

**Stouffville Sun-Tribune**

905-640-2612  
Fax: 905-640-8778

**EDITORIAL**  
ADVERTISING  
905-640-2612  
Classified: 1-800-743-3353  
Fax: 905-640-8778

**DISTRIBUTION**  
905-640-2612

**EDITORIAL**  
Editor  
Jim Mason  
jmason@yrmg.com

**ADVERTISING**  
Retail Manager  
Mike Banville  
mbanville@yrmg.com

**DISTRIBUTION**  
Circulation  
Supervisor  
Carolyn Norman  
cnorman@yrmg.com

**PRODUCTION**  
Manager  
Sherry Day  
sday@yrmg.com

**INTERACTIVE**  
MEDIA  
Marketing  
& Advertising  
Manager  
Dawna Andrews  
dandrews@yrmg.com

York Region Media  
Group community  
newspapers

The Sun-Tribune, published every Thursday and Saturday, is a division of the Metroland Media Group Ltd., a wholly-owned subsidiary of Torstar Corporation. Metroland is comprised of 100 community publications across Ontario. The York Region Newspaper Group also includes The Liberal, serving Richmond Hill and Thornhill, Vaughan Citizen, The Era-Banner (Newmarket/Aurora), Markham Economist & Sun, Georgina Advocate, York Region Business Times, North of the City, yorkregion.com and York Region Printing.

**LETTERS POLICY**

The Sun-Tribune welcomes your letters. All submissions must be less than 400 words and must include a daytime telephone number, name and address. The Sun-Tribune reserves the right to publish or not publish and to edit for clarity and space.  
Letters to the Editor, The Sun-Tribune 6290 Main St. Stouffville, ON L4A 1G7 jmason@yrmg.com

Ontario Press Council  
Canadian Circulations Audit Board Member

# OPINION

**Stouffville Sun-Tribune**

6290 Main St.  
Stouffville, ON. L4A 1G7  
www.yorkregion.com

PUBLISHER Ian Proudfoot

EDITOR IN CHIEF  
Debora Kelly

BUSINESS  
MANAGER  
Robert Lazaruko

DIRECTOR,  
OPERATIONS  
Barry Black

DIRECTOR,  
ADVERTISING,  
DISTRIBUTION  
Nicole Fletcher

DIRECTOR,  
REGIONAL PRODUCTS,  
CLASSIFIED,  
TODAY'S HOMES  
Debra Weller

## Editorial

### How to get more voters to polls

It's all over but the crying. Based on voter turnout alone, Monday's municipal election played an insignificant role in the lives of the vast majority of residents.

We're too busy to bother to vote, never mind find the time to figure out for whom to vote. Others say they don't like any of the choices or admit they're cynical about politics, in general.

Bottom line, our council-elects will return to their tables and the business of running our municipalities with a mandate from the few.

Our municipal elections continue to make a mockery of democracy, with turnout of eligible voters hovering in the range of 30 per cent, despite our booming population.

In the city below York Region, voter turnout was a record 53.2 per cent, demonstrating that perhaps what's needed to galvanize voters is a message that strikes a chord or creates a sense of urgency.

Mayor-elect Rob Ford's no-holds-barred campaign mantra of "Stop the gravy train" of government overspending, waste and entitlement got exhausted Toronto taxpayers off the couch.

Is it fair, then, to assume York's taxpayers are a content bunch? Not only did electoral participation remain low, most incumbents retained their seats.

The question that remains is if the apathetic, ambivalent and busy came out to the polls, would the results be different? Or are residents voting for the status quo when they don't vote?

To be fair, 43.96 per cent of Whitchurch-Stouffville residents voted.

In Richmond Hill, turnout remained the lowest at a dismal 29 per cent.

In Markham, despite an \$80,000 social media awareness campaign and online voting, turnout was 35.5 per cent.

Vaughan had among the highest voter turnout in the region at 40 per cent. The city, which arguably had the most scandal-plagued and dysfunctional council, was one of the few to see dramatic change in its leadership. The mayor and four longtime incumbents were trounced.

What more can we do to get residents to care? Pour more taxpayer dollars into bigger and better awareness campaigns? Lure voters through tax incentives or free pizza coupons?

The reality is voter participation won't increase if citizens aren't engaged with their governments. Rather than focusing on getting them out to the polls on election day every four years, our political leaders need to become more accessible and accountable 365 days a year.



## Letters to the Editor

### Few know how much work running, serving entails

By the time this edition of The Sun-Tribune is on the streets, the municipal election will be over and the new council chosen.

But before we close the books on this one, I would like to thank all the candidates for allowing their names to stand for election.

Only someone who has been there, like myself, knows the time spent walking the streets, knocking on doors and speaking to as many voters as possible.

Also, to the present/outgoing council, thank you for all your time and dedication for the betterment of our town. It is a time-consuming task and only those who have done it know the amount of hours not only at council meetings but all the sub-committees you represent and the ongoing problems you contend with 24/7.

To all the candidates, thank you, and to the successful candidates, good luck and all the best in your term of office.

WILF MORLEY  
STOUFFVILLE

### Mud-slinging expected during election campaigns

Re: Smear attacks at work, Oct. 14.  
Mud-slinging in Stouffville? Oh, my, oh, my. Well, it is politics, after all.

A bit of mud-slinging is like putting on clean underwear every day, something you are expected to do.

The ladies and gents involved are all grown up. After all, when was the last time you heard Liberal Leader Michael Ignatieff tell Prime Minister Stephen Harper to say sorry because his feelings were hurt?

Vicious mud-slinging is not good for many reasons. But we are far from that at this point in time.

As for the package of allegations delivered to media and candidates, what is the likelihood it was made up by a guy or gal with a case of 2-4 and a lot of time on his or her hands?

I have heard whomever made the package does not have spell-check — oops, that may be mud-slinging.

I do have to object to an assistant professor of marketing calling it "stalking". This kind of prof teaches you how to do things like sell cookies and make people believe they are fresh.

Get a York Region cop to say it is stalking and I will sit up and pay attention. Real stalking is a violent, evil thing. I was quite disappointed to read this part of the article.

RON BOYD  
STOUFFVILLE

### Birthday party was lifesaver

On behalf of the Heart and Stroke Foundation, I would like to thank Lorne and Ann Burns of Stouffville who organized a 60th birthday fundraiser in support of our foundation Sept. 18.

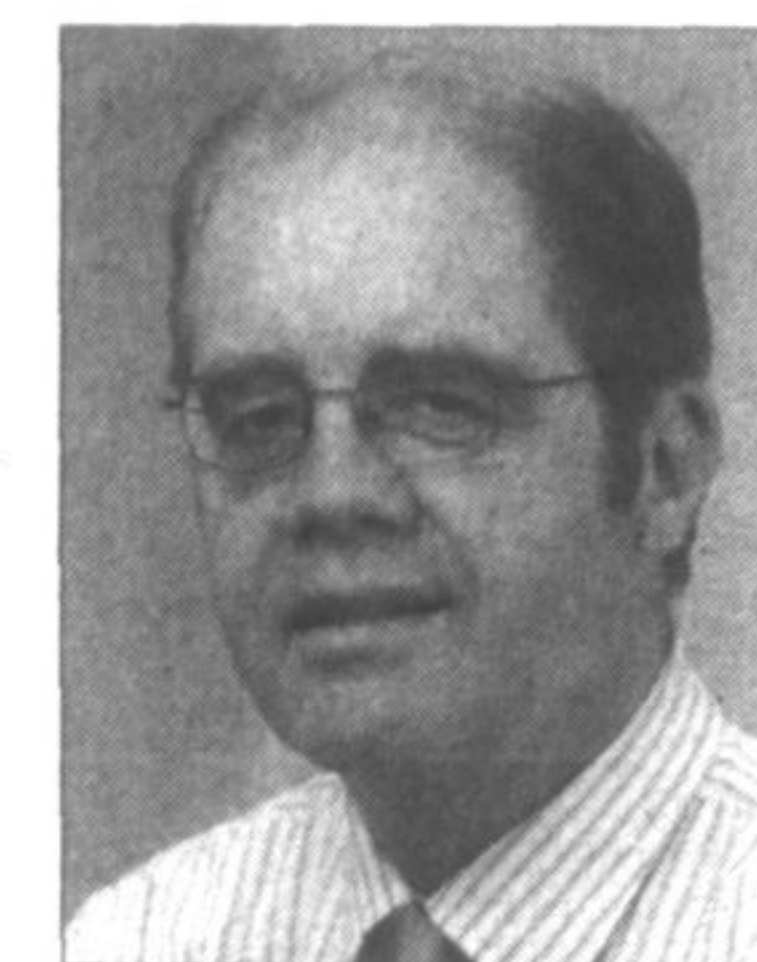
Lorne and Ann always planned on a Vegas vacation to celebrate Lorne's 60th, but due to her recent stroke, she was unable to fly.

The family decided to celebrate while giving back and instead rented a hall and sold tickets to Lorne's party, with proceeds going to the foundation.

The \$5,000 that was donated will support world-class research, as well as advocacy here in our community.

Thank you to the Burns family and friends for helping to save lives.

JESSICA WILLIAMS  
HEART AND STROKE FOUNDATION  
OF ONTARIO, YORK REGION NORTH



Off The Top

with Jim Mason

### Rob Ford couldn't get elected here

What looked like a record number of lawn signs have hopefully been collected and recycled or put in storage for another four years.

Any strange people on your doorstep this week will not be candidates for council. Even the victory-party hangovers are toast.

As life returns to normal in Whitchurch-Stouffville, what really happened on Election Night 2010?

Cynics will argue we wasted a ton of good coin on an election that produced absolutely no change on town council.

Civil libertarians and many a candidate will counter that democracy was well served and new visions were created while future leaders took their first step to a career in politics.

Take your pick. I do know the town clerk doesn't have to order any new business cards for the council chambers.

In the simplest terms, the election results tell us residents are happy with their government.

The municipal debt, accrued while this council built hockey rinks, revamped Main Street West and remodelled parkland, was supposed to be the hot-ticket item. Most candidates challenging incumbents jumped on it like a linebacker on a fresh fumble.

But unlike Toronto, voters here didn't bite on the wasteful-spending sermons. The gravy train opponents have no true Rob Ford in Whitchurch-Stouffville, unless you count Rob Hargrave, who maintained his council seat while still preaching about over-spending.

Justin Altmann, who surprised some as runner-up in the race for mayor, took his last shot Friday with a National Enquirer-esque glossy flyer that took dead aim at the debt and Mayor Wayne Emmerson, including unauthorized excerpts from this paper.

Now, that's all history. For four more years.

Jim Mason is editor of The Sun-Tribune.