

SCOTT ROGERS- EAU CLAIRE CITY COUNCIL PRESIDENT

Key findings include:

- **Background:** Scott Rogers is a longtime Eau Claire business and civic advocate who spent more than a decade as Senior Director of Governmental Affairs for the Eau Claire Area Chamber of Commerce, where he served as the Chamber's primary liaison to state and local government.
- **Candidacy Announcement:** In December 2025, Rogers announced his candidacy for Eau Claire City Council President and said he would retire from the Chamber in February 2026 to pursue the position.
- **Civic Involvement:** Rogers has served on multiple boards and commissions related to city and regional governance in Eau Claire and the Chippewa Valley, particularly on housing and transportation issues.
- **Governance Style:** Rogers has emphasized a nonpartisan approach to governance, arguing the Council President should work across ideological lines and engage state or national issues only when they directly affect city government.
- **Housing:** Rogers has identified housing supply and affordability as top priorities, linking housing availability to broader cost-of-living pressures and efforts to address homelessness.
- **Fiscal Approach:** Rogers has emphasized financial responsibility, calling for prioritization of essential services, evaluation of return on investment, and collaboration with partners to address budget constraints.
- **Public-Private Partnerships:** Rogers frequently frames governance through a public-private partnership lens, arguing collaboration with businesses is necessary to sustain Eau Claire's economic

Eau Claire, located in western Wisconsin along the Chippewa and Eau Claire Rivers, is the seat of Eau Claire County and the core of the Chippewa Valley region. The city had a population of 69,421 in the 2020 Census, growing to an estimated 72,331 by 2024, making it one of the faster-growing midsize cities in the state. Eau Claire's population is predominantly White (85.9%), with smaller shares of Asian (5.7%), Black (1.5%), and Hispanic/Latino (3.3%) residents.

Eau Claire County has shifted politically between the last two presidential cycles. In 2020, the county voted decisively Democratic: Joe Biden carried Eau Claire with 31,620 votes (54.26 %) to Donald Trump's 25,341 (43.49 %), giving Biden a margin of nearly 11 percentage points. Four years later, however, the county flipped. In 2024, Donald Trump narrowly carried Eau Claire County with 49.7 % of the vote compared to Kamala Harris's 48.8 %, a margin of less than 1 percentage point.

Eau Claire is a university city (home to UW-Eau Claire) in west-central Wisconsin with ~69,400 residents. It's relatively young and educated, with ~40.5% of adults holding a bachelor's degree or higher and a median household income of ~\$69,475 [[Census](#), 9/26/2025].

Eau Claire city proper leans Democratic and is the anchor that tips Eau Claire County blue while surrounding rural towns lean GOP; the Marquette Law School county atlas notes the city and adjacent Altoona "vote consistently Democratic." In 2024, Eau Claire County backed the Democratic presidential ticket while the state narrowly went Republican overall.

BACKGROUND

Scott Rogers is a candidate for Eau Claire City Council President in the April 7, 2026 election. Rogers does not state a formal party affiliation and has framed his candidacy as nonpartisan, saying that one of his core principles is “no partisan politics.” Rogers said he has lived in Eau Claire for approximately 24 years. He is running against former Eau Claire city councilmember Jeremy Gragert for the open seat [[Eau Claire Chamber of Commerce](#), accessed, 1/28/2026] [[Eau Claire Chamber of Commerce](#), 12/8/2025]

December 2025: Candidacy Announcement and Chamber Retirement

December 2025: In An Eau Claire Area Chamber Of Commerce Press Release, Scott Rogers Announced His Retirement As Senior Director Of Governmental Affairs At Eau Claire Chamber Of Commerce. “Scott L. Rogers announced today he will be a candidate for the open position of Eau Claire City Council President in the April 7 local election. In pursuit of this position, Rogers announced that he will be retiring in February 2026 from his current position as the Senior Director of Governmental Affairs for the Eau Claire Area Chamber of Commerce. Rogers owned and operated a popular small business in Eau Claire for a decade before being recruited twelve years ago to become the Chamber’s principal advocate on business and community issues in front of state and local governments. Since then, he has served on multiple boards, commissions, and task forces of importance to the City of Eau Claire and the greater Chippewa Valley. These have particularly been in the areas of housing and transportation, as well as coordinating the annual Chippewa Valley Rally legislative advocacy day in Madison.” [[Eau Claire Chamber of Commerce](#), 12/8/2025]

- **Eau Claire Area Chamber of Commerce: “Rogers Announced That He Will Be Retiring In February 2026.”** “Scott L. Rogers announced today he will be a candidate for the open position of Eau Claire City Council President in the April 7 local election. In pursuit of this position, Rogers announced that he will be retiring in February 2026 from his current position as the Senior Director of Governmental Affairs for the Eau Claire Area Chamber of Commerce. Rogers owned and operated a popular small business in Eau Claire for a decade before being recruited twelve years ago to become the Chamber’s principal advocate on business and community issues in front of state and local governments. Since then, he has served on multiple boards, commissions, and task forces of importance to the City of Eau Claire and the greater Chippewa Valley. These have particularly been in the areas of housing and transportation, as well as coordinating the annual Chippewa Valley Rally legislative advocacy day in Madison.” [[Eau Claire Chamber of Commerce](#), 12/8/2025]

The Eau Claire Chamber Of Commerce Said It Would Maintain Separation Between Its Organizational Operations And Any Political Activity, Including “Clear Boundaries” On Campaigning, Use Of Chamber Resources, And Participation At Chamber Functions. “Scott has also notified the Chamber of his intention to run for Eau Claire City Council President in the spring 2026 election. In keeping with the Chamber’s longstanding commitment to nonpartisanship, we will maintain a full separation between Chamber operations and any political activity. This includes clear boundaries regarding campaigning, use of Chamber resources, and participation at Chamber functions. Scott is fully aligned with these expectations.” [[Wisbusiness](#), accessed, 1/28/2026]

Prior To Joining The Chamber, “Rogers Owned And Operated A Small Business In Eau Claire For A Decade.” “Rogers owned and operated a popular small business in Eau Claire for a decade before being recruited twelve years ago to become the Chamber’s principal advocate on business and

community issues in front of state and local governments.” [[Eau Claire Chamber of Commerce](#), 12/8/2025]

Rogers’ “Was Recruited” 12 Years Ago To Serve As The Chamber’s Primary Advocate On Business And Community Issues Before State And Local Government Officials. “Rogers owned and operated a popular small business in Eau Claire for a decade before being recruited twelve years ago to become the Chamber’s principal advocate on business and community issues in front of state and local governments.” [[Eau Claire Chamber of Commerce](#), 12/8/2025]

During His Tenure Rogers Has Served On Multiple Boards And Commissions Related To City And Regional Governance Across Eau Claire And The Chippewa Valley. Rogers owned and operated a popular small business in Eau Claire for a decade before being recruited twelve years ago to become the Chamber’s principal advocate on business and community issues in front of state and local governments. Since then, he has served on multiple boards, commissions, and task forces of importance to the City of Eau Claire and the greater Chippewa Valley. These have particularly been in the areas of housing and transportation, as well as coordinating the annual Chippewa Valley Rally legislative advocacy day in Madison.” [[Eau Claire Chamber of Commerce](#), 12/8/2025]

Rogers’ Public Service Work Focused On Housing And Transportation Policy. “Rogers owned and operated a popular small business in Eau Claire for a decade before being recruited twelve years ago to become the Chamber’s principal advocate on business and community issues in front of state and local governments. Since then, he has served on multiple boards, commissions, and task forces of importance to the City of Eau Claire and the greater Chippewa Valley. These have particularly been in the areas of housing and transportation, as well as coordinating the annual Chippewa Valley Rally legislative advocacy day in Madison.” [[Eau Claire Chamber of Commerce](#), 12/8/2025]

Rogers Framed His Candidacy As A Way To “Give Back” To Eau Claire. “The past 24 years that my family and I have lived in Eau Claire has been incredibly meaningful to us. The City has given so much to us that, as I retire from the private sector, I would like to give back to the community by using what I have learned and the contacts that I have made during that time to ensure that Eau Claire continues to be one of the best places in the country to live, work, raise a family, and own a business,” Rogers said.” [[Eau Claire Chamber of Commerce](#), 12/8/2025]

Rogers Said He Would Use His “Contacts” To “Ensure That Eau Claire Continues To Be One Of The Best Places In The Country To Live, Work, Raise A Family, And Own A Business.” ““The past 24 years that my family and I have lived in Eau Claire has been incredibly meaningful to us. The City has given so much to us that, as I retire from the private sector, I would like to give back to the community by using what I have learned and the contacts that I have made during that time to ensure that Eau Claire continues to be one of the best places in the country to live, work, raise a family, and own a business,” Rogers said.” [[Eau Claire Chamber of Commerce](#), 12/8/2025]

Rogers Said His Experience At The State And Local Level Has Prepared Him To “Make The Goals Of Economic Opportunity And Affordability A Reality In Our City” “Rogers continued, ‘Local government plays a crucial role in maintaining a community’s momentum. The collaboration achieved through the creation and continuation of public-private partnerships is essential to meeting our shared goal of an Eau Claire that is thriving both economically and socially. I believe that my advocacy experience at the state and local levels over the past decade has given me the skill set and leadership tools necessary to make the goals of economic opportunity and affordability a reality in our city.’” [[Eau Claire Chamber of Commerce](#), 12/8/2025]

Rogers Positioned Public-Private Partnerships As Central To Sustaining Eau Claire’s Economic And Social Development. “Rogers continued, ‘Local government plays a crucial role in maintaining a community’s momentum. The collaboration achieved through the creation and continuation of public-private partnerships is essential to meeting our shared goal of an Eau Claire that is thriving both economically and socially. I believe that my advocacy experience at the state and local levels over the past decade has given me the skill set and leadership tools necessary to make the goals of economic opportunity and affordability a reality in our city.’” [[Eau Claire Chamber of Commerce](#), 12/8/2025]

ON THE ISSUES

“No Partisan Politics”

Rogers Said “No Partisan Politics.” “No partisan politics. It’s important for this position to work across the political and ideological spectrum in the best interests of the City of Eau Claire. Decisions need to be made pursuing common ground based on common sense with representatives of both parties and multiple valid points of view. I will engage on state or national issues only as they directly impact City government.” [Scott Rogers, [Principles and Priorities](#), 12/7/2025]

Rogers Said The Council President Should Work Across Political And Ideological Lines In The Best Interest Of The City Of Eau Claire. “No partisan politics. It’s important for this position to work across the political and ideological spectrum in the best interests of the City of Eau Claire. Decisions need to be made pursuing common ground based on common sense with representatives of both parties and multiple valid points of view. I will engage on state or national issues only as they directly impact City government.” [Scott Rogers, [Principles and Priorities](#), 12/7/2025]

Rogers Said Decisions Should Be Based On “Common Sense” Solutions That Account For Multiple Viewpoints. “No partisan politics. It’s important for this position to work across the political and ideological spectrum in the best interests of the City of Eau Claire. Decisions need to be made pursuing common ground based on common sense with representatives of both parties and multiple valid points of view. I will engage on state or national issues only as they directly impact City government.” [Scott Rogers, [Principles and Priorities](#), 12/7/2025]

Rogers Said He Would Engage On State And National Issues Only When They Directly Affect City Government. “No partisan politics. It’s important for this position to work across the political and ideological spectrum in the best interests of the City of Eau Claire. Decisions need to be made pursuing common ground based on common sense with representatives of both parties and multiple valid points of view. I will engage on state or national issues only as they directly impact City government.” [Scott Rogers, [Principles and Priorities](#), 12/7/2025]

Housing

League Of Women Voters: Rogers Served On The City Of Eau Claire Housing Opportunities Commission.



Scott Rogers
Vice President Governmental Affairs, Eau Claire Area Chamber of
Commerce

Scott Rogers is Vice President Governmental Affairs for the Eau Claire Area Chamber of Commerce. He is responsible for its advocacy efforts, serving as the eyes and ears of the business community and representing its interests at all levels of government.

Scott is Wisconsin's appointed private-sector representative on the Midwest Interstate Passenger Rail Commission and Chair of the West Central Wisconsin Rail Coalition. He is a Commissioner on the Chippewa-St. Croix Rail Commission, which is studying an Eau Claire-Twin Cities regional passenger rail corridor under the Federal Railroad Administration's Corridor Identification and Development program. He also serves on the City of Eau Claire Housing Opportunities Commission.

Before joining the Eau Claire Chamber staff in 2013, Scott was an active business member for more than a decade, serving on its Board of Directors, as Chair of the Governmental Affairs Committee, and was Volunteer of the Year in 2012. He holds a bachelor's degree in Agricultural Communications from the University of Illinois – Urbana, and is a graduate of the US Chamber of Commerce's Institute for Organizational Management (IOM).

Scott and his wife, Shirley, travel by rail whenever possible. They enjoy taking the train to explore large and small cities across the U.S., especially those that are walkable and have good local transportation options.

[[League of Women Voters](#), accessed, 1/28/2026]

WEAU: Rogers Said Housing Supply And Affordability Were His Priorities. “Rogers says ‘I think, the experience I have, I run a lot of meetings. I’ve chaired non-profits, I am immersed in all kinds of issues the city council deals with, I worked with the state. I know we’ve had some challenges with the state, so I think I can bring those together and that hiring committee that I’m talking about would say this is the right person for the job.’ The long-time business leader and community advocate says in the coming months he hopes to continue sharing his principles and priorities like no partisan politics, financial responsibility and housing supply and affordability.” [[WEAU](#), 1/18/2026]

Rogers Said The City Has A Responsibility To Ensure Housing Is Available And Attainable Across All Income Levels. “The City has an important role to play to help make housing available and attainable at all income levels. It must ensure that its own housing-related initiatives are effective, and that its regulations don’t negatively impact the ability to provide the homes people need. Housing is a critical aspect of addressing homelessness as part of a coordinated strategy to make it rare, brief, and non-recurring.” [Scott Rogers, [Principles and Priorities](#), 12/7/2025]

Rogers Said City Regulations Should Not Negatively Impact The Ability To Build Housing Needed By Residents. “The City has an important role to play to help make housing available and attainable at all income levels. It must ensure that its own housing-related initiatives are effective, and that its regulations don’t negatively impact the ability to provide the homes people need. Housing is a critical aspect of addressing homelessness as part of a coordinated strategy to make it rare, brief, and non-recurring.” [Scott Rogers, [Principles and Priorities](#), 12/7/2025]

Rogers Linked Housing Availability To A Strategy To Address Homelessness. “The City has an important role to play to help make housing available and attainable at all income levels. It must ensure that its own housing-related initiatives are effective, and that its regulations don’t negatively impact the ability to provide the homes people need. Housing is a critical aspect of addressing homelessness as part of a coordinated strategy to make it rare, brief, and non-recurring.” [Scott Rogers, [Principles and Priorities](#), 12/7/2025]

Rogers Said “Housing Is A Critical Aspect Of Addressing Homelessness As Part Of A Coordinated Strategy To Make It Rare, Brief, And Non-Recurring.” “The City has an important role to play to help make housing available and attainable at all income levels. It must ensure that its own housing-related initiatives are effective, and that its regulations don’t negatively impact the ability to provide the homes people need. Housing is a critical aspect of addressing homelessness as part of a coordinated strategy to make it rare, brief, and non-recurring.” [Scott Rogers, [Principles and Priorities](#), 12/7/2025]

Transportation / passenger rail

Rogers Was A Passenger Rail Advocate. [[West Central Wisconsin Rail Coalition](#), accessed, 1/28/2026]

Rogers Chaired The West Central Wisconsin Rail Coalition.

The West Central Wisconsin Rail Coalition is a registered non-profit organization made up of volunteers including business people, government officials, environmentalists, and concerned citizens. The organization’s leadership includes:

- Board of Directors: Oversees the non-profit organization. The Coalition is affiliated with the Momentum West regional economic development organization.
- Passenger Rail Organizing Council: A task force of diverse businesses and stakeholders assembled to conduct research, examine feasibility and pursue partnerships to develop a public-private partnership model

Officers

SCOTT ROGERS - CHAIR

JACK HALBLEIB - VICE CHAIR

MARK QUAM - SECRETARY-TREASURER

[[West Central Wisconsin Rail Coalition](#), accessed, 1/28/2026]

Rogers Served On The Regional Passenger Rail Commission. Membership

Emily Berge - City of Eau Claire
Gretchen Yonko - City of Menomonie (secretary)
Mark Vahlsing - Village of Baldwin
Tiffany Weiss - City of Hudson
Taylor Greenwell - City of Altoona
Erik Evenson - City of New Richmond
Gary Stene - County of Dunn (vice-chair)
Robbie Krejci - County of St. Croix
Jim Dunning - County of Eau Claire (chair)
Scott Rogers - West Central WI Rail Coalition
Ann Schell - West Central WI Rail Coalition

[[Eau Claire County](#), accessed, 1/28/2026]

Fiscally Conservative “Financial Responsibility”

WEAU: “Financial Responsibility” Was A Priority For Rogers. “The long-time business leader and community advocate says in the coming months he hopes to continue sharing his principles and

priorities like no partisan politics, financial responsibility and housing supply and affordability.”
[[WEAU](#), 1/19/2026]

Rogers Said He Would Balance Government Spending On Services To Keep The City Affordable. “Rogers says If elected, he would aim to focus on economic and population growth, public safety and infrastructure. He says he also wants to balance government spending on services and keeping the city affordable for taxpayers, while shared revenue funding from the States continues to decrease.” [[WQOW](#), 12/9/2025]

Rogers Said The City Should Collaborate With Public And Private Partners To Help Address Fiscal Challenges. “It’s critical for the City to emphasize collaboration, not confrontation, in its relationships with its public and private sector partners. We should take advantage of the value the Chippewa Valley places on collaboration partnerships to fuel the innovation needed to address our financial challenges and leverage our community’s strengths.” [Scott Rogers, [Principles and Priorities](#), 12/7/2025]

Rogers Said Eau Claire Should Implement “Forward Thinking” Strategies To Support Economic Development. “Eau Claire is already recognized as one of the state’s most vibrant and fastest growing communities. Our future is dependent upon that growth continuing. The city must implement forward-thinking, responsible strategies to achieve continued social and economic growth and maintain a positive quality of life for its residents” [Scott Rogers, [Principles and Priorities](#), 12/7/2025]

Rogers Said Eau Claire City “Must Address Its Budget Challenges With Its Eyes Wide Open.” “Financial responsibility. The City must address its budget challenges with its eyes wide open. Despite an inequitable state revenue sharing formula, the City must deal with the resources it actually has. This means prioritizing the most essential services and those that provide a clear return on investment. This will require a top-to-bottom prioritization of all of the City’s commitments, and innovation with partners to find savings and sources of increased revenue. Just like housing, grocery, energy and other costs, government needs to be affordable to its residents.” [Scott Rogers, [Principles and Priorities](#), 12/7/2025]

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- **Rogers Said Eau Claire City Should Prioritize Services That Provide A Clear Return On Investment.** “Financial responsibility. The City must address its budget challenges with its eyes wide open. Despite an inequitable state revenue sharing formula, the City must deal with the resources it actually has. This means prioritizing the most essential services and those that provide a clear return on investment. This will require a top-to-bottom prioritization of all of the City’s commitments, and innovation with partners to find savings and sources of increased revenue. Just like housing, grocery, energy and other costs, government needs to be affordable to its residents.” [Scott Rogers, [Principles and Priorities](#), 12/7/2025]

- **Rogers Said Eau Claire City Should Work With Partners To Identify Savings And Additional Revenue.** “Financial responsibility. The City must address its budget challenges with its eyes wide open. Despite an inequitable state revenue sharing formula, the City must deal with the resources it actually has. This means prioritizing the most essential services and those that provide a clear return on investment. This will require a top-to-bottom prioritization of all of the City’s commitments, and innovation with partners to find savings and sources of increased revenue. Just like housing, grocery, energy and other costs, government needs to be affordable to its residents.” [Scott Rogers, [Principles and Priorities](#), 12/7/2025]
- **Rogers Emphasized Keeping Government Costs Affordable.** “Financial responsibility. The City must address its budget challenges with its eyes wide open. Despite an inequitable state revenue sharing formula, the City must deal with the resources it actually has. This means prioritizing the most essential services and those that provide a clear return on investment. This will require a top-to-bottom prioritization of all of the City’s commitments, and innovation with partners to find savings and sources of increased revenue. Just like housing, grocery, energy and other costs, government needs to be affordable to its residents.” [Scott Rogers, [Principles and Priorities](#), 12/7/2025]

Rogers Said Businesses And Individuals “Drive Our Economy.” “Not every problem has a government solution. Our community’s quality of life is achieved not only by government actions and policies, but by the vital businesses, individuals, and organizations who drive our economy and institutions. Sometimes government just has to stay out of the way and be sure its regulations and policies enhance and encourage the work of others.” [Scott Rogers, [Principles and Priorities](#), 12/7/2025]

VULNERABILITIES & ADVERSE FINDINGS OF NOTE

Business-aligned background

Rogers Spent More Than A decade As The Eau Claire Area Chamber Of Commerce’s Senior Governmental Affairs Advocate [[Eau Claire Chamber of Commerce](#), 12/8/2025].

Public–private partnership emphasis

Rogers Consistently Framed Collaboration With Private-Sector Partners As Central To Addressing Fiscal, Housing, And Infrastructure Challenges [[Eau Claire Chamber of Commerce](#), 12/8/2025].

Fiscally conservative framing

Rogers Emphasizes Budget Restraint, Return On Investment, Affordability For Taxpayers, And Limits On The Role Of Government [Scott Rogers, [Principles and Priorities](#), 12/7/2025].

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