



Saint John Board of Trade Bureau de Commerce de Saint John

40 rue King St • C.P./P.O. Box 6037 • Saint John, NB • E2L 4R5 • E-Mail: sjbtrade@nbnet.nb.ca
Tel: (506) 634-8111 • Fax: (506) 632-2008 • www.sjboardoftrade.com

November 17, 2005

Mayor Norman McFarlane
City of Saint John
8th Floor, City Hall
Saint John, NB

SUBJECT: Clarification of the Saint John Board of Trade's position on Vision 2015

Dear Mr. Mayor,

We would like to follow up our meeting with you the morning of September 30th, 2005 to thank you for taking the time to allow the Saint John Board of Trade to discuss our thoughts on the City of Saint John's Vision 2015 Program. Following is a summary of the position that we have taken.

The Saint John Board of Trade applauds the Common Council of the City of Saint John for having the vision and strength of conviction to undertake an Operational Review, a position that the Board of Trade has long been advocating. We support the direction that the City is taking in establishing the Vision 2015 Program and have made three observations/recommendations that we believe will support the successful delivery of the change program.

- Program Executive – we would recommend that the City conduct a search, both internally and externally, for the most qualified individual to lead the program, taking into consideration terms of reference, expectations and experience. This would also be an opportunity for some mid-to-long term succession planning, as the Vision 2015 Project Executive, by nature of the assignment, would be recognized as a possible eventual successor to the position of City Manager.
- Reporting Structure – we would recommend that the Project Executive report directly to the Vision 2015 Committee, not through the City Manager. This would allow for unrestricted access to the group that is tasked with the success of the program.
- External Expertise - we would recommend that the Vision 2015 look externally to add change management experience to the Vision 2015 committee. This individual, or individuals, would be a source of knowledge as to the complex nature of executing against such a challenging program.

2...

We Mean Business – Nous sommes d'affaires

As stated, the Saint John Board of Trade supports the direction that the City of Saint John has taken in establishing a program to execute against the findings of the Operational Review Program. As the "voice for business" in the Saint John region, we are hopeful that the City will do everything it can to enhance the probability of success for a program that will have a wide-ranging impact on our city over the course of the next number of years.

Regards,

Imelda Gilman, for.
Nancy Thorne
Chair, Saint John Board of Trade

Cc: Members of Common Council
Tony Gogan, Past Chair
Robert Manning, 1st Vice Chair
Nathalie Godbout, 2nd Vice Chair