



Peter Politis makes his presentation to council, Monday night

Photo submitted

CAC gives council tool to adjust

The Cochrane Community Adjustment Committee presented its final two projects to Council Monday, effectively closing off the critical two year exercise of evaluating and recommending adjustments to Cochrane's social and economic state.

A unique and powerful tool for monitoring the viability of the community's largest employer and a series of creative marketing presentations summarizing all the highlights of living and doing business in our community, formulated the presentation.

Peter Politis, CAC coordinator and project leader said the Cochrane Distress Index (CDI) was developed to provide the Town a tool to monitor the pulse of the two local Mills and the Forest Industry, promoting the ability to be proactive instead of reactive when the industry enters a down cycle.

Mr. Politis explained that the model monitors established key industry stress indicators and categorizes the result into a colourful graph that shows whether we're in for rough times or not. Each category has a set of predetermined reactions the Municipality can do to "manage" the given situation well in advance of the event happening. The intent being to anticipate challenges before they become reality and mobilizing reactions

in a pre-thought and organized fashion, hopefully diverting threats to the community as a result.

"This is a very unique tool that as far as we can tell no one else has and we think it will quickly become very popular with other municipalities," stated Mr. Politis. "25% of our workforce is tied to the two local Mills and if they went down it would be disastrous for our community. We felt that for the Municipality to have a tool like this would be the single biggest, and most responsible, adjustment we could make to not only protect our community's viability but help build our future going forward."

In his presentation, while describing to Council the mechanics of how to use the model, Mr. Politis showed Council how the current circumstances in Cochrane were at a critical stage and that the model needed to be immediately embraced by Council, in order to give them the guidance needed to weather the current storm. He reminded them that the CDI model is only as good as the people behind it and to be effective required commitment.

Mr. Politis also presented a series of marketing presentations designed to

address three key audiences; The Professional, The Family, and the Developer / Business Person. Sporting the tag line, "Cochrane - Wonderfully Unexpected", the presentations and colour Brochure effectively sell the community to these audiences using creative photography and highlighting all the new data secured by the CAC.

Mr. Politis explained to Council that next steps involve securing funding to print the materials, train the presenters, and develop the subsequent TV commercial promoting Cochrane as the place to do business or relocate your family.