
COMMITTEE MINUTES

Committee Members:

Councillor Jane Fullarton
Member Jessica Barabash
Member Tony Barnes
Councillor Matt Wren

Others:

Councillor Leigh Bursey
Councillor Larry Journal

Staff:

Conal Cosgrove, Director of Operations
Sandra MacDonald, City Clerk
Robert Nolan, Director of Economic Development
Maureen Pascoe Merkley, Interim City Manager

The Chair called the meeting to order at 7:00 PM.

1. **Chair's Remarks**

Nil.

2. **Disclosure of Interest**

Nil.

3. **Delegations and Presentations**

1. 2019 Brockville Pride Events
(Brockville Pride)

Councillor Leigh Bursey spoke to the committee regarding the Brockville Pride Week events.

2. Growth and Prosperity Initiative

Henry Noble

Moved by: Member Barnes

THAT the Economic Development, Recreation and Tourism Committee receive the report as presented by H. Noble and staff be tasked to provide comments and recommendations to the committee at a time convenient to their workload.

For: Councillor Fullarton, Member Barabash, Councillor Wren,
and Member Barnes

Against: Nil

CARRIED 4-0

H. Noble and D. Beatty were in attendance to speak to the committee regarding an initiative to bring more residents to Brockville by marketing to Ottawa companies the benefits of employees who telecommute.

Councillor Journal noted that many employers are contracting work and he wondered if this proposal could be included in this initiative.

[2019 05 07 HN Telecommuting](#)

4. **Correspondence & Communications**

Nil.

5. **Reports from Boards and Committees**

Nil.

6. **Staff Reports**

1. 2019-064-05

Grass Cutting

Parks & Athletic Fields

Moved by: Councillor Wren

THAT Report 2019-064-05 be received for information purposes.

For: Councillor Fullarton, Member Barabash, Councillor Wren,
and Member Barnes

Against: Nil

CARRIED 4-0

Councillor Fullarton and Councillor Wren noted that when this matter goes to tender again, perhaps an increase in cutting frequency should be considered. Councillor Wren also queried if longer grass would increase the presence of ticks?

Member Barabash asked how many complaints were received with respect to grass cutting? C. Cosgrove noted there were some complaints were received from various park user groups, councillors and residents but the department was not overrun with complaints.

2. 2019-052-05

Supply and Installation of Heavy Duty Slides and Baby Swing Set
and Camel Back Climbers
Contract 2019-026

Moved by: Member Barnes

THAT the Tender from Henderson Recreation Equipment, in the amount of twenty-three thousand four hundred seventy-nine dollars (\$23,479) plus HST, for City of Brockville Contract 2019-26, Supply & Installation of Heavy Duty Slides and Baby Swing Set and Camel Back Climbers, be accepted; and

THAT the project be funded from the Parkland Equipment Maintenance Program.

For: Councillor Fullarton, Member Barabash, Councillor Wren,
and Member Barnes

Against: Nil

CARRIED 4-0

3. 2019-058-05
Brockville Museum - Facility Condition

Moved by: Member Barabash

THAT Report 2019-058-05 be received for information purposes.

For: Councillor Fullarton, Member Barabash, Councillor Wren,
and Member Barnes

Against: Nil

CARRIED 4-0

N. Wood noted that the Leeds & Grenville Branch of the Ontario Genealogical Society have been housed at the Museum for a long time. They have no financial resources and do not pay rent for the space. N. Wood noted that having this group at the Museum was of great benefit to both parties because of the area's history.

4. 2019-059-05
Brockville Railway Tunnel Committee
Revised Mandate

Moved by: Member Barnes

THAT Council approve the revised mandate of the Brockville Railway Tunnel Committee; and

THAT the necessary bylaw be enacted.

For: Councillor Fullarton, Member Barabash, Councillor Wren,
and Member Barnes

Against: Nil

CARRIED 4-0

5. 2019-065-05
Brockville Railway Tunnel Committee
Project Priorities

Moved by: Councillor Wren

THAT Council receive for information the Brockville Railway Tunnel Committee's list of project priorities.

For: Councillor Fullarton, Member Barabash, Councillor Wren,
and Member Barnes

Against: Nil

CARRIED 4-0

6. 2019-063-05
Main Street Revitalization Funding
Decorative Lighting

Moved by: Member Barabash

THAT Council authorize the purchase of decorative pole mounted LED lighting from Dekra-Lite Industries Inc., in the amount of \$42,608, using the funding from the Main Street Revitalization funds.

THAT Council authorize the installation of the decorative lighting by Bladerunner in the amount of \$1,100, using funds from the Main Street Revitalization funds.

For: Councillor Fullarton, Member Barabash, Councillor Wren,
and Member Barnes

Against: Nil

CARRIED 4-0

7. 2019-043-04
Economic Assessment of the St. Lawrence
Corridor Region - Final Report

Moved by: Councillor Wren

THAT Economic Development department should work with the St Lawrence Corridor Economic Development Commission, United

Counties of Leeds & Grenville Economic Development Office, and other stakeholders to develop an implementation plan for the economic assessment.

For: Councillor Fullarton, Councillor Wren, Member Barabash, and Member Barnes

Against: Nil

CARRIED 4-0

R. Nolan advised that the next step was for staff to use the report to develop an implementation plan which would be approved by committee/council.

8. 2019-062-05
Business Retention & Expansion
Project final Report & Action Plan

Moved by: Member Barabash

THAT Report 2019-062-05 Business Retention & Expansion Project - Final Report and Action Plan be accepted for information; and

THAT Economic Development department are directed to work with local stakeholders to develop an implementation plan.

For: Councillor Fullarton, Member Barabash, Councillor Wren, and Member Barnes

Against: Nil

CARRIED 4-0

7. **New Business from Committee Members**
Nil.

8. **EDRTC - Consent Agenda**

Moved by: Member Barnes

THAT the following items as recommended by the Economic Development, Recreation and Tourism Committee be placed on the Consent Agenda:

1. 2019-064-05
Grass Cutting Parks & Athletic Fields
2. 2019-052-05
Supply and Installation of Heavy Duty Slides and Baby Swing Set and Camel Back Climbers (Contract 2019-026)
3. 2019-058-05
Brockville Museum - Facility Condition
4. 2019-059-05
Brockville Railway Tunnel Committee - Revised Mandate
5. 2019-065-05
Brockville Railway Tunnel Committee - Project Priorities
6. 2019-063-05
Main Street Revitalization Funding - Decorative Lighting

CARRIED

9. **Media Question Period**

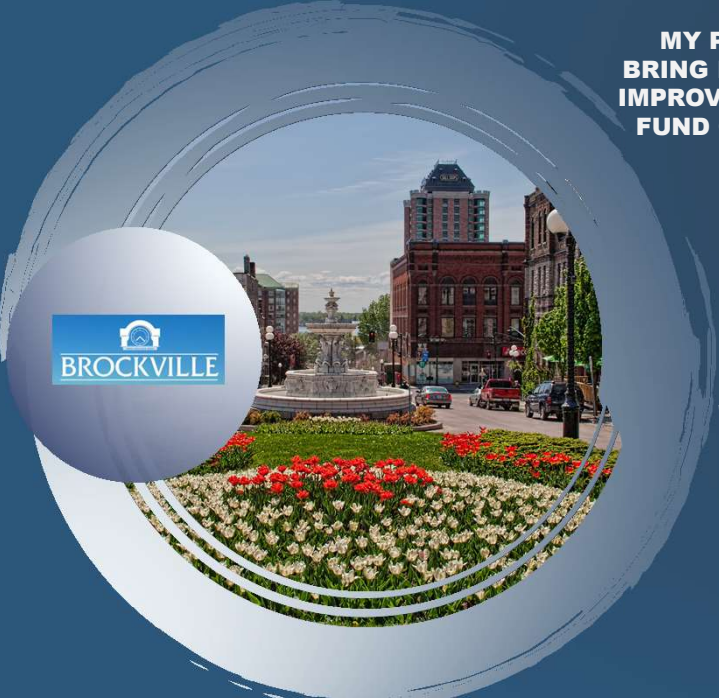
10. **Adjournment**

Moved by: Councillor Wren

THAT the Economic Development, Recreation and Tourism Committee adjourn its meeting until the next regular meeting scheduled for June 4, 2019.

CARRIED

The meeting adjourned at 9:08 pm.



**MY PASSIONS AND PERSONAL MISSION
BRING PROSPEROUS SUSTAINABLE GROWTH
IMPROVE TAXPAYER BENEFITS AT LESS COST
FUND CITY OPERATIONS MORE EQUITABLY**

**GROWTH INITIATIVE # 1
REVERSING
THE BRAIN AND ACHIEVER
DRAIN**

*"Either we make the future,
or the future
will most assuredly make us."*

HENRY NOBLE
Q.S.J.D., M.B.A., BA Sc, P.Eng.
www.henrynoble.ca
www.noblesuites.com
(613) 246 5794

<< 432 PEOPLE IN 5 YEARS >>

**Sure doesn't sound like impending doom
or a life changing existential crisis in the making.**

**But it is the harbinger of just that...
the proverbial canary in the coal mine!**

**AFTER DECADES OF ESSENTIALLY STABLE POPULATION,
FOR THE FIRST TIME IN OUR 187 YEAR HISTORY,
OUR POPULATION IS DECLINING
AND THE PORTENTS ARE THAT THE RATE OF DECREASE
WILL ACCELERATE WITH OUR AGING POPULATION.**

**WE ARE LITERALLY DYING OUT!
THAT HAS DIRE CONSEQUENCES LONG TERM !**

SO WHY IS THAT AN EXISTENTIAL THREAT TO OUR CITY?

DECLINING BUSINESS/INDUSTRIAL/COMMERCIAL TAX BASE MEANS CITY COSTS MUST BE SHIFTED TO THE RESIDENTIAL SECTOR.

THE DEPARTURE OF PHILLIPS CABLES, BROCKVILLE PSYCH, BLACK & DECKER, GTE AUTOMATIC ELECTRIC, GENERAL MILK, PARKE-DAVIS etc. CASTRATED OUR TAX BASE; AKIN TO WHAT WOULD HAPPEN TO OTTAWA IF THE FEDS LEFT. WE HAVE STRUGGLED EVER SINCE TO CUT COSTS WHILE TRYING TO MAINTAIN OUR INFRASTRUCTURE AND PROVIDE SERVICES.

WE HAVE VERY LITTLE HIGH RISE AND EACH HAS VERY FEW UNITS RELATIVE TO LARGER CITIES.

HIGH RISE PRODUCES MASSES OF TAX REVENUE ON A TINY PIECE OF LAND AND HAS MINIMAL DEMANDS ON CITY SERVICES, WE DON'T EVEN PICK UP THE GARBAGE!

SUBURBIA HAS MILES OF ROADS, SIDEWALKS, WATER MAINS, SEWERS, STREET LIGHTS, FIRE PROTECTION, POLICE PROTECTION, PARKS AND PLAYGROUNDS, ROADWAYS ETC.

IN THE PAST, THE BUSINESS SECTOR GENERATED THE TAXES TO SUBSIDIZE SUBURBIA. NO MORE!

THE DECREASING COMMERCIAL SECTOR TAXES HAS TO BE MADE UP FROM THE RESIDENTIAL SECTOR AND THE RESIDENTIAL SECTOR POPULATION HAS STARTED DECLINING!

FEWER FOLKS TO DISTRIBUTE CITY COSTS ONTO!

AS IF THAT WASN'T CALAMITY ENOUGH;

**OUR UPWARDLY MOBILE, EDUCATED,
AMBITIOUS YOUTH**

LEAVE FOR TORONTO AND OTHER HUGE CITIES!!!!

Which leaves behind:-

**An aging population.
Decreasing tax revenues.
Decreasing spending.
Fewer community leaders.
Increased elderly costs.**

**THOSE YOUTH WOULD HAVE BEEN OUR FUTURE.
THEY ARE THE BEATING HEART AND LIFEBLOOD OF CITIES.**

**THEY ARE THE ONES WHO UPSIZE, RATHER THAN DOWN SIZE, SPEND,
RAISE FAMILIES, ORGANIZE EVENTS, BECOME CIVIC LEADERS,
RENOVATE, UPDATE AND RESTORE THE HOUSING STOCK.
SOME BECOME ENTREPRENEURS.**

THEY ARE THE SURGING ENERGY OF THE FUTURE.

GONE TO THE GTA!

To make matters worse : The current reality

In the 1950s, there was almost no relationship between how densely populated a place was and the share of its residents with college degrees.

That has changed utterly: the share of the working-age population with a college degree is now 20 percentage points higher in urban places than it is in rural ones.

In 1970 that gap was just five percentage points.

Source : David Autor with Juliette Fournier of the Massachusetts Institute of Technology : Jan. 2019

The earnings of workers without a college education have scarcely risen in 50 years, after adjusting for inflation; for men they have fallen.

Who will have the income to pay our property taxes?

IN OLDEN DAYS, AN INDUSTRIAL PARK AND A GOOD ECONOMIC DEVELOPMENT DEPARTMENT COULD CAUSE A CITY TO FLOURISH!

SOME OF US FEEL BEING A RETIREMENT CITY WOULD BE OKAY.
WE ARE ALREADY LIVING THAT REALITY.
THIS ANALYSIS AND OUR EXPERIENCE SHOWS THAT ISN'T VIABLE.

TOURISM IS HELPFUL, SEASONAL AND LOW WAGE.
IT MAY SUSTAIN A TOWN, BUT NEVER A CITY OF OUR SIZE.

WE MUST URGENTLY DISCARD THE ORGANIZATION STRUCTURE
AND RESOURCES ASSOCIATED WITH YESTERDAYS WINNING
STRATEGIES AND SHIFT OUR FOCUS TO THE EMERGING WORLD.
ALL ORGANIZATIONS MUST REINVENT PERIODICALLY OR PERISH!
CITIES ARE NO EXCEPTION!

"The definition of insanity is doing the same thing over and over again, but expecting different results"

Albert Einstein

**How can we replace this
brain/economic/population drain?**

HOW

**Can we import 20 to 55 year old
professionals and semi professional couples
earning \$80,000 to \$250,000 annual family income
to live, work, spend and lead in Brockville ?**

Telecommuting

A rare win, win, win, win solution

**Employer's bottom line up
Job performance up** ↑

**Employees real income up
Lifestyle up
Family relationships up
Stress down so health up
Children's development up
Marital relations up** ↑

**The City prospers and sustainably grows and is no
longer subject to employers coming and leaving.** ↑

The Environment wins. ↑

Brockville is the optimum telecommuting location for the employees of Canada's largest employer.

OUR STRATEGIC ADVANTAGE !

The Federal Government dwarfs all other organizations in Canada in numbers of employees and swarms over Ottawa.

Most civil servants are well paid educated professionals and semi professionals. Many have careers allowing at least 2 days a week teleworking. Our target!

All we need is a miniscule number to relocate here and the rest will be history.

Living in Ottawa versus living in Brockville?
No contest and we can show it!

The DNA transplant transformative!

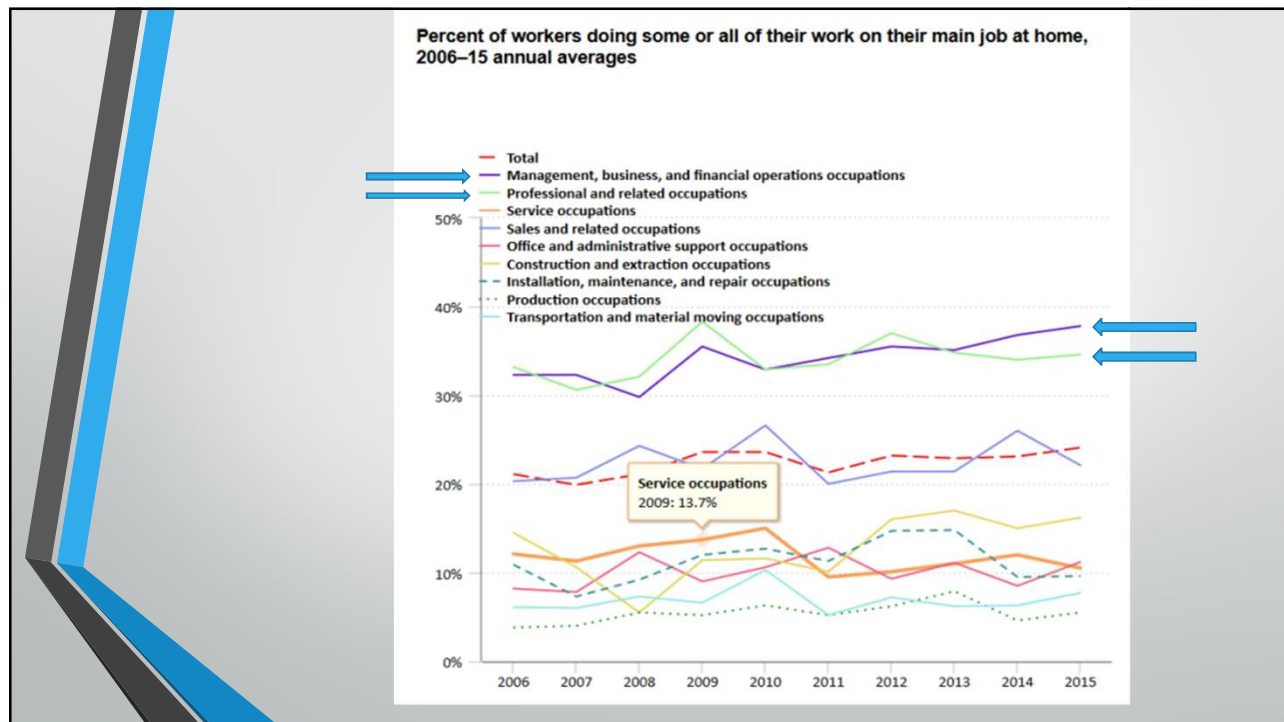
The then clerk of the Privy council,
Canada's top bureaucrat, Wayne Routers
upon his appointment made the topic of his first address
to the then Prime Minister

"the need for a total revamping of where, and how the public service works by utilizing web technology and concurrently focusing on improved lifestyle for the civil servants."

He stated that public servants are facing "extraordinary times" necessitating a **"total rethink of where and how they work and what they do"**.

"The employer (the Feds) recognizes the opportunities that a flexible working arrangement such as the telework option can present and encourages departments to implement telework"

Treasury Board Policy Statement



There is a major generational shift in the working age populations balancing of time at work versus personal/family time.

50 years ago it was a badge of pride to work long hours at the office .. eagerly accepting being transferred wherever and whenever the employer demanded, even on callously short notice. Success !!!

Your life, and your families', was subservient to your employer.

Increasingly those values are changing to give priority to personal and family time.

The "ME generation" is about family first; NOT employer first.

**Telework is their ideal.
It simultaneously solves both the employer's agendas and employee lifestyle needs.**

AN INSTRUCTIVE EXAMPLE

The state of VERMONT will give you \$10,000.00 if you move there and work remotely to reimburse actual relocation costs.

The program is to try to address its **shrinking population**. “We’re the second-to-smallest state in the nation, and we’re also **getting older**, so we really need to **make sure there’s more of a workforce here**,” says Joan Goldstein, commissioner of the Vermont Department of Economic Development.

THE QUESTIONS WE MUST ANSWER

- 1) What are the proven benefits to employers that will cause them to embrace incenting telework ?
- 2) What are the benefits to each employee such that they will decide to switch to telecommuting and what factors may be preventing them, or their kids, from doing so.
- 3) What do we uniquely have so we can persuade them to relocate to Brockville rather than elsewhere?
- 4) How much investment does it justify? How do we need to constructively deconstruct organizationally from the top echelon down and reassign budget resources?

<<< and, most importantly >>>

- 5) How do we accomplish this?

Q1: Employer Benefits

Best summarized in an Economist Magazine special report -

“To gain an edge over competition, firms have begun belatedly to realize how much more agile they must quickly become in a global marketplace. Success, it’s now understood, goes to those that can genuinely reduce costs, recruit and retain the best employees, and ensure continuity.”

“A sure-fire way of saving money is to reduce the amount of office space and services - generally around \$10,000 per employee annually” .. More for senior staff (our target)

Productivity, staff retention, job satisfaction and pool of potential hires all go up majorly and employees typically work longer hours and skip vacations.

Q2: Employee Benefits

It is a different world when “going to work” means
turning on your computer according to your,
and your family’s schedule
instead of meaning
gulping down breakfast on the run
rushing to get dressed
and get the kids to school or the babysitter then leave
for the dreaded commute
so as to be “on time” at the office.

The freedom to work at any time
and at any location
including taking very long working vacations
anywhere on the planet
with web interconnectivity.

Q2: Employee Benefits

A massive boost in after tax income and a home office tax deduction equivalent in net impact to a 15 to 40 % pay raise

Most Torontonians and many Ottawa residents can sell their home and live mortgage free in Brockville.

Huge reductions in gas costs, vehicle maintenance, parking fees and insurance. In many cases need one less vehicle.

Child care expenses eliminated.

Clothing costs and dry cleaning costs slashed.

Entertainment, dining out and cultural events cost less.

Summer vacation or cottage life minutes away.

Q2: Employee Benefits

IMPROVE PARENTING AND MARITAL RELATIONS
REDUCE DIVORCE, DOMESTIC VIOLENCE
POLICE & HEALTH CARE COSTS

Eliminating the stress of wondering what your kids are doing, and who they are with, while you are at work or have to stay late.

How our kids turn out.. can be destroyed by what they do, and who they are with, between school hours and when their parents are home.

The advent of couples both with careers creates greater opportunity for work place affairs, and workplace and the commute induced stress spilling over into the family.

Time for each other and intimacy is an important glue that prevents couples going their separate ways with all the cost and trauma associated therewith.

FAR MORE PERSONAL TIME

- The average Ottawa resident is estimated to spend between an hour and a half and 3 hours commuting and various travels.
- Hence they are being robbed of 20 % to 40 % of their personal disposable time travelling. Put differently that's between about 400 and 800 weekday hours per year..... using 8 working hours per day.....
- **equivalent to between 48 and 96 days of holiday per year!**
- **Even more in the GTA and Montreal !**

Why Brockville?

There are few more ideal places on the planet from which to telework. Everything from education, to hospitals, shopping to entertainment, culture to sports, and a safe city. The surrounding area is an outdoors oriented individuals uncrowded inexpensive paradise just minutes away.

Everyone who discovers Brockville is as astonished
as they are totally blown away.

**But it has to be experienced on site in person as
marketing materials aren't believed and don't do us justice.**

But seeing is believing.

An instant tectonic shift in perception!

Just listen to my hotel guests or read their reviews.

We have it all and, much more importantly, can prove it.

**FORTUNATELY FOR REASONS OF GEOGRAPHY,
RAIL AND ROAD CONNECTIONS
AND SO FEW CITIES OF ANY SIZE IN SOUTH EASTERN ONTARIO
WE ARE THE ONLY VIABLE REGIONAL CHOICE
FOR URBAN ORIENTED FOLK**

**Brockville has frequent regular train service to Ottawa, Montreal and
Toronto and 400 series highways to all three
and an international airport only an hour's easy drive away.
An hour from Ottawa, 3 and ½ from Toronto, 2 from Montreal by car and
just across 2 bridges to New York State.**

What are our options?

Attract industry ??????

Been there, Done that!

Become an incubator for startups??????

Maybe, but we have no strategic advantage nor venture capitalists.

Tourism?????

**Highly seasonal as presently configured and mostly minimum wage
part time jobs (although important to have)**

If we want to achieve growth, vibrance and prosperity,
Telework is by far our best opportunity

It is the only option where we have a strategic advantage.

We can, and must, attract at least 50 professional and semi professional families in the 20 to 55 age group earning \$80,000 to \$250,000 family income from the Ottawa, GTA, Montreal region annually to join us starting with 25 from Ottawa in the first 12 months and building towards 500 annually by 2030.

As we can't attract enough new industries to do so, the answer is
Telecommuting,
initially from Ottawa
and then from the GTA and Montreal

Task 1 CONVINCE SELECTED EMPLOYERS TO ADOPT TELEWORK

Convince Board Chairpersons, CEO's and HR Directors of targeted Ottawa organizations that they can be more efficient, more effective and more profitable by embracing telework.

Convince them that they can't afford not to assist us, in accessing their management and staff and for them to incent their staff to Telework.

Why ?

Because it is a rare win, win, win opportunity to significantly improve their bottom line, increase staff retention, morale and productivity and help the environment

A no brainer path to an uniquely high ROI !

Task 2: ATTRACT PRE-QUALIFIED APPLICANTS

A key component is an all expenses paid weekend here as our guests to learn, meet a variety of folks, tour and be persuaded.

Prequalify for our weekend package, using a web based application which includes a detailed questionnaire. It will also verify that BOTH their jobs and employer are amenable to telework.

Persuade them of the benefits of telecommuting, based in Brockville.

Identify, via the questionnaire, their hot buttons and assuage their fears, and those of their kids, and convince them to relocate.

As we know their interests and concerns, and their kids interests, part of the program is putting them, and their kids, together with Brockvillians having similar passions selling Brockville and welcoming them and becoming ongoing contacts and friends.

Task 3 CREATE A WORLD CLASS WEB PRESCENCE

The web savvy folks, our target market, whose decisions are heavily influenced by what they find on the web, know excellence when they see it, and are turned away by average.

Currently our web presence is adequate for attracting the retirement community like me, who don't know any better, but woefully inadequate in terms of young media savvy professionals. Our web and social media presence indelibly telegraphs that we aren't with the program. Yesterday's news! NOT where we need to be!

This is not only the 3 overlapping, often out of date City sites, but also sites relating to every aspect of considering relocating. Education, real estate, health care, policing, sports, fitness, cultural attractions and more...some great! A private sector example that needs rethinking is real estate.

Task 4 :THE INCONVENIENT HARD TRUTH WE REFUSE TO ENTERTAIN

The Economic Development focus and staffing is to attract **new employers** to Brockville. **It is triplicated** by the larger co-located County Department and the Elizabethtown Kitley Committee.

Collectively they have achieved nothing of MAJOR significance, that would not have happened anyway, in the last decade.

Some good stuff, but we are competing with every city in North America, most with larger budgets, for diminishing potential employers.

Businesses are global with no loyalty, smaller ones go where they have existing facilities, or where the decision maker wants to live.

The days of small plants located near their markets ended in the 90's with lower transportation costs (toll-free Interstate system) coupled with automation advances trending optimum scale plant size ever upwards.

Tourism is a growing sector potentially, yet has been divorced organizationally, the only key economic component to be outsourced.

"The definition of insanity is doing the same thing over and over again, but expecting different results"

Albert Einstein

It's time to reinvent the City management structure to opportunities.

Conclusion : The inescapable facts of our new reality.

Since the closing of Phillips Cables, GTE Automatic Electric, Black & Decker, the Brockville Psych, General Milk, Parke Davis, DuPont etc, we have been gradually, inexorably, declining economically.

Yet City Hall is still organized and prioritized on the world of yesteryear. Our once vibrant downtown characterized by The Alternative, The Towne Haus, Captain Johns and La Touraine upscale restaurants is no more.

With the lack of high rise, and diminishing industry, our residential taxes increasingly have to take a larger share of city costs.

The brand new calamitous trend is population decline, 2.4%, 432 folks in just 5 years. Our aging population infers that this decline will escalate.

We are literally dying out as a population.

City costs increase annually and must be paid from somewhere.

Increasingly the source has to be a declining number of taxpayers.

Future Councils will be forced to raise rates well beyond inflation.

The population segment that is essential to drive growth and be civic movers and shakers, the educated ambitious youth, can't find jobs.


Telework is the only opportunity where we have a strategic advantage!

THUS MY RECOMMENDATION

COUNCIL STRIKE A “TELEWORK” STANDING COMMITTEE

To investigate how best to attract and meet the needs of professionals and semi-professional teleworkers in the 25 to 55 age group to live in Brockville and the Township, and make recommendations to those Councils as they deem appropriate to bring 25 such families in year one increasing to 500 annually by 2030, and to report to Council the detailed first year plan, reinvented organization structure, budget reallocation, Gantt chart, required budget and proposed funding sources within 90 days.

As this is targeted at young media-savvy working professionals I would suggest that this include younger members of Council. I suggest it be augmented by 2 Elizabethtown councillors to be appointed by Elizabethtown-Kitley, the Executive Director of the Chamber, 2 residents of Brockville and 1 from Elizabethtown.



MY PASSION

Our forbears had the vision, leadership and courage to sense, embrace and harness the developing world and trends and thus bequeath to us a magnificent city.

They did not fail us, the following generations.

WILL WE ?????

HENRY NOBLE

Q.S.J.D., M.B.A., B.A.Sc., P.Eng.

www.henrynoble.ca

www.noblesuites.com

(613) 246 5794

The Steps in Detail

Create a prioritized target list of employer CEO's, Board Chairpersons, and/or HR directors.

Research each target organization and it's key decision makers in order to create a briefing note so that their presentation can be tailored, and the employer recognizes that our presenter understands their particular business.

Have the Mayor contact (he's more likely to get through to CEO/Chairman than anyone else) the most senior person at each organization member requesting to make a presentation preferably to their Board.

Please see the detailed steps to accomplish this plan in the handout which will be with the minutes of this meeting.

PHASE 2 PLAN

1) Expand the target to the GTA and Montreal.

2) Once we have sufficient new telework folks ..in addition to the several who are already here..... to justify it.

Lease the old Woolworth premises on King St., or another appropriate venue. Convert it to drop-in offices, a board room (like Perth does), video teleconferencing room(s) and office facilities.

Evidence from teleworkers shows that this fills an important need to meet people, get out of home, share ideas and have social contact, brainstorm and provide meeting and teleconferencing facilities.

3) In the broader picture this could do double duty as a new venture incubator with venture capital and mentor availability.

The Steps in Detail

- Currently Brockville has several overlapping websites that are, in my opinion, far from world class and rarely up to date.
- Eg: brockville.com. brockvilletourism.com, downtownbrockville.com. These must be consolidated and replaced with one that can promote our abundant assets to the web and social media universe. That takes very big bucks and commissioning the best talent available.
- You don't go out to lowest tender for a lawyer if you are on trial for murder or for your doctor for open heart surgery. You research to identify the absolute best and find the money.
- It is hard enough to find the funds to design, create and keep up to date one world class website let alone several competing ones. And, as if that is not bad enough, the region has thegreatwaterway.com riverquest piggybacking on tall ships and myriad fiefdom venues.
- <https://floridakeys.com/> is an example of what we need to accomplish one stop shopping that quickly teases you with the totality available whilst getting you quickly to your area of interest.

The Steps in Detail

Recruit a charismatic, passionate, articulate, persuasive believer/champion.

Restructure the top echelon in keeping with our current urgent need.

Develop and cost the program and source the funds.

Commission 2 high quality presentations and/or videos. One directed at employers and one at employees to convince them of the benefits. Probably two employer versions ... Government and the private sector.

Test market the presentations/videos and refine as necessary.

Assemble a set of (free) guidelines/ best practices for employers.

Identify and arrange to have a specialist consultant available to assist employers in their implementation (fee for service).

THE EMPLOYERS

Our presentation's employer "ask" is to actively support telecommuting and give us access to his/her employees and HR assistance in moving forward and to implement an employee incentive plan.

If agreeable, give them the implementation guidelines, provide incentive plan suggestions, and put them in contact with our suggested implementation consultants.

Create the packages to leave behind with employer attendees.

Identify and train effective presenter(s).

Determine and prepare plans for various scenarios of employee presentations depending on manner of accessibility.

THE EMPLOYEES

Two objectives:-

- 1. Ensure that the applicant (and significant other if working) both have careers allowing telecommuting at least 2 days a week. (prequalification).**
- 2. Identify the concerns weighing against relocating and the hot button issues attracting them so we can specifically address them. Both for the employees and their offspring.**

The initial employee presentation objective is to motivate prospects to register at our special website and answer the detailed questionnaire so as to qualify and apply for our free weekend exploratory package.

THE PREPARATION TASKS

Create the individually tailored weekend program to convince prospects and their children to move here:

Charter a bus to convey the guests to and from Ottawa and create the presentations for coming and returning to and from the city.

Weekend agenda and Mayor's reception.

Create an inventory of activities to be drawn from as per need

Potential venues to visit and area tour

Accommodation and meals

Chartered bus area city and region tour program

Plan a portion addressing children's concerns and motivation

Identify topic presenters including bus segments, accommodation, health care, education, policing, Brockville's lifestyle, area attractions, raising children to convince prospects and their children to move here.

THE WEEKEND VISIT

Use the chartered bus trip from and to Ottawa to presell and post sell Brockville. Plan the area tour route and conveyance and volunteer tour guides and coordinate on site visits consistent with website stated interests/concerns of the group and their offspring.

Identify and recruit enthusiastic personable volunteer Brockvillians in various cultural and outdoor and indoor activities to meet with subset prospects whose website response indicates they or their kids have an interest in their activity be it bridge or scuba diving or biking or fishing or theatre etc..

Brockvillians selling our town and its activities and life style and inviting them to keep in touch.

Plan the Sunday afternoon closing get together format and attendees and obtain prospects commitment to next steps and any necessary permissions to have folks contact them for follow-up.