

# More LETTERS

## Towntrak ...

To the Editor:

Towntrak is more than dangerous, it is positively hazardous to inept municipal administrations and councillors, as Finance Director Nancy Bardecki suggests.

It is the only report which compares municipal performances, something these private fiefdoms abhor.

How dare Towntrak report, for instance, that Halton Hills increased the Town's salaries 7.8%/annum, 1988

to 1993, when the nation was in a salary holding pattern.

The Financial Information Return (FIR) is Municipal Affairs' effort for consistent municipal reporting. The Database manager, Frank Guzzo, has all the checks and balances to ensure integrity and consistency in reporting before accepting the data.

Exactly the same information is reported for each municipality and the reporting methods are exactly the same, grocery store arithmetic, no mysteries.

The good Finance Director should stop shooting herself in the foot. The information is in the public domain and she should wake up to the need for professional analysis and ranking.

The tax paying entity is the residence, not the house-

hold, and the only sensible denominator. Towntrak scores 34 such performance parameters and then ranks the towns against and average and the benchmark performance for the sample. Towntrak also looks at trends over five years to anchor the analysis.

Towntrak is a powerful Benchmarking service. Administrators and councillors are affronted in having their comfortable fiefdom exposed.

It must be traumatic and hazardous for lousy performers, people who come 78th out of 94. But it won't go away until something positive is done in managing this Town, instead of being managed by the Town.

Bill Hyde  
Harold Street

# More LETTERS

## Love the Gem!

To the Editor:

When I saw your first edition I was quite impressed. Congratulations on making the decision to focus on this community entirely. The coverage of our town news was comprehensive and informative. Information was presented in an exciting and refreshing style.

It was also encouraging to see the local business community respond with advertising. They obviously see the Gemini as an important communication tool for their own requirements.

I'm sure you have made plans to deal with the competition, who one suspects will take strong and lengthy measures in order to recover advertising revenue, not to mention product loyalty.

We hope that those who advertised in your paper will not fall prey to the short term gains the competition will surely offer in order to recapture lost market. I'm sure they accept that for price fairness to exist there must be competition. Competition brings stability and balance to our economy. They are the seeds of prosperity. The business community is expected to take a demonstrable lead in fostering competition. It must do so now.

You not only recognize that Georgetown is distinct, you actually develop that idea.

There is consistency in your coverage - one is left with the clear impression that this is not a paper that is put together by some faceless individuals in some remote area with a few spaces left for local inserts - one feels your interest in being part of the town.

You accept that Georgetown is not Acton and Acton is not Georgetown. In fact you seem to accept that there really isn't a Halton Hills even though our municipal, regional and provincial politicians continuously try to convince us that there is such a place.

The Gemini will help demonstrate to these politicians that the Halton Hills experiment is a costly failure. It has been expensive particularly in terms of the social uniqueness of Georgetown. We are in danger of losing our natural identity and replacing it with bland.

The Gemini is a clear affirmation that Georgetown has never wished to participate in such waste.

People want to have roots in their community. They want to belong to something that has substance. We hope your paper helps lead the discussion for the eventual dissolution of Halton Hills and the restoration of legally incorporated towns of Georgetown and Acton.

While many of us will benefit from your new and welcome presence in the short term - there are however many more long term benefits, specifically a stronger and healthier community for our families. I strongly support the entrance of your paper into our town and hope that many others see the value of competition and offer their support as well.

First - the Gemini is a statement of a bold entrepreneur who is saying the marketplace has had enough of the results of corporate downsizing. You have correctly recognized that the economic pendulum is beginning to swing away from the impact of downsizing. The market is saying that more choice is required. While downsizing may be good for the balance sheet in the short term eventually the market place will look for better service. It will look for quality. This means more jobs, more cash flow and more economic stability for our town. This is certainly not revolutionary but it certainly is evolutionary. Bravo to the Gemini for seeing and acting on this opportunity.

The second natural force at play here is that you are responding to a distinct social/economic market segment.

Bravo and bon chance!

Alex McKee  
Georgetown

## Thanks, Ruth!

To the Editor:

What a wonderful surprise for me to receive the first copy of the Gemini last Wednesday! Truly it is our own Georgetown paper.

I congratulate the publisher and editor for his foresight. I wish you well, Paul Nolan, in your new undertaking.

Yes, we are one region, Halton Hills, but I agree with you that Georgetown deserves its own weekly newspaper.

A Senior Citizen,  
Ruth Forgrave

P.S., Incidentally, I live at Cote Terrace on that "sensitive street," having traveled it since horse and buggy days. I am really interested and concerned about the restoration of our old Main Street.

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## Something On Your Mind? Tell It To The Gem!

Write a Letter to the Editor and drop it off to Personal Secretarial Services, Unit 47, 360 Guelph St. (in the Knolcrest Centre). Or fax it to 853-5040.