overview

JEAN STOTHERT

Party: Republican

Age: 70

Marital Status: Married

Spouse Name: Kevin O'Rourke

Occupation: Current Mayor of Omaha

Number of Children: 2

Campaign Finances as of March 17, 2025:

Campaign Expenditures: \$885,409

Cash on Hand: \$264,908

ADVANCED – 36%



MIKE MCDONNELL

Party: Republican

Age: 59

Marital Status: Married

Spouse Name: Amy McDonnell

Occupation: President of the Omaha Federation of Labor

Number of Children: 1

Campaign Finances as of March 17, 2025:

Campaign Expenditures: \$357,900

Cash on Hand: \$279,752



Neilan Strategy Group is providing this Candidate Overview

MAYOR

Voter Registration Statistics

Republican: 96,741	Nonpartisan: 75,102
Democrat: 114,184	Total: 294,817

2021 Election Results

RJ Neary
35%

Jean Stothert
64%

JASMIN HARRIS (WILLIAMS)

Party: Democrat
Age: 44
Marital Status: Married (Per 2020 Facebook Post)
Spouse Name: Wayne A. Harris
Occupation: Director of Public Policy and Advocacy at RISE
Number of Children: 2 younger children living with her now, at least 1 adult son
Campaign Finances as of March 17, 2025:
 Campaign Expenditures: \$30,309
 Cash on Hand: \$8,431



JOHN EWING, JR.

Party: Democrat
Age: 63
Marital Status: Married
Spouse Name: Vivyonne (Viv) L. Ewing
Occupation: Current Douglas County Treasurer, former Deputy Chief in the Omaha Police Department
Number of Children: 2
Campaign Finances as of March 17, 2025:
 Campaign Expenditures: \$98,763
 Cash on Hand: \$66,515



TERRY BREWER

Party: Non-Partisan
Age: 61
Marital Status: Married
Spouse Name: Gwendolyn (Gwen) Brewer
Occupation: Freelance Doctoral of Public Administration for New Covenant Cogic, Union Steward for Local 554, Former Vocational Manager for ENCOR
Number of Children: 3
Campaign Finances as of March 17, 2025:
 No Report Filed



ADVANCED – 33%

COUNCIL DISTRICT 1

District 1 Party Statistics

Republican: 12,704 (28%)	Nonpartisan: 11,797 (26%)
Democrat: 20,160 (44%)	Total: 46,035

2021 Election Results

Pete Fetersen
61%

Sarah Johnson
38%

Neilan Strategy Group is providing this Candidate Overview

PETE FESTERSEN

Party: Democrat
Age: 55
Marital Status: Married
Spouse Name: Jennifer Paige Fetersen
Occupation: Current City Council Member and President of Strategy and Public Affairs at CHI Health
Number of Children: 2
Campaign Finances as of March 17, 2025:
 Campaign Expenditures: \$51,135
 Cash on Hand: \$200,397

ADVANCED – 66%



MARK BRANNEN

Party: Nonpartisan
Age: 38
Marital Status: Married
Spouse Name: Michelle Brannen
Occupation: Owner of Bensen Bounty LLC (Urban Farm in Omaha)
Number of Children: 3
Campaign Finances as of March 17, 2025:
 Campaign Expenditures: \$5,306
 Cash on Hand: \$1,244

ADVANCED – 34%



COUNCIL DISTRICT 2

District 2 Party Statistics

Republican: 5,895 (15%)
Democrat: 21,923 (56%)
Nonpartisan: 9,595 (25%)
Total: 38,893

2021 Election Results
Juanita Johnson
 56%
Ben Gray
 43%

Neilan Strategy Group is providing this Candidate Overview

JUANITA JOHNSON

Party: Democrat
Age: 62
Marital Status: Not Married
Spouse Name: Last known partner was Kay LeFlore
Occupation: Current City Council Member, Associate Project Engineer at Union Pacific
Number of Children: N/A
Campaign Finances as of March 17, 2025:
 Campaign Expenditures: \$14,998
 Cash on Hand: \$10,222



LAVONYA (VONI) GOODWIN

Party: Democrat
Age: 51
Marital Status: Married
Spouse Name: Dan Goodwin
Occupation: Executive Director/ Board President of North 24th St. Business Improvement
Number of Children: 2
Campaign Finances as of March 17, 2025:
 Campaign Expenditures: \$8,031
 Cash on Hand: \$6,540

ADVANCED – 16%



MAURICE JONES

Party: Democrat
Age: 26
Marital Status: Not Married
Spouse Name: N/A
Occupation: Owner of Nuage Properties LLC (Small Real Estate Investment and Property)
Number of Children: N/A
Campaign Finances as of March 17, 2025:
 Campaign Expenditures: \$21,179
 Cash on Hand: \$3,259



COUNCIL DISTRICT 2

Neilan Strategy Group is providing this Candidate Overview

WILLIAM KING

Party: Democrat
Age: 60
Marital Status: Single
Spouse Name: N/A
Occupation: Owner of Media King Communications (Oversees 1690 AM - The One, and 95.7 FM - The Boss)
Number of Children: 0
Campaign Finances as of March 17, 2025:
 No Report Filed



BEN GRAY

Party: Democrat
Age: 75
Marital Status: Not Married
Spouse Name: Freddie Gray
Occupation: Former member of the Omaha City Council (District 2) from 2009 to 2021
Number of Children: N/A
Campaign Finances as of March 17, 2025:
 Campaign Expenditures: \$4,032
 Cash on Hand: \$2,579

ADVANCED – 27%



TYRONE (TAI) EURE

Party: Democrat
Age: 70
Marital Status: Not Married
Spouse Name: N/A
Occupation: Counselor at Children’s Square, Minister, Author
Number of Children: N/A
Campaign Finances as of March 17, 2025:
 No Report Filed



Neilan Strategy Group is providing this Candidate Overview

MICHAEL (MIKE) LEE

Party: Democrat

Age: 59

Marital Status: Not Married

Spouse Name: N/A

Occupation: Founder and owner of Iola and Associates Political Consulting, Chair of the Nebraska Democratic Black Caucus, Former Legislative Staffer for Nebraska State Senator

Number of Children: 0

Campaign Finances as of March 17, 2025:

No Report Filed



ANTHONY K. RODGERS-WRIGHT

Party: Democrat

Age: 46

Marital Status: Not Married

Spouse Name: N/A

Occupation: Former Policy and Organizing Director at Environmental Action, Former Director of Environmental Justice at New York Lawyers for the Public Interest

Number of Children: 1

Campaign Finances as of March 17, 2025:

No Report Filed



CHERYL WESTON

Party: Non-Partisan

Age: 76

Marital Status: Not Married

Spouse Name: N/A

Occupation: Community Organizer and Media Host, Retired from a career with the Principal Financial Group

Number of Children: N/A

Campaign Finances as of March 17, 2025:

No Report Filed



CITY COUNCIL DISTRICT 3

District 3 Party Statistics

Republican: 9,403 (24%)
Democrat: 17,745 (46%)
Nonpartisan: 10,407 (27%)
Total: 38,723

2021 Election Results
Danny Begley
52%
Cammy Watkins
47%

Neilan Strategy Group is providing this Candidate Overview

DANIEL (DANNY) BEGLEY

Party: Democrat
Age: 56
Marital Status: Married
Spouse Name: Pam Begley
Occupation: Current City Council Member, Treasurer of the Omaha Federation of Labor, Claims Representative at the Omaha Public Power District, VP of the International Brotherhood of Electrical Workers (IBEW) Local 1483
Number of Children: 4
Campaign Finances as of March 3, 2025:
 Campaign Expenditures: \$81,367
 Cash on Hand: \$64,974

ADVANCED – 69%



MICHAEL PILYPAITIS

Party: Democrat
Age: 39
Marital Status: Married
Spouse Name: Rebekah Pilypaitis
Occupation: Business Analyst Professional for Fiserv, Former Retail Wireless Consultant for TDS
Number of Children: 2
Campaign Finances as of March 17, 2025:
 No Report Filed

ADVANCED – 30%



CITY COUNCIL DISTRICT 4

District 4 Party Statistics

Republican: 7,789 (26%)
Democrat: 13,418 (44%)
Nonpartisan: 8,036 (27%)
Total: 30,247

2021 Election Results
Vinny Palermo 61%
Becky Barrientos-Patlan 38%

Neilan Strategy Group is providing this Candidate Overview

RON HUG

Party: Democrat
Age: 68
Marital Status: Married
Spouse Name: Lori Hug
Occupation: Current City Council Member, Operations Manager for City Taxi Inc.
Number of Children: 4
Campaign Finances as of March 17, 2025:
Campaign Expenditures: \$12,558
Cash on Hand: \$33,432

ADVANCED – 47%



ANDREW ADAMS

Party: Democrat
Age: 41
Marital Status: Married
Spouse Name: Carley Adams
Occupation: Train dispatcher for Union Pacific Railroad
Number of Children: 3
Campaign Finances as of March 17, 2025:
Campaign Expenditures: \$7,011
Cash on Hand: \$2,986

ADVANCED – 21%



GILBERT AYALA

Party: Republican
Age: 55
Marital Status: Married
Spouse Name: N/A
Occupation: Mostly retired, but work part-time at Hardee's Restaurant
Number of Children: 2
Campaign Finances as of March 17, 2025:
Campaign Expenditures: \$294
Cash on Hand: \$230



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this Candidate Overview

JONATHAN RENTERIA

Party: Democrat

Age: 29

Marital Status: Not Married

Spouse Name: N/A

Occupation: Line cook at a South Omaha restaurant,
Freelance community organizer in South Omaha, Former
Co-Director of the New Leaders Council

Number of Children: 0

Campaign Finances as of March 17, 2025:

No Report Filed



District 5 Party Statistics

Republican: 20,152 (44%)	Nonpartisan: 11,778 (26%)
Democrat: 12,684 (28%)	Total: 45,542

2021 Election
Results

Don Rowe

53%

Patrick Leahy

47%

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this Candidate Overview

DON ROWE

Party: Republican

Age: 70

Marital Status: Married

Spouse Name: Marcy Monroe Rowe

Occupation: Current City Council Member, Executive
at Millard Lumber

Number of Children: 3

Campaign Finances as of March 17, 2025:

Campaign Expenditures: \$27,092

Cash on Hand: \$69,564

ADVANCED – 96%



District 6 Party Statistics

Republican: 22,936 (45%)	Nonpartisan: 12,257 (24%)
Democrat: 14,963 (30%)	Total: 51,152

2021 Election
Results

Naomi Hattaway
37%

Brinker Harding
63%

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this Candidate Overview

BRINKER HARDING

Party: Republican

Age: 64

Marital Status: Married

Spouse Name: Rebecca Harding

Occupation: Current City Council Member, VP of Colliers International

Number of Children: 2

Campaign Finances as of March 17, 2025:

Campaign Expenditures: \$58,164

Cash on Hand: \$170,674

ADVANCED – 93%



CITY COUNCIL DISTRICT 7

District 7 Party Statistics

Republican: 19,175 (39%)
Nonpartisan: 12,198 (25%)
Democrat: 16,205 (33%)
Total: 48,761

2021 Election Results

Sara Kohen
49%
Aimee Melton
51%

Neilan Strategy Group is providing this Candidate Overview

AIMEE MELTON

Party: Republican
Age: 52
Marital Status: Married
Spouse Name: Scott Melton
Occupation: Current City Council Member, Founding Partner of Reagan, Melton & Delaney, L.L.P.
Number of Children: 3
Campaign Finances as of March 17, 2025:
 Campaign Expenditures: \$53,153
 Cash on Hand: \$61,076

ADVANCED – 61%



TIM CARTER

Party: Democrat
Age: 42
Marital Status: Married
Spouse Name: Natalie Carter
Occupation: Owner of Chilly Water Consulting LLC, Volunteer Chairman of the Westgate-Westside Athletic Association
Number of Children: 3
Campaign Finances as of March 17, 2025:
 Campaign Expenditures: \$68
 Cash on Hand: \$29,656

ADVANCED – 39%

