



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?

I would do a study of the comparatives in other communities that are the same size as Brockville, to discover the pros and cons. The proposal would have to meet the City criteria's and needs. If interesting, I would have a meeting with the department of economic development, the city manager and any other departments that could/would potentially need to be involved.

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?

Since 2015, I, with my partner have opened 4 businesses – The Spitfire Café, the Court House Lodge event venue, Golden Age Comics and Spitfire Records. I also moved Productions Double Concept from Montreal and produce the Red Hot & Blue Rockabilly Weekend, the upcoming Brockville Oktoberfest, as well as many other one day event such as the Wedding Show, Girls Night Out, Christmas Market, etc. I have also worked in strategic and planning positions for the 2010 Vancouver Olympics, the 2015 Pan American Games and the Montreal Jazz Fest.

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

I would do a semiannual doors open event where young professionals could come, ask questions, get information and discover what's available for them in Brockville. This "home show for professionals" would focus on quality of life, affordability and the central location of Brockville. I would make sure to have a presence in magazines (tech, chain, etc.) as well as

online. This would include a dedicated website that would answer questions and showcase the advantages of the city; this would also serve to retain the young professionals we have by reinforcing the benefits we already have.

4. What are your 3 main priorities for Economic development and what key steps will you take to bring your vision to a reality.
  - Attract new businesses – not only big corporations or plants but also the tech sector, call centers and small business and entrepreneurs. A healthy mix is the way to build a vital city.
  - Make sure that all of the departments involved in budgets/projects work together and communicate. This will save time, money and create a streamlined vision.
  - Make sure that all projects have adequate management and oversight and timely reporting.
  
5. What actions would you take to improve public safety in Brockville?

I've created the Brockville Neighborhood Watch Group and hosted our first meeting on August 7<sup>th</sup>. A second meeting is in the planning, with the collaboration of Chief Scott Fraser, of the Brockville Police.
  
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.

It is imperative to put into place a Communication Policy. As we are seeing with current events social media carries vast power to quickly transmit information, for right or wrong. There must be a communications officer and policy put in place, to address public concerns in a timely and professional manner and to ensure that this is the channel used for communication and not private social media.
  
7. What projects / policies would you champion to help small businesses grow?

Building a resource guide for small businesses. This would include list of relevant contacts, programs (grants, workshops, training, etc) as well as

information for the different city departments. We have to help small business prosper and to do that we must be “Open for Business”