

In 250 words or less, if North Bay was “the best it could be”, what would that look like and how would we get there?

If North Bay was the best it could be, it would consider the perspectives of all community groups, citizens and stakeholders in order to pursue the vision of being a modern, sustainable and unified city.

The greatest challenge facing North Bay is the aging work force and the retention/attraction of young families. In order to mitigate this trend, we must grow the highly-specialized, modern, and sustainable economy for the next generation. In my first semester of economics, we studied the concept of ‘comparative advantage’. We must focus on the advantages that we already have in place in North Bay. This means the university, the college, the international airport, the regional hospital and provincial government offices. If we promote, support and improve these institutions, we will grow the middle-class to the benefit of our wider local economy including our small businesses who serve the professional middle-class and by encouraging investment from outside. These are institutions that already exist in North Bay and therefore don’t require large capital investments.

Furthermore, North Bay will be the best it can be when City Council has broader perspective. The effectiveness of our representative democracy depends on considering a breadth of values. For this, we need individuals with diverse backgrounds (which I have) as well as a greater voice for underrepresented communities including young, working families.

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