



Naomi McNeill

1. If someone came to you with a proposal to build a new piece of public infrastructure in our city, how would you evaluate whether the project was worth implementing?
 - If the ask was personally to me, I would first ask the someone/company to give me a comprehensive summary of what the structure is, how it would benefit Brockville, similar projects they've implemented elsewhere, what the return on investment would be, etc. I would then bring it to City Staff and the rest of Council and the Chamber of Commerce. After that, I would speak to other organizations in the community.
 - I would also consult the Association of Municipalities of Ontario and the Ministry of Municipal Affairs for some assessment and planning tools such as *Municipal Planning and Financial Tools for Economic Development*
2. Brockville needs to get on track financially while at the same time needs to move strategically to improve its offer to its citizens and tourists. What experience do you bring to the table that demonstrates your leadership in fiscal responsibility as well as strategic success?
 - My vision for Brockville includes progress and innovation for residents and to attract future residents. The only way a community can move forward is to invest in new business/innovation and re-imagine itself. Especially, to not rely on old businesses that are not viable anymore. Good leaders consider what is going to be beneficial for all residents, not just a section.
 - I have worked within government funded-programs umbrellaed under not-for profits for almost 15 years. I understand being fiscally responsible. I also understand, well, having to look for funds elsewhere. There's usually opportunity for grants somewhere, it just takes the time

- to research and fill out the paperwork. We won't have much opportunity for provincial grants with the new Conservative government, so we must take advantage of the federal funds immediately (1 year left) and I will do that as soon as elected.
- Strategically, I want to make Brockville a better place to live for all.

3. How do we attract and retain Young Professionals in Brockville?

- We must have amenities that young professionals want. We have good high-speed internet, but something we are missing, that is a simple business idea is shared workspaces for the many people who work virtually from home (like I do many days a week), a space people can go to work individually, but, be a part of a community. This is integral and is happening in all cities.
- Innovation – new, attractive businesses. Additions to St. Lawrence College to include diploma programs in alternative energy and trades, culinary program.
- Great restaurants – we have some and we could use more independent, accessible, niche restaurants.
- More space for artists/arts studios in downtown spaces. We could explore incentives or small tax deductions for artists.

4. What are your 3 main priorities for Economic development and what key steps will you take to bring your vision to a reality

- St. Lawrence College: Develop a Memorandum of Understanding between the College and the City (as many cities do) that states we are going to work together to benefit each other. This might include the College offering more programs that attract students to Brockville and could allow them to stay (trades, culinary, etc.) and the city will do better to keep them here by offering attractive amenities and more meaningful jobs.
- Working closer with the Economic Development team to understand their strategic plan for attracting development to the city and consult with the Chamber of Commerce, the Downtown Business Improvement

Area and the Tourism department. I am not an economic development specialist, so I would consult/work with the experts.

- I would bring more attention to the fact that Brockville spends very little on Tourism marketing compared to other cities much smaller and work with city staff and council on how to improve that.

5. What actions would you take to improve public safety in Brockville?

- The implementation of a City-Wide Drug Strategy would be a great step towards improving public safety. All the surrounding municipalities have one (Leeds and 1000 Islands, Prescott, Lanark, etc.). It is collective effort of many organizations working together to improve the city and the lives of its citizens. The Mayors/Councils of these communities have a big stake in these strategies and they carve-out time and money toward them. This means consultation with City staff/council, City Police, Mental Health and Addictions, the Leeds, Grenville, Lanark District Health Unit, the local high schools, Family and Social Services, Housing organizations, etc. Deciding on the specific areas to focus on such as Prevention, Safety, Harm Reduction, Housing to name a few, and building a framework to work together on these issues. This is not just about people who use drugs. It's about the lives of the people that are affected by those users, it's about the safety of citizens, it's about prevention of youth uptake, it's about available housing. All these issues are interconnected.

6. Currently the city doesn't have Communication Policy – what are your thoughts to insure there is an effective external and internal communication policy in place.

- A specific plan communications plan needs to be developed and implemented. This would include a communications policy. This would include consultation with the public, development of objectives, methods and principals (such as the importance of timely communication, access to information, etc.) and timeline, for example.

7. What projects / policies would you champion to help small businesses grow?

- I would become a member of the Chamber of Commerce to become more versed in needs of small business owners.
- I would investigate grants for small businesses to allow for improvement, education, etc.
- I would work closely with the Downtown Business Improvement Association