

It has been written: and I believe

“There is a tide in the affairs of men.
Which, taken at the flood, leads on to fortune;
Omitted, all the voyage of their life
Is bound in shallows and in miseries.
On such a full sea are we now afloat,
And we must take the current when it serves,
Or lose our ventures”.

Julius Caesar Act 4, scene 3, 218–224

William Shakespeare –

What is your current view of the economic environment in the Gibsons area?

With events unfolding around us I can't help but feel that the economic environment on the Coast will potentially hit a major stumbling block. This will not be a unique situation to us, however it will require unique thinking and positive action to offset potential negative impact.

We have a community in which some residents are struggling to make ends meet. Some more fortunate than others are cautiously viewing the statements from their investment houses or pension funds. Regardless there is a definite air of spending caution being exercised. All this will dramatically effect local business.

I've lived in Gibson's Landing since 1979 and have seen many business come and go over the past 30 years. I can't but help sense that many of the surviving business are having a tough go of it now – this is excluding what is potentially going to happen with the extended fall out of the situation south of the boarder and it's impact on the Canadian economy. Small business in this community is likely in for a rough ride.

We need to offer the investment community a town with a positive attitude – jumping through flaming hoops only to be told NO – is not what we need to be offering in these difficult times. We've got the reputation of the Department of NO while we watch opportunity after opportunity wander up the road. With those missed Ventures so will go our future.

What do you believe are the key economic opportunities in the Gibsons area and what would you do to maximize these opportunities?

With difficult challenges ahead of us, we still have some very positive realities. We have the opportunity to develop our virtues. We have an idyllic sea side village within an hour's travel of the lower mainland.

Natural Beauty bar none, a Small Town atmosphere and life style within commuting distance of the city for those who by necessity have to work there.

We should be offering home to new business that requires proximity to a major urban area,

without wishing to incur the high cost of urban rental or building costs.

We still have the scenery and natural beauty to offer and the potential to develop a strong tourism commerce, attracting not only individual tourists, speciality groups and potentially a conference and convention base who prefer an alternative to the more established Trade and Convention Centres of the Lower Mainland.

What do you believe are the key economic challenges in the Gibsons area and what would you do to overcome these challenges?

We need to be represented by an air of positive thinking, tough times are facing us all – and we need to build the best mouse trap ever. We need to bend over backwards to attract business that will enhance our community – provide employment that people can live on and encourage commerce that will help stimulate the existing business base.

Let's look at what we lose every day and see what we can do to keep them here. We need to do a human inventory of the people who board the 6:20 and spend their day in the lower mainland. We have not only lost their talent we've lost their spending. These people may well prove to be the salvation of our community.

We currently have a bad reputation of encouraging investment and then saying NO – we need to prove we're corporate players. – let see what we can do to make this community bustle. Walking the lower village today over a three hour period – I saw two people shopping or rather looking – that's not commerce that's a tragedy .

How should government support the economic development function?

Economic development needs a place to grow – it's the role of community government , if they want it, to encourage and stimulate it – to provide the structure to nurture it – support it or lose it – watch it wander up the road for others to prosper by.

How would you support the GCIA financially and philosophically?

Philosophically I want to see this little town survive – prosper – and grow. I want to be proud of the fact my roots and heart are here. This is something that's going to take a common purpose – a goal set we can all strive for – now if never before we have to form a common purpose and work together to that goal for this town to prosper. Status quo is not a survival tactic. We need to determine the most cost effective methods to ensure our economic success in these troubled times – much of the ground work has been laid out by others in various levels lets take advantage of the work done so far – support it financially if necessary. We need to agree on a positive plan and move forward, to hesitate now may well be our undoing.

What role do you believe business should play in economic development in the Gibsons area?

Business and economic development are body and head – hand and glove – horse and carriage – the business we have that is successful is comfortable in inviting more business into the community to broaden the base upon which we all can survive. Successful business knows how to stimulate and encourage more of the same. People are often worried that business means cutting trees – clearing land – creating something they can't live with – most people in our business community are here for a reason – and it is because of their *raison d'être* they want the community to prosper - it's past the days of someone standing on the back of a wagon offering a cure – we need to form a common trust – and work with success..

**It appears taxpayers are not agreed on how to develop the Gibsons area.
How would you manage this issue?**

Education and the spread of information are all important – we fear what we don't understand. Fear mongers tend to rule society. We need to make the public aware of what is proposed – what is in the works and how it will benefit the community – it's business that pays the way – remove business from the tax base and who is going to pay the bills? Most taxpayers, although they bitch about what they are paying, don't appreciate that it is the business and commercial property that is paying the bulk of the taxes... information is power – let's give the power to the people in the form of enlightened information.