

Attitude is a Choice

I Love Creston June 2019 (FINAL)

In April 2019, 5 Town of Creston Councillors attended the AKBLG (Association of Kootenay Boundary Local Government) Convention held in Castlegar for 3 days. There were approximately two hundred participants in attendance including 2 Members of Parliament (Canadian Government), 5 BC MLA's (Member of the Legislative Assembly), Mayors, Councillors and staff from twenty-seven municipalities, Chairs, Directors and staff from 3 Regional Districts. The Creston Valley previously hosted this event in 2014.

A highlight for me was the presentation by Chris Fields of Rynic Communications (www.rynic.org) in Alberta. With the explosion of "social media" and the decline in the use of other traditional mediums (newspapers, television, magazines, etc.), it is very important for municipalities to be more creative in their "communication" efforts to get positive messages out to their communities. During his 1 hour presentation, Chris mentioned several "phrases" that stuck with me.

"LEAP" – be a Leader of Everything and Anything is Possible.

"Build on YOUR strengths" – be proud of your community and promote the positives.

"Are we in the place with 5 problems for every solution, OR the place with 5 solutions for every problem?"

"Dare to be different" – promote our unique assets for others to appreciate!

"TAX is an investment with your community" – the Town of Creston retains about 50% of the yearly property taxes collected and Council's main purpose is to maintain our infrastructure being our water, waste systems (sewer and garbage), roads, sidewalks and parks, and enhance our community facilities.

This is my 107th article since October of 2009, and as I have mentioned in previous articles, our community, which is the entire Creston Valley from Yahk-Kingsgate including the East Shore to Riondel, is a community that I am proud and pleased to call my home. I have had the privilege of serving with 4 different elected Town Councils and numerous Town staff in the last 10 years.

Being Mayor for the past ten years, I have come to realize that we live in a great community and for the most part, the "positivity is contagious". I am pleased with our community's growth and progress during this time and I am honoured to have been a part of the process.

I would like to invite you to “sign-up” on our Town website (www.creston.ca) through the “NOTIFY ME” tab with your email address and get immediate information sent to you such as our “newsletters” / firefighters / employment opportunities / News / Community events / Council meetings and Mayor’s Communiques. Signing up will enable staff to keep you informed on “what’s happening” in Creston!

The Town of Creston was originally incorporated on May 14, 1924 making May 14, 2019 the Town of Creston’s 95th anniversary! Now is the time to start planning and organizing for our 100th anniversary celebration in 2024!

Ron Toyota

Don't hesitate to contact me by: Visiting me at my office in Town Hall

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Call me at 250 428 2214 (extension 227)