

At best, North Bay would be a City of Choice, with broad appeal to everyone; from health care professionals to highly skilled tradespeople, from educators to entrepreneurs, from students to retirees. Young people would have appealing local options for education and good employment opportunities. Families would feel safe in affordable homes and throughout the community, where they would enjoy varied arts and cultural opportunities as well as sports and recreation, all in an environment where the air and water are fresh and clean. Then we will be our best.

Council can help get there by:

- listening respectfully & representing the community's best interests,
- exploring new and innovative approaches to municipal government,
- optimizing our strengths & best development prospects, including;
 - aviation, high-tech, low energy, low transport cost & green industry,
 - expanding existing industries and businesses,
 - supporting healthcare and education expertise,
 - maximizing existing infrastructure potentials, particularly downtown/waterfront,
 - reducing costs, including time, for development approvals & construction, and
 - working together to identify, seek & build worthwhile employment opportunities,
- assuring;
 - services & facilities suit the community's expressed needs,
 - operations are regularly reviewed & efficiencies implemented,
 - properly skilled, managed & maintained public projects, services & expenditures,
 - environmental protection, and
 - proactive community involvement against drug abuse, violence & crime
- prudently;
 - 'Living Within Our Means', reflecting North Bay's ability to pay,
 - setting a 'debt free' goal, and
 - maintaining competitive taxes to retain & attract people & businesses,
- and, building Trust.

Stuart Kidd