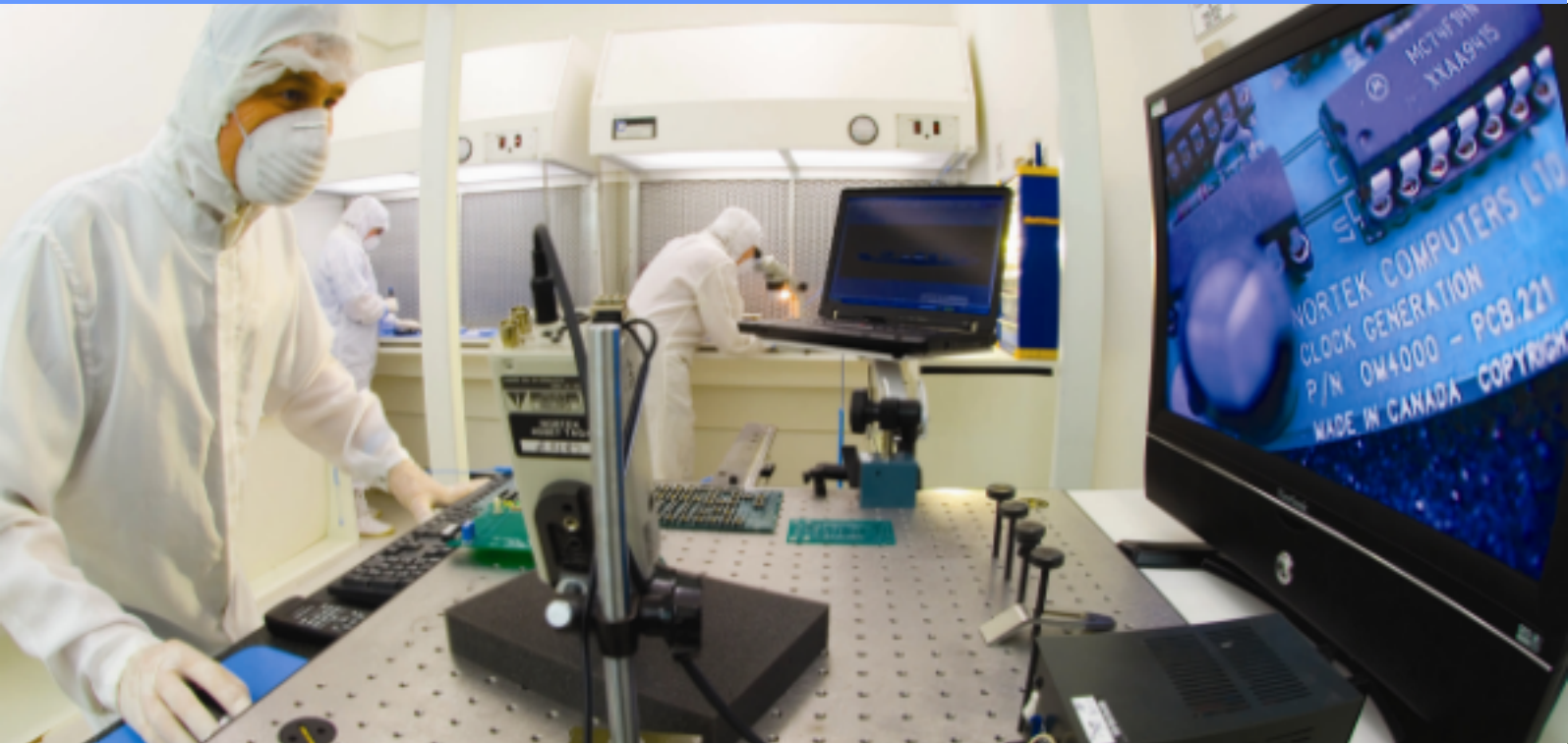


2020 Vision

Version 2.0



A plan for the future by Mayor Vic Fedeli



RE-ELECT Vic Fedeli

Mayor

First, I want to thank you so much for electing me as Mayor and for allowing me to serve you over the last three years. It has been a great honour and privilege, and I really look forward to continuing to work as your Mayor for the next four years.

And thanks for taking the time and the interest to read my vision for the next chapter in our city's history. I continue to look for input from some of the best minds I know, from a cross-section of people in business, labour, community groups, sports organizations, health, and education, to help develop this **2020 Vision**. You'll note that this is called Version 2.0 – a computer term. That's because I genuinely feel that our future lies in the high-tech sector and you'll read more about that in the coming pages.

I am confident that this plan, as with the first version, reflects the long-term lifestyle aspirations of all of our citizens and will deliver future *economic, environmental, and social* growth to the community.

A stylized, handwritten signature of the name "Vic" in black ink.

About the Cover ...

Nortek Computers is one of North Bay's best-kept secrets. Their crew of technicians restore electronic data that has been damaged, for some of the world's leading companies.



Before you read the new initiatives, let's review what was promised in the first 2020 Vision and what was delivered. This way you'll know that what I am proposing in this 2020 Vision can and will be done – just like virtually everything in the last version was. **We restored hope and we restored solvency**, by making and keeping these promises. That's leadership that's working!

All 5 fundamentals of the 2020 Vision were passed by Council:

- ▶ **We promised to eliminate all pay for serving on City Boards. Done.** This has saved over \$1 million to date, and millions more in the future.
- ▶ **We promised to sell surplus City land. Done.** Our planners selected properties where in-filling would occur, where we already had municipal services. This environmentally-correct method of growth has generated over \$3 million dollars in revenue and almost \$500,000 in annual taxes so far. While the program is almost complete, a controlled sale of the former CN land is next.
- ▶ **We promised to sell our industrial park for \$1/acre. Done.** We sold the land at fair-market value to a non-profit, who is selling it for \$1/acre. You'll hear some exciting announcements in the upcoming weeks, as our success continues.
- ▶ **We promised Operation Drumbeat to market our City. Done.** Our marketing is underway; in fact the three brochures we created just won national awards.
- ▶ **We promised to create a Grant Accessing Program. Done.** Since his hire, the Officer has garnered \$9.5 million in grants, with \$7 million more pending.

About the photos ...

While I spend a lot of time talking about the economic engine of the City, it's nice to reflect on our natural beauty.

As someone who was born and raised here, I remember picnicing along Lake Nipissing with my folks and grandparents, hiking to Dushesney Falls with my sister and cousins, and exploring what our winter has to offer with my friends.

These really are some truly great memories for my family.



Mayor Vic Fedeli's 5-Point Plan

1. Taxes & Infrastructure Spending

The single most frequent comment I hear at City Hall is that our taxes have always been too high. We listened to you and by focusing on needs, not wants, we have successfully tackled the job of lowering the tax increases. The year before we took office, your taxes were up by 9%. In our three years the increases fell from 6.9% to 3.9% and finally to 2.9%.

Last year, many people were hit with Provincial assessments that increased the value of their homes. While the City can't control this, we took that extra money and lowered the tax rate (the old mill rate) for the first time in a dozen years. It was the fairest way to distribute the gain the City realized.

Last year, we also saw something remarkable. We had real growth for the first time in a long time. We received \$1.2 million in new tax revenue from all the industrial, commercial, and residential developments that have taken place.

- My plan is to continue being 'open for business'. **I promise to help North Bay flourish by growing the tax base** in the same fashion we did during my first term as Mayor. This is what we need to achieve the goal of lower taxes.

About the photos ...

Mayor Fedeli cuts a ribbon at our newest business, Bay Builders, with owner Nicole Neff, a returning North-Bayite.

Mayor Fedeli joined Mark Dutrisac, Rahn Plastics, for a tour, as they moved into their expanded facilities.

Joe Guido, JN Precise, along with Bart Montgomery, show Mayor Vic some of their new products during a tour of their expanded facilities.

Rather than cutting a ribbon, the Mayor joined TW Foods owners Withold Goldgruber and Thor von Estorff in cutting a pork loin!



► **It is my intention to keep any tax increases as close to the rate of inflation as possible**, while we are always open to additional taxes from downloading from the Province. If we didn't do that, we would end up with infrastructure that is beyond repair and in desperate need of replacement, like we are today.

► **I promise to never let our infrastructure fall apart again.** Council's plan is to fully utilize the Federal Gas Tax grants to see our capital spending increase from \$9 million ('05) to almost \$14 million in 2009. This is a reasonable funding level for equipment replacement and facility rehabilitation. Our roads will finally be upgraded and historical problems such as crumbling walls at Memorial Gardens will be a thing of the past. Our current reality is that many of the pipes under the roads are in dire need of replacement too, so Council proposed an increase in sewer and water spending from \$6 million ('05) to close to \$8 million in 2009. Over the last 3 years we proved that this approach can be done.

Let's face it – it's cheaper in the long run to maintain our infrastructure than to do major repairs after many years of neglect.

► Moody's, our bond-rating service approves of our new style of running the City. They just **bumped North Bay up to an Aa2 credit rating**, which helps us borrow money at a cheaper rate. They commented the City has a "well-structured financial plan" with a "reserve policy of revenues from land sales".

About the photos ...

After many years of delay, the old bridge on Riverbend Road is being replaced by a state-of-the-art bridge structure.

The culvert on Worthington Street is a great example of the condition of the infrastructure in North Bay.

New revenue from the boom in industrial, commercial, institutional, and residential building will keep our taxes down and allow us to upgrade our infrastructure.



2. Become the North's High Tech Centre

Three years ago one of my campaign goals was to create a Data Centre in the former Norad site. After all, 690' under the Canadian Shield sits the most secure data storage facility in the world, and professionals agree it's a great concept.

► **I promise to continue our negotiations with the Defence Department and, once completed, attract an IBM-like company to take over the 'hole'.**

During the research stage, we realized that Canada's twin Fibre Routes criss-crosses right here in North Bay, providing the only place in the country where this twin data pipe exists. This is an exclusive asset unique to our city.

► **I promise to capitalize on this asset, and set up a High Tech Swat Team to develop a plan to attract at least 3 new high tech firms in our next term.**

We have the resources of Nipissing University and Canadore College, the kind of lifestyle that tech folks love, and the key component that sets us apart from our competitors – the massive data pipe infrastructure. Let's go get 'em!

And while we're visioning, let's talk about North Bay becoming a Smart Community. How about a wireless network that provides mobile broadband access anywhere within the City? There are pros and cons to having North Bay become a Wi-Fi centre, so at least let's get talking about it.

About the photos ...

FDM4 International is one of North Bay's leading software companies. With the view from their beautiful offices on Airport Road, it's hard to imagine how they get any work done!

North Bay General Hospital was the site of the first telerobotic surgery in Canada. This technology will let doctors operate on patients anywhere, from their local facility.

At the end of this tunnel sits a 3-story, 140,000-sq.ft. office building, 690' underground. The NORAD facility is leaving its home of 50 years to their new above-ground complex. My plan is to bring a group of high-tech companies to North Bay to attract many of our young people home and curb youth out-migration.



3. The Environment

The municipality has made some great strides with respect to the environment. We declared the community Nuclear Free; we established a Sustainable Communities Committee which will play an integral role in the development of the City's new Official Plan; and we tightened up our pesticide by-law.

- ▶ We expanded our recycling program, as we now accept pie plates, juice boxes, milk cartons, and white paper. To grow this important sector, **we need to build a new Regional Recycling Plant** at the current site.
- ▶ But we can do more. For instance, we had a horrific storm in July where we lost over 10,000 trees. **I want us to embark on the largest reforestation program the City has ever seen** and to continue to talk about our urban forestry.
- ▶ We set up a \$100,000 wind power test site, and got other partners to pay 100% of the costs. While the wind data puts us at the lower financial viability end of the scale, **I promise to continue to explore this alternative energy avenue.**
- ▶ We recently installed a methane collection system, which harnesses methane from our landfill site and burns it. **I promise to support the next stage, which is to use the methane to generate electrical power**, and sell it on the grid.

About the photos ...

The methane facility is up and running and should generate a great return for the municipality.

Our Water Treatment Plant is a \$45 million facility that will ensure we have safe, clean drinking water. The design of the building, right down to the brick and shingle colours, was selected by the neighbourhood.

Mayor Fedeli presents the new compact fluorescent bulb that is part of the landscape at all municipal buildings, saving over \$200,000 in energy costs.



4. A Social Agenda

A strong social fabric is necessary for the overall wellness of a community. But I remain consistent in saying that social services are the responsibility of the Province. I will work to ensure that our Provincial government provides North Bay with the tools to address our needs.

We have food banks in North Bay, and we now have a soup kitchen – all organizations that I fully support. It is estimated that 1,000 children live in families with incomes of less than \$10,000. Children in such families will be seriously deprived, likely to be hungry often, and are likely to be inadequately housed. This is certainly not the North Bay I envisioned.

When I have school Principals calling me with stories about their young kids that I just could never have imagined, I realized that we have to step up to the plate. There are many caring and compassionate groups in North Bay who have researched this for quite some time. Well, study time is over – it's time we did something about these kids.

- ▶ **I promise to form a Mayor's Task Force on Child Poverty.** I want to bring the groups together to search for solutions to put an end to child poverty. This is not going to be a study – I want an implementation plan with set goals.

About the photos ...

My original 2020 Vision called for the establishment of a Habitat for Humanity for the region. I'm so proud of the work this volunteer group has done.

When Stephen Lewis was in town, he came to my home for breakfast, along with 9 guests. We raised \$10,000 for the AIDS Committee of North Bay & Area.

The PHARA building, now under construction, saw all three orders of government come together to begin to tackle our affordable housing problem.



Our students, seniors, and handicapped persons deserve transit that is modern, reliable, and accessible. To that end we finally scrapped our 1973-vintage bus!

► **I promise to continue our transit fleet modernization program**, and not just our para-bus fleet, but our new transit coaches will be handicap accessible. And we will open our new Transit Centre in 2007.

There are many other components a well-rounded community requires. We need a healthy arts community, complete with galleries, a symphony, studios, writers, plays, and the continued support of our own downtown Capitol Centre.

I have been a big fan and supporter of developing our waterfront from the very beginning, and have pushed hard for continued government funding to execute the vision. Under my leadership we have seen all levels of government continue to provide the infrastructure to link the downtown to the waterfront and create the Historic Waterfront District.

We will develop a detailed action plan to implement our Parks and Playground program. This will see \$150,000 invested annually to upgrade our facilities, with a plan to be developed to never let our facilities fall into disrepair, again.

As always, these enhancements will be made with the full consultation of the community and user groups, as we appreciate the vital role they play.

About the photos ...

When I read the Nugget story years ago about Dr. Rod Johnston wanting to build a carousel, I phoned him that day and bought their very first horse, Biscuit.

We have the most beautiful waterfront anywhere, and I am proud of this Council's record of support for the waterfront vision following our pay-as-you-go philosophy.

The Capitol Centre is a grand jewel the City is proud to own. The Board does a great job of management and this is an asset that deserves support.

This is the 'before' photo at Sunset Park. Drive there today and see what we have done. This is part of our Parks and Playground enhancement plan.



5. Government Partnerships

There's been a lot of talk about how the City gets along with the other orders of government. As Mayor, let me assure you it is my job to work for you – the local taxpayers. All talk aside, I will tell you that I have a great working relationship, especially with the Ministers. When we have an issue, I don't hesitate to pick up the phone and call a Minister. And several Ministers have called and invited me for a private breakfast, or a quick sandwich, or a quiet dinner where we can chat about issues. That's how we're getting things done for North Bay. We worked hard to encourage the Province to commit to our hospital and to the 4-laning of Highway 11, and we're the government that finally got commitments for both.

And we get involved in areas where other politicians can't go. Look at the Ontario Northland GO Transit contract, for instance. I formed a SWAT Team of international business executives to assist with the bid. And when lobbying was necessary for ONTC to win the bid, Provincial politicians weren't allowed to be involved, as it is a Crown Corporation. It was the City who made the business case and successfully lobbied GO Transit into picking Ontario Northland.

I say to you the same thing I have always said ... when the governments do things that are great for North Bay, I'm the first to say "great". When they do things that are not in our best interest, it's my duty to let you and them know.

About the photos ...

Federal Conservative Minister Tony Clement and I exchange e-mail on a regular basis. He's been very helpful to us.

I have a great relationship with Liberal Minister Rick Bartolucci. The day after the big storm he called me at home to see if everyone in the city was OK.

Provincial Conservative Leader John Tory and I chat often. He has asked the Mayors to help with his Northern Ontario plan.

I think the photo of former Federal Liberal Minister Joe Comuzzi and I speaks volumes.

I take great pride in the fact that we can all remain politically neutral when dealing with what's in the best interest of North Bay.

1st Term in Review – Some of the Highlights

We restored hope and we restored solvency.

The City is a \$100 million business and, as a business person, I can say we ran it in a business-like way. We lowered your tax increases, spent more on roads and infrastructure, tucked money away in the reserves, and embarked on a financial plan that will continue to see our long-term capital debt be reduced.

Thanks to great Council/staff relations, here are some of the highlights this team was able to accomplish:



- ▶ We lowered tax increases by 6%.
- ▶ We reduced debt and commitments by \$2 million dollars in our 3 year term.
- ▶ We sold surplus land, bringing in \$3 million and adding \$500,000 in new taxes.
- ▶ We doubled the reserves putting us on a solid financial footing.
- ▶ Building permits hit \$85 million this year – an all-time record.
- ▶ 110 new single family homes built last year – an all-time record.
- ▶ We're spending more on roads and infrastructure now than in any other time.
- ▶ We value our employees and signed a 5-year labour deal.
- ▶ Home Depot: the City was ready to spend \$1,342,000 to bring them here. My team negotiated to land them at NO COST to the taxpayer.
- ▶ Cementation moved here from Aurora, bringing over 60 great-paying jobs.
- ▶ We joined the Province and Feds to help Fabrene with a \$6 million expansion.
- ▶ We developed a Doctor Recruitment Strategy, landing 6 new doctors in one year.

If you like what you've read and want to help out, please drop by our Campaign Headquarters on Oak Street at Fisher. We would love to see you join our growing team.

Thank you for reading my **2020 Vision**. The pages you just read aren't filled with shallow campaign promises. I honoured all the commitments in the original 2020 Vision, and intend to aggressively pursue each and every one of these promises as well.

But this Plan doesn't cover everything – these are just some of the highlights. There were many more exciting projects that didn't get mentioned, and many other important areas still to talk about.

People ask me "what do you think you accomplished in your first term?" My answer is simple: **We restored hope and we restored solvency**. We really turned the tide in North Bay, and when re-elected I promise more of the same.

On a personal note, I must tell you how overwhelmed I am by the reaction of my supporters. They're really excited about helping our team get me re-elected so we can finish the job we started. I hope you're excited too!

Mayor Vic Fedeli Campaign

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Leadership that's working

Pour vous informer en français sur la campagne de Vic, veuillez nous appeler et nous vous enverrons une copie de son discours de candidature; ou bien, rendez-vous à www.fedeli.com pour plus de détails.

Per leggere sulla campagna elettorale di Vic in Italiano per piacere chiamateci per una copia del discorso che ha fatto quando ha annunciato la sua candidatura oppure andate sull'internet a questo indirizzo www.fedeli.com per avere più informazioni.