

# INTERVIEW



## Vote NO on Measure 4



**Brittney Roehrich, NDAB**  
Chief Executive Officer

### A Drastic Property Tax Proposal on the Ballot

On Nov. 5th, voters in North Dakota took to the polls to cast their ballots for elected representatives and Measure 4, which would have made North Dakota the first state to eliminate property taxes.

The North Dakota Association of Builders joined with other key stakeholders to create the Keep It Local coalition, which became the largest coalition the state had ever seen. Keep It Local ran an opposition campaign, making sure North Dakotans knew that citizens would end up footing the bill no matter what, even if their property taxes were no longer the means by which they were paying, and that proponents of the Measure had no plan to make up missing funds. They used the slogan ‘No Plan is a Bad Plan.’ Brittney Roehrich, EO of the North Dakota Association of Builders, answered a few questions about the campaign and how her HBA successfully defeated the initiative.

#### **What advice would you give other EOs and associations facing a similar challenge?**

Team up with like-minded associations to see if any type of coalition has been formed to face this challenge together. If not, work with your local chambers and other associations to get the ball rolling. Use this team that is dedicated to the issue to ask any questions and to help market this concern to the public.

#### **What are a few highlights of the Keep It Local coalition and campaign?**

The Keep It Local coalition was a small group last year when planning first started. Each time we met throughout 2024, the number of coalition members grew substantially, and the final total was 113. This was the largest coalition North Dakota has ever seen. Many coalition members traveled throughout the state the entire year to meet with organizations to educate them on our stance and its importance to get the word out to succeed in getting the measure defeated.

#### **Did you face any unforeseen challenges?**

#### **Did anything surprise you?**

As the election got closer, the proponents of this measure started to fine-tune their message, but they still didn’t have a solid plan to combat the missing funds if this measure would have passed. “No Plan is a Bad Plan,” was the message we spread throughout the campaign. We were pleasantly surprised to see so many associations and organizations come together for the sake of defeating this measure. This broad group of coalition members could potentially have disagreements on many other issues during a legislative session, but we all came together to make sure this didn’t pass.

#### **Given the rejection of the ballot measure, how do you think property tax legislation will show up in 2025?**

The North Dakota biennium legislative session will begin in January of 2025 and the main message that was conveyed leading up to the General Elections, was the need for tax relief and property tax reform. Our Governor-elect Kelly Armstrong says property tax reform is his top priority for the 2025 legislative session and he noted if state lawmakers don’t offer some tax relief soon, this proposal will “come back and it will come back fast.” The 2025 legislative session is on track to see dozens of bills related to property tax reform. Working with legislators to find both compromise and a “durable” form of tax relief and reform is how Armstrong and his administration intend to address rising property taxes. When legislators think they have put together the best property tax relief package, Armstrong said he “might push them to make it a little better.”

#### **Now that we are post-election, what is a political or legislative priority you have for 2025?**

Workforce development, cost of goods variations across the state, regulations, interest rates, appraisals, and property taxes to name a few!



*“As builders, we can’t make sense of how the infrastructure and critical services will be paid for across North Dakota if this measure passes. We don’t believe this is a sustainable action for our state, so the North Dakota Association of Builders wanted to join the **Keep It Local** coalition to help prevent this measure from passing.”*

**TOM SPAETH**  
2024 NORTH DAKOTA ASSOCIATION OF BUILDERS PRESIDENT  
ACCENT CONTRACTING