



Thursday, November 28, 2019

Mayor and Council  
City of Port Alberni  
4850 Argyle Street  
Port Alberni, BC, V9Y 1V8

Dear Mayor and Council:

Today at our Monthly Board Meeting our Directors unanimously passed a Motion to fully support and endorse Council's Budget Plans for 2020.

We are pleased to see the vision and direction that you are taking for the future of Port Alberni. The concepts presented in your Strategic Plan coupled with the commitment to improving Streetscapes on Upper 3<sup>rd</sup> Avenue, and Lower Johnston Road are good examples of strong and focused leadership.

While some may argue that *'now is not the time'* may I remind Council of advice that many of us receive from our own personal and corporate Financial Advisors. Those trained individuals will always guide us away from 'knee-jerk' reactions when markets decline or times are tough. They'll follow that up with statistics proving that those same markets habitually rebound allowing those that didn't panic the opportunity to reap the rewards of remaining focused on the future.

Included with all of this is the very fact that we can currently find advertisements online, in the news media, and physically placed within our city where organizations are seeking highly skilled individuals such as Occupational Therapists, Physiotherapists, Accountants, Doctors, Nurses, Engineers and others. We also know that those potential candidates are looking at opportunities in communities that meet their personal needs and desires. They are most unlikely to consider places that are not demonstrating a commitment to progress and lifestyle.

The Chamber of Commerce urges Council to stay the course with your plans so that Port Alberni can grow and diversify to a more economically stable environment.

Yours truly,  
ALBERNI VALLEY CHAMBER OF COMMERCE

A handwritten signature in red ink, appearing to read "Bill Collette", is written over the typed name and title.

Bill Collette  
CEO

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