

Karl vom Dorff was born and raised in Cobourg and defines himself as a straight-shooter. Honesty, due-diligence, transparency, integrity and stewardship are virtues he lives by - a stickler for doing what's right and seeking accountability. Karl has a BScH under his belt and seeks a pragmatic approach to politics; albeit in a gentle and approachable manner. Karl operates a local website design and marketing company as well as freelances IT work for an international conglomerate. He also has valuable volunteer experience through not-for-profit corporations.

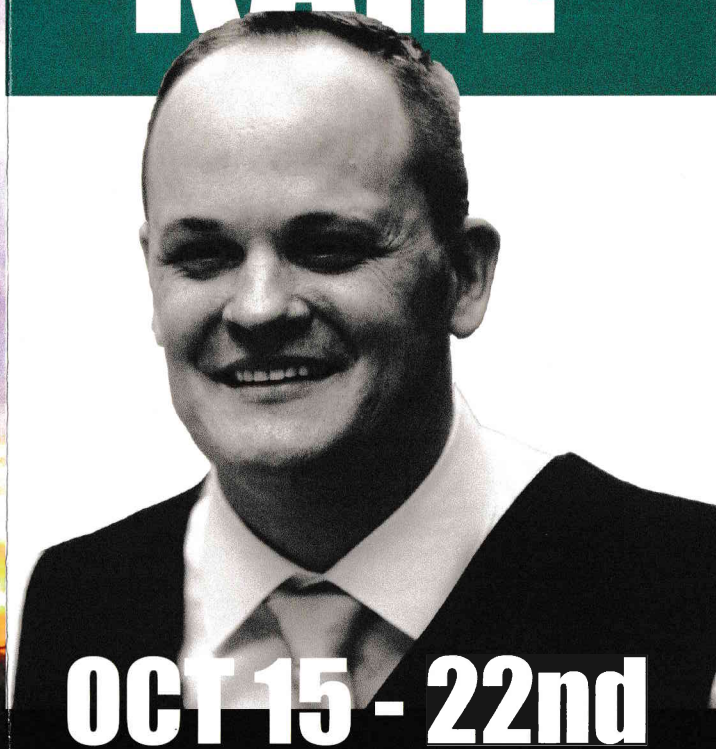
**VOTE  
KARL  
2018**

- ✓ **Higher Education** | BScH Biology, Carleton University
- ✓ **Volunteering** | Non-Profit Corporate Governance, Fundraising, Music Entertainment at Old-Age Homes
- ✓ **Local** | Born & Raised in Cobourg. Small Business Owner, Home Owner, Cobourg's Best Interest at Heart

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**TAKE ACTION**

**KARL**



**OCT 15 - 22nd**

**Don't Quarrel  
Vote Karl**

FOR  
**COBOURG COUNCIL**

Made in Cobourg | Made for Cobourg



# PLATFORM PRIORITIES

## LISTEN & ACT

★ Develop a By-Law that defines and formalizes the wishes of Cobourg residents with respect to large public capital expenditure projects; namely a mandatory public engagement policy. ★ Update the Procurement of Goods & Services By-Law to include reference to Cobourg's 'Council Code of Conduct', and the role of the 'Integrity Commissioner' ★ Implement the long sought after Q & A period at the end of council meetings which the majority (5/7) of municipalities in Northumberland County already have. ★ Push for the release of all of Holdco's financials. If necessary, through an access to information request similarly to Order MO-3170 against North Bay Hydro Holdings ★ Offer voters a personal public blog or newsletter regarding my council actions.

## GRANTS & FUNDING

*The Federal and Provincial government develop budgets with funding and grant programs in mind for municipalities across the country and province. The money is there, and it is intended to be used. These grants offset the municipal tax burden. Cobourg makes use of available grant money, such as Ontario's Main Street Revitalization Program, Trillium Ontario, the Small Community Infrastructure, etc. I have researched and found that for current and future projects in Cobourg, additional grants could be applied for and the process made more efficient.*

★ A grant steering committee could be formed it's responsibilities would be to: ★ Analyze all capital expenditure projects ★ Determine which ones are relevant for applications ★ Assist in application writing and submission ★

## INTERNET, IT & MARKETING

★ Contract an SEO (search engine optimization) specialist and subscribe to an annual consecutive monthly SEO campaign which would aggressively promote key areas and websites under the Town's ownership (i.e Economic development, tourism, foreign investment, etc.). ★ Google Translate is useful and has its place, but it's unprofessional and often inaccurate. Certified translations into five key languages (French, Spanish, Japanese, Chinese & German) for websites under the Town's administration would reach 2.5 billion people in their native languages and the world's top economies all the while adding credibility and accuracy to the Town's world wide message. ★ New financial software with better reporting. ★ Use polling on the Town's website to collect input on important issues. ★

## INVEST IN & FROM ASSETS

*Cobourg has a history of good decisions that have paid off with respect to investments and generating revenue for the Town. The conversion of the harbour from an industrial oriented area to a tourist oriented one decades ago was probably one of the best and most appreciated decisions of Cobourg residents but also the acquisition of Lakefront Utilities and Lakefront Utility Services into Holdco which pays the town dividends, and the soon to be realized revenue from Northam Industrial Park.*

★ Develop a strategic plan to allocate/invest new realized revenue from Northam Industrial Park into various Town Projects (i.e the Tannery District, the Waterfront District, the CIP, etc.) ★ Debate and consider other properties within the Town of Cobourg to acquire (i.e the Park Theatre). ★ Work closely with Northumberland Mall's new owner to increase activity and its economic viability. ★

## AFFORDABLE HOUSING

*'THE TRUE MEASURE OF ANY SOCIETY CAN BE FOUND IN HOW IT TREATS ITS MOST VULNERABLE MEMBERS' - In that respect I believe Northumberland County and the Town of Cobourg are on the verge of failing, or already have.*

★ Affordable and social housing has been broken in Ontario for decades, with the bulk of new construction projects finished decades ago. True, jurisdiction of housing falls mostly to Northumberland County, but as councillor, I would (hopefully with the help of my colleagues) try to bring the Salvation Army, the Northumberland Affordable Housing Committee, County Representatives, Habitat for Humanity, Local Parishes, and even professional consultants, if needed, together to develop a strategic plan on how to improve the housing situation in Cobourg. The organizations previously mentioned do have a history of working together, and with the cooperation of the new council, efforts can be intensified. ★

## HOW DO I VOTE?

It's easy! As an eligible voter, you will get a voting PIN in the mail shortly before the elections. Use it to vote online, per telephone, or in person at the polling stations. It will have instructions.

For my **complete** platform,  
or if you have any questions,  
please visit my website at:

**votekarl.ca**

or find me on Facebook

