



Shelley Moores

Candidate for Ward 1 Councillor

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Bio for Shelley Moores- Candidate for Ward 1 Councillor

I have been an active leader in promoting social and economic change in Conception Bay South (CBS) through my involvement in business, community, healthcare and sports. I was awarded a Bachelor's Degree in Kinesiology by Memorial University of Newfoundland in 2002. I chose to raise my three children in CBS, where I have been a resident since 2006. My passion for the outdoors and physical activity led me to Chair the Manuel's River Giv'er on the River since its inception in 2012. I have been on the board of the Manuel's River Foundation since 2015. I have a passion for the environment and specifically the beautiful trails systems we have in CBS.

I spearheaded the fundraising needed to bring the Newfoundland & Labrador Summer Games to CBS in 2016, an event that brought thousands of children and their families into our community to experience excellence in sport and physical fitness.

I also have a consistent track record as a fundraiser. As a multi-year member of all my children's school councils, Topsail Elementary, Villa Nova Junior High and Holy Spirit High School. I have navigated the often overwhelming social and economic issues faced by working families in CBS and helped make improvements within our schools. Through my work with various organizations, I have been successful in raising hundreds of thousands of dollars for schools and local organizations in CBS and metro area. I have been an active member of the CBS Soccer Association providing leadership as well as managing teams to national competitions.

Since 2017, I have been responsible for event planning and fundraising for the Healthcare Foundation, a role that has been successful in raising millions of dollars which benefit families across Newfoundland and Labrador. I am currently a director of the Board of the Association of Fundraising Professionals, Newfoundland and Labrador chapter where I have the opportunity to share my knowledge of fundraising and planning events with other fundraisers across our province.

I most recently ran in the Provincial election for the District of Conception Bay South. Despite the loss, it was a fantastic experience and made me stronger. It also made me even more determined to be a part of change for our beautiful town.

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

Municipalities working closely with our business community is crucial in improving business development in our community. First and foremost, I would like to have regular meetings with representatives from our business community, to ensure we are aware of the issues they face and concerns they have. After some research on this topic, I feel some of the options listed below could be very beneficial and help reduce red tape in Conception Bay South:

- Reducing the regulatory burden on small business (example: reducing the time to obtain a commercial building permit to a maximum of 2 weeks).
- Create an online portal so businesses can submit their red tape headaches and have them dealt with in a timely fashion.
- A joint advisory panel that would include representatives from the business sector, municipality and province who meet regularly to share information and implement red-tape reduction action plans.

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

Now more than ever our municipality needs to work closely with our local businesses to ensure they get through the devastating effects of the pandemic.

- We need to focus on helping provide sector-specific relief, in particular, to those hardest-hit by the pandemic including in hospitality, arts and recreation, personal services, etc.
- Developing the 1-for-1 rule (something other municipalities have implemented) ensures that every new regulation is offset by scrapping an old one.
- Give citizens more opportunities to provide input on regulations – so they know what’s really affecting our business.
- Working to streamline processes and design better, cost-effective regulations for residents, businesses and for government. All will save money and time and as a result be able to focus valuable resources where they’re needed most.
- Working with business organizations to focus efforts in areas that will have the most tangible impact for business and public service delivery.

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

Bringing new investors and businesses to Conception Bay South is very important and will require a combination of things to be successful. Some of these things will include:

- Focus on our culture and everything that the beautiful town we live in has to offer.
- Work on keeping our existing and new entrepreneurs here.

- Make workforce development a priority. We need to do everything possible to offer training and support for the business community.
 - Focus on local growth and reinvestment.
 - Diversify, diversify, diversify. Healthy economies need diversity to thrive.
4. **If elected, what specific infrastructure changes, policies or strategies would you propose implementing to mitigate the impacts of climate change in the next four years?**

Some of the things I would focus on over the next four years include:

- Promoting public transport and sustainable mobility
- Reducing emissions from town owned/operated vehicles and consider Hybrid/EV options
- Evaluate existing and potentially increase electric vehicle (EV) charging stations
- Promoting ecological industry, agriculture, fishing and livestock farming, food sustainability, and the 3Rs rule (reduce, reuse, recycle)
- Improved environmental awareness
- Improved efficiency of collection of waste
- Erecting buildings and infrastructure that are safer and more sustainable

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

Supporting an active Chamber of Commerce is crucial in improving our local business community. The more we are involved with our local chamber, the more it will strengthen community ties, help boost the local economy, and influence and create professional relationships among members.

Furthering the interests of industry and businesses in our community through advocacy, networking opportunities and various other member benefits is a win-win for all involved and is why supporting our chamber of commerce will be a priority for me.