

## **Job is to sell, sell, sell – Fedeli**

by Jennifer Hamilton-McCharles  
The Nugget

Mayoral candidate, Vic Fedeli was the first of the candidates in the Nov. 10 municipal election to open a campaign office, with more than 150 supporters on hand Monday. The retired businessman unveiled another portion of his 20/20 plan he hopes to implement, should he gain the city's top elected seat.

"I want to develop a think tank plan where men and women who used to live in North Bay, but now hold positions of power in large companies, come home for the holidays two days early to participate in a massive discussion that could potentially open plants in North Bay," he said in his Fisher Street office, across from the former North Bay Hydro building.

"These people would be our best salespeople and I want their minds for two days."

Some of the people he has already contacted are Dario Priolo of the Hay Group in Philadelphia, David Mauro of Deloitte and Touche in Paris, and Cary Bond of Textron in Richmond, Tex.

"Another part of my plan is to develop a fast-track ambassador program," Fedeli said.

"This person you call would provide one-stop access to information, such as how to start up a business or rent a building," he said, adding it would be a customer-focused service.

"We just need to be more sales oriented at city hall and stop the flow from leaving." Fedeli said he would implement a signage program in the outlying area to lure people to the city's downtown and waterfront, which would be known as the historical waterfront district.

"Branding is very important, because it creates an identity and it makes it a district rather than just one street," he said.

He has had people investigate this part of his plan, and five of the most successful cities they have identified have undertaken similar initiatives.

"The Hole, or ROCC at the Canadian Forces Base North Bay, will be available in five years, once the military moves to their new facility.

"When that takes place I'm heading to Toronto to beat the drums and sell, sell, sell." Fedeli said the Hole would be the perfect location for electronic data storage.

He said he would like to see the World Bank or United Nations occupy the space.

"Right now information is stored in 80-storey buildings, but (while) this location might not be nuclear bomb proof ... it would be aircraft proof."