

Sean Lawlor – Oct 18, 2010

The sale of municipally-owned green spaces and parks must stop. Once these areas have been sold, they will never be replaced. Similarly, clean air, trails and beaches are key components of healthy and safe communities. North Bay's location on clean lakes is an asset that must be recognized and built upon. Similarly, we need to maintain and expand the excellent trails that have been developed to promote recreation and fitness in the community.

While positive measures have been taken in the field of waste reduction, it is critical to continue with efforts to develop means of expanding the range of recyclable products that are collected. Along with supporting environmental goals, this will help with efforts to extend the life of the sanitary landfill. Recognizing the challenges that were associated with identifying the site for the current landfill and obtaining the necessary approvals, it is critical to ensure that all possible means are taken to extend the life of this landfill. If this is not done, waste disposal could become a major challenge in the future.

As a person who has been involved in the marketing and communication field for the past 15 years, I would suggest strategies similar to those that we have used successfully with our clients. Consultation is a key component in dealing with controversy. First and foremost, venues must be provided within local area neighbourhoods to consult with citizens on matters of concern that affect their neighbourhoods. Opportunities must be provided for them to make submissions to council in a welcoming setting. Respect for people whose opinions differ from those of council is critical. People who make submissions to council should not leave feeling like they have been criticized for presenting their ideas, because instead of promoting solutions, this leads the two sides in a controversy to line up their forces against each other. Instead of achieving solutions, this promotes divisions.

Regards
Sean