



Parti Équilibre Vision

CREATION OF A UP-START ENTERPRISE:

- Saint-Bruno has extraordinary potential
- The development of the two industrial parks will be the key to our success
- We have a development strategy
 - We will be in partnership with business people
 - We will create wealth

This is explained in this leaflet no. 2



André Besner, mairie 2017

I HAVE A PLAN UNDER MY LEADERSHIP

TAX FREEZE FOR THE NEXT 2 YEARS

I have a concrete Action Plan that will allow us to freeze your property taxes like Boucherville did for the past 4 years:

More information inside this leaflet no. 2

Also visit our web site for more information and our videos

www.partiequilibre.org

My Strategy: Development

Saint-Bruno Inc.

We will undertake a major turn. We are moving towards development and growth. This approach will make Saint-Bruno more dynamic and its extraordinary potential will be highlighted.

We own two industrial parks. These two industrial parks are ideally located near Highway 116 and Highways 10, 20 and 30. Yet our industrial parks are growing at a turtle's pace. I know the problems that paralyze their development. In the last term, the outgoing mayor did refuse my demand to participate in the economic committee, I now have the opportunity to propose solutions.

Create a new image

Saint-Bruno has a reputation for not being open to business. So, we have to change that and send a new message. This message needs to be clear. I will put in place the new slogan: Saint-Bruno Inc.

Saint-Bruno Inc. sends an opening message to our industrial parks. This business message is also addressed to our merchants and professionals in the downtown and outskirts of the city. A major change need to be made at the level of our orientation, operation and organizational culture.

The leadership

A successful organization is an organization that has a Leader. A leader knows what to do, whom to know, and how to do it. A Leader has a vision and he can translate it into actions. I will assume the leadership of Saint-Bruno Inc. Why will I assume the leadership? Because I have developed expertise in this area and I'll sum up as follows: I have had a career with the Business Development Bank of Canada, known as BDC. This institution has only one type of clientele: small and medium businesses (SMEs). It provides funding and consulting services. I was vice-president of Quebec for consulting services.

Working with business people has been "my job" for decades. I know SMEs well. This professional experience also relies on my academic training: B. Comm. HEC and MBA. After my retirement, I also obtained a Master's degree in municipal management in 2011.

The Business Committee

I will form a Business Development Committee for Saint-Bruno. I know successful business people. Some have already agreed to participate. With these competent people, we will direct development and will achieve success.

A Director of Business Development

We will create a position of business development officer. It is an investment. This business manager will showcase our two industrial parks.

Economic Benefits

The more we promote the development of industrial parks, the more we will promote the economic development of our City. This will be reflected in:

- More businesses mean more tax revenues. The more the business taxes, the lower the taxpayers' taxes.
- More job opportunities.
- More new residents. And so, more real estate development. We have many residential lots to develop.
- More businesses mean more potential new buyers for those who want to sell their homes.
- Efforts will also be made to develop the downtown area of Saint-Bruno. We have commercial and office spaces to accommodate new businesses.

The leaders of these future companies will be sensitive and attracted by the quality of life and nature. They will adhere to the slogan of " Saint-Bruno, Mont Bonheur Vert "

The economic development of Saint-Bruno will contribute to lightening the level of property taxes of taxpayers. We will now deal with this portion of the taxes to residents.

Freeze taxes

I promise not to increase taxes for the next two years. Our neighboring city, Boucherville, has not increased taxes for four years. We can also do it. The City's surplus was \$ 3.9 million as of December 31, 2016. These surpluses represent on average more than \$ 300 per taxpayer. There were too many taxes on taxpayers. Let us look at the table that reflects the growth in taxes over the last four years.

Taxes – Average House in Saint-Bruno = 396 000\$				
	2013	2017	Increase	%
	\$	\$	4 years : \$	
Local Taxes	1 621	1 785	164	10.1 %
Agglo. CMM RTL	1 258	1 310	52	4.1 %
TOTAL	2 879	3 095	216	7.5 %

Source: City of Saint-Bruno web site, Taxation and Annual Budgets

The "average house" is used as a comparative basis by cities. This allows a year to year reliable comparison.

The table shows the change in taxes over 4 years, the period of administration of the outgoing mayor. The increase in local taxes in Saint-Bruno was 10%, or 2.5 times higher than the combined taxes of the Agglomeration, the Metropolitan Community of Montreal and the Longueuil Transportation Network.

For taxpayers who have a swimming pool, dug or above ground, they pay \$ 43 more per year. This tax was put in place by the current mayor. For 4 years, this is an additional \$ 165. This equals \$ 329 in additional taxes in 4 years; this increase represents more than 20% more than 4 years ago: $\$ 328 / \$ 1621 = 20.2\%$

I can easily say that I can freeze taxes. I will do so in the next budget, which will be tabled one month after the elections in December 2017. The situation is such that I can commit to freezing taxes for 2019. Better management will reduce spending.

The level of taxes after 2019?

What will happen in two years? The answer is in the Business Development Plan. I first presented the strategy of Saint-Bruno Inc. This approach should make it possible to welcome new businesses, and thus new revenues.

In this strategy of development and growth, we will also be able to have a residential development. This development will also be the source of new revenue, limiting costs to you, current taxpayers. The maintenance of the tax account without an increase can therefore be seriously considered for 2020.

The Agglomeration and taxes

The Government of Quebec is the only one that can modify the structure of the agglomerations it created in 2006. Several modifications have been requested by Saint-Bruno for 11 years. They were all denied by Quebec. What can we do?

I propose a democratic solution. Since 2018 will be a provincial election year, specifically October 2018, I will invite each of the five party chiefs to present their party's position individually on three major issues:

1. The agglomerations in the province and specifically Longueuil.
2. Highway 116, congestion at peak hours and reduced speed to 70 km.
3. Highway 30 and its congestions.

I will be sending invitations starting in November 2017. Citizens will have the opportunity to hear from them and submit their questions.

In the meantime, the 4 mayors of the Agglomeration and the mayor of Longueuil must work in collaboration. I will do so in a constructive approach and eliminate/minimize on-going judicial and court fees.

Fine and Major Projects

We have talked about the most important priority for our city in leaflet no. 1: to provide a permanent solution to our downtown core, which looks abandoned. A downtown is the Heart and Soul of a community. I present other beautiful projects:

\$ 200,000 Houses

There is a new trend in the real estate market: small houses. Two factors favor this approach in 2017 : 1- because of the prices, the market is difficult to access for the first buyers; therefore, properties are needed according to their budget; 2- Another factor is that some buyers are looking for limited space in proportion to their basic needs.

These first buyers could become the future buyers of larger homes, currently owned by people who will someday sell because their home have become too big for their more recent needs.

Yes, it's possible to think of \$ 200,000 houses in Saint-Bruno. Several young buyers raised in Saint-Bruno will rejoice that it will be possible for them to buy a small house in Saint-Bruno.



The Youth District

A 1992 agreement with the Quebec Government came to fruition in 2015. We obtained more than 600,000 square feet of land. It is exceptionally located at the entrance of the SEPAQ Park. It is the natural extension of the residential area, the Quartier des Femmes.

On this site that we can develop a project for first-time buyers. More than 240 small-scale two floors residences can be built in this adjacent residential area. A delight for outdoor enthusiasts.

Renovation Credit

We will promote residential renovation. We must encourage the rejuvenation of houses that date back a few decades. The City of Blainville does it and we can learn from it.

We would give a tax credit for three years. The credit is equivalent to the increased taxes due to the increase in the property value of the house resulting from the work. It would cost the City nothing; it would be a deferral of the tax increase. This aid would help to rejuvenate our residential neighborhoods.

Become an Innovator

I was the first director of innovation to be appointed to the BDC. I know the importance of innovation, which is essential for growth. As you know " two heads are better than one ". Imagine 26,600 heads, that is, each citizen of Saint-Bruno.

Each of us can have a potential idea that can bring added value to our community. This idea can improve our quality of life, or reduce costs, in short can contribute to all citizens.

So I will put in place a system that will receive your proposals. These will be studied. We will share the benefits of the ideas. Indeed, the community will benefit from the idea and monetary recognition will be paid to the innovator.

Street Placards

Several people did ask me why I did not have any street placards. There are two reasons: 1) The electoral campaign lasts 44 days, i.e. 6 weeks. I consider that it is too long a period of time to "wallpaper the City" with placards. 2) I will install a few placards in the middle of the campaign after I have produced the third leaflet.

Candidates

I also decided to wait before presenting Parti Équilibre District Councilor candidates until my position on candidates for Councilor positions are explained in leaflet # 1. They soon will be presented in the Versants, Parti Équilibre website and upcoming leaflet no. 3. Remember that in municipal elections, you have 2 votes: one vote for mayor and another vote for councilor. You can vote separately for candidates from different parties and also independents.

Parti Équilibre Website

You are able to read or download the French and English version of leaflet # 1, this leaflet # 2 and upcoming leaflet # 3. The website includes my CV and will include soon the CVs of Parti Équilibre district candidates. You can also view short video clips that have been made professionally. You can see me in Saint-Bruno with my children when they were young. You can also see a video about our downtown area, which is a major issue.

www.partiequilibre.org

Message to our English-speaking fellow citizens: For the English speaking citizens, there's an English documentation of the leaflets ; you can have a "paper copy" or the electronic version by visiting our website at:

www.partiequilibre.org

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