



Jason Dawe

Conception Bay South, Councillor At Large

I have been a resident of CBS for about 45 of my nearly 49 years and I have even gone so far as to build a home on family property next to the home in which I was raised. Before his illness, my father worked construction with a local company, and he had an infectious pride in the town and my mother worked in a local daycare in Topsail known to many as “Mrs Dee”. The value of the people in this town was never lost on me. The collective area fostered and developed most of my friends and family and I have seen it grow and now sit at an important point for development and growth

I work as an IT professional for an aerospace company and airline and have several enhancement projects that are under my direction. I had spent many years as a technical writer, communicator, and training facilitator for large companies. I focus on bridging processes in very complicated and diverse systems to leverage technology to improve revenue management and the work environment of all I interact with. Many large organizations are crippled by size so that communication and efficiency are difficult. There is potential for waste to be controlled and a work environment to be far better for the employees.

Personally, I am a 31-year member (CD1 service medal as of 2014) of the Canadian Cadet Organization COATS attaining the rank of Captain in the late 90’s and have work with local units for my entire career and have been the Commanding Officer for a unit in Paradise and another in Mount Pearl while holding various positions with other units in St. John’s. I became a pilot in 1990 through a competitive scholarship and spent many summers, or partial summers while working full time at home, as a tow pilot for the Air Cadet Gliding Program in Debert, NS while being a regular participant of the cadet glider familiarization programs here in Newfoundland and Labrador. I have also worked in Bagotville, PQ instructing survival courses and have also instructed with the Regional Cadet Instructor School for our branch of the reserves. I regularly volunteer when and when I can with other organizations such as Scouts and as a refugee mentor with the Association for New Canadians.

My experiences are broad and ones that focus on efficiencies and understanding that the real resources for any venture or organization are the people. I have learned that any person’s perceived limitations are merely unguided opportunities for creative personal solutions that, when supported, usually benefit many others. Technology should be used to increase efficiency, accountability, and transparency but this technology needs to be not a barrier to communication, but seamless and engaging.

I. How will you help support the business community and reduce red tape in your municipality?

Red Tape is an interesting concept of perception and function. On one hand we immediately equate it to unnecessary complication or general hassle but what is it really? It is essentially process and what we perceive as process handling. There are times that process is absolutely required as in the case of regulatory requirement or standard adherence in which records are required such as within your own businesses you use process for accounting, servicing, customer service, etc and then you find ways to streamline those processes thus reducing the Red Tape that your customers or other stakeholders perceive.

I work as an IT professional in an Airline and Aerospace company and part of a larger team of people that is incorporating technology to assist various departments or teams to find efficiency, data collection, analytics, business intelligence, and other key measurement tools. As an administrator for the O365 platform, I often step in to guide teams to coordinate and build task-based tools, workflow, and internal/external communication systems in their environments.

I mention this experience because I see much missed opportunity to explore that collective and cooperative approach. There are innovative ways to enhance the processes that addresses technical debt while not introducing technical bloat. Then we achieve two things. Processes are leaned while reporting and operational awareness are improved for the requestor. There is no technological reason that an initiated process such as a permit can't be managed in such a way that there is reporting to the requestor to understand where the request exists in the flow.

If I can't remove the Red Tape, I can certainly give the processes awareness and accountability. The ability to dynamically connect with town resources and collaborate in a technologically lean environment is sitting directly at hand and we just need to take action.

2. As we continue to see the impacts of the pandemic, what can the municipality do to help businesses recover and grow?

As I have mentioned, I work with an airline and that industry was certainly one of the ones hit hard by the pandemic. Not just ours, but collectively all airlines have suffered, and some are only just coming back to operation now.

I lead the technical integrations between our airline and others to enhance our services and offerings while supporting what were traditionally considered our competition but strategic cooperation and partnerships such as interlines and international eTicketing agreements have boosted out bookings and value.

Despite the pain of the pandemic, there has been a very real adjustment to the focus on efficiency. Sadly, some larger companies and corporations have maintained a legacy structure of harsh reductions of employees but many more have embraced opportunity to being efficiency.

The Chamber of Commerce is an example of an organization that helps businesses support each other and this needs to be further enhanced by the town. Town needs to address the needs of the businesses that require reprieve on expenses such as taxes and create a strategy for each because the impact of the pandemic is certainly asymmetrical.

Considering efficiencies, many smaller businesses lack the larger expertise and resources for technological change, and I see opportunity for the town to assist in services such as a group licencing for modern platforms to which businesses can subscribe to for a much lower cost. The potential is there to be a conduit for improvement such as we perform across a multinational business with unique goals and skillsets.

We can attract new businesses, especially those that are complimentary, through aggressive start-up incentive that include agreements to source as much as possible within the town and start them on the path of aligning with the strategic goals of the Chamber of Commerce.

3. What are you, as an elected official going to do to help attract investors and new businesses to the area?

Return on Investment is always a key factor, and one in which contributes to decisions and time is a variable in that. We operate an airline with a goal in mind – that is to sell seats on an airplane with the most value for both traveller and the carrier. You will notice that airlines seat sales are periodic, and have you ever wondered why? Its because regardless of cost, you make zero dollars from an empty seat.

CBS needs to understand that a business that is not here is just not here and in no way contributes to our financial picture. We incentivise new businesses with cost protections and partnerships in developments to focus benefits on local businesses. Each case will be different, but the concept will remain the same. How can we maximize your ROI and how can we help the new business support existing businesses and continue that relationship?

When a publicly traded company establishes a presence in our town, a stable environment of support and assistance helps secure investor confidence. Mishandled requests or approvals that allow for implications of inappropriate municipal approvals merely subvert investor confidence as that environment is one in which risk starts to increase and confidence decreases.

Investors to businesses need to see the town as a stable location for the scrutiny of publicly traded companies to thrive. While the gradual tax percentage for a new business is commendable, it needs to be more aggressive and attractive to new businesses. I'll even go as far as to say that some businesses may need a custom tax introduction plan and as such we can work with them to provide more jobs and local business support in out town.

4. If elected, what specific infrastructure changes, policies or strategies would you propose implanting to mitigate the impacts of climate change in the next four years?

I feel this concept is not an effort in and of itself but can be baked into future decisions and planning. If we examine the town first, we can take steps to lower our carbon footprint easily through vehicle use policies and inter-department cooperation. For example, the Department of National Defense has a system in which vehicle's are pooled and managed so that vehicle use is optimal. Continuing the fuel consumption concept, the town can benefit from a fleet management system that can monitor use, distance, fuel burn, etc. We can opt for some electric or hybrid vehicles for non-heavy use.

Moving beyond climate change contribution, we now need to consider land use and developments with environmental impact in mind. Just now we have seen the effects of Hurricane Larry and previous ones, so we become better each time. To understand the effects of climate change we must consider what they are on everyone and everything. Residential and commercial heating and cooling, drainage enhancements, the strategic introduction of trees to reduce surface heat and continue to secure the soil from erosion. We need to support and encourage self sufficiency for small micro-farms and encourage mechanisms for supporting the same.

We need to cease destroying natural greenspace only to replace it with artificial greenspace. New parks and facilities need to be constructed in areas throughout the entirety of the town that not only beautifies but protects the resources. The Manuals River trail is an example of leveraging existing greenspace, but we need to start thinking about the encouraged replacement of new growth and even rock structure to understand that even a moderate sea level rise will impact our shores.

Developments near or close to shorelines across the town need to incorporate mitigation of risk and future issues. Look at how our shorelines were battered by storms yet survived Larry a lot better. We can use these lessons and incorporate it into new developments and provide incentive for enhancements. The town has a duty to be the facilitator of the initiative of local business as they can project their unique risks – but if coordinated, can create infrastructure that is more robust and future proof.

5. What value do you see in supporting an active Chamber of Commerce for the area?

The value is in the concept of the town being a facilitator of ideas and initiatives. An active Chamber of Commerce has the potential to expand its advocacy for a broader support system. You are the common voice to the collective needs and therefore become the right group to propose idea, encourage change, and – when required – challenge the council's decisions.

\$100 in incentive from the Town is a help, and your membership discounts are very good for a small business, but some of the basic technological coordination can be improved such as the concept of group licensing for tools that businesses could subscribe thus saving thousands per year on those more modern tools – that would allow for collaboration and auditing.

Whenever I take command of a cadet unit, training center division, or run a team for a project or initiate change, my role is quite simple. While not ignoring my own experience, I engage the members and have them advise on needs and challenge. Then, I knock down as many barriers and hurdles as I can. I clear the way for success while the team does their magic.

The Chamber of Commerce is a strong example of allowing the experts to identify need and challenge and not work in a way that just provides process saturation, but a mindset of ISO/Quality Systems continuous improvement as a stakeholder in your own operations.

For too long the Town has been missing an opportunity to be a catalyst for collectively addressing the needs for local businesses to be successful. The Chamber is the right body to be one of the partners for success.