



# Joel Goodnough

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joelgoodnough@gmail.com

#### 3. Campaign Website

www.joelgoodnough.com

#### 4. Campaign Social Media

https://www.facebook.com/JoelGoodnoughBrooks/

#### 5. What are your top 3 priorities if you are elected?

- 1) Safety Building a Brooks where residents feel safe, respected, and confident in the future
- 2) Strong growth and Opportunity- Economy and Spirit Building a Brooks where housing, Jobs, and innovation create opportunities for everyone
- 3) Sustainable Building a Brooks prepared for tomorrow with reliable services, smart planning, & lasting investment

## 6.City Council meetings are often held at inconvenient times for many to attend. How will you ensure you are available to your community and their concerns?

I recognize that council meetings are not always accessible for everyone due to work and family commitments. As Mayor, I will ensure that residents have multiple ways to share their concerns and ideas. I make it a priority to be available through phone, email, and scheduled meetings, as well as by being visible and approachable at community events. I also support improving public communication through online updates and summaries of council decisions. My goal is to ensure that every resident in Brooks has a fair opportunity to be heard and to engage in our community's decision-making process.

7.What do you consider to be your strongest qualities and how would it be an asset to you as a member of City Council?

My strongest qualities are honesty, experience, and the ability to listen. I care deeply about this community and work hard to find fair, practical solutions. I believe in teamwork and open communication, which help me make balanced decisions that reflect what's best for the people of Brooks.

8. Passion for the community is best shown through action. Please share volunteer work on clubs and committee's you've been on, and how long you were involved.

Champion Centre - 3 years
Rotary - 7 years
mycitycare 6 years
Brooks Adult Learning Council - 1year
Brooks minor Hockey - 1 year
Silver Sage 3 years

I also volunteer for many Kinsmen 1-day events as security, cleanup, setup & tear down (behind the scenes)

9. What is your vision for economic development and how do you plan to attract and retain businesses and jobs?

My vision for economic development is to build a safe, strong, and sustainable Brooks by helping local businesses grow and attracting new ones. I fully support our Economic Development team and the great work they do to promote Brooks and create opportunities. By working together, we can keep taxes competitive, improve infrastructure, and make Brooks a place where businesses and families choose to stay and grow.

10. Have you run or managed a successful business? For how long? Did you grow the business either by employees or profit?

I was an owner and partner in a coffee business that expanded to several franchise locations in Saskatchewan, where I learned firsthand how to manage tight budgets, negotiate effectively, and build strong partnerships. Later, in the non-profit sector, I led a team of staff and coordinated 50–100 volunteers, often finding creative ways to do more with limited resources. These experiences strengthened my skills in leadership, collaboration, and fiscal responsibility—qualities that are essential in municipal governance.

11. What does supporting local mean to you, and how do you plan to prioritize it within Brooks?

Supporting local means helping Brooks' businesses, workers, and organizations thrive. I will prioritize this by working with our Economic Development team, making it easier for businesses to grow, promoting "shop local" initiatives, and attracting investment that benefits our community. Keeping local first strengthens our economy and our community.

12. We have seen many small businesses close in town over the past few years. Many leave and do not return. How can you prevent this from continuing?

Small businesses are the backbone of Brooks. I will work with our Economic Development team to reduce barriers, keep taxes competitive, and promote "shop local" initiatives to help businesses grow, thrive, and stay in our community.

13. There is currently a tax break for new homes, which will likely benefit newcomers or big business. What will you do for the 30-40 year tax payers that helped build this town?

The property tax break is available to any resident or builder who chooses to buy land and build a new home—it's an incentive to encourage growth, not a reflection of how long someone has lived in Brooks. We remain grateful to all residents who have helped shape and build our community.

14. Vacant land in Brooks has a high contamination issue with the soil. What would you do to clean these up to sell for business?

Contaminated land must be addressed before it can attract busin<mark>esses.</mark> While property owners are responsible for cleanup, I will work with them, our Economic Development team, and provincial programs to support remediation and make these sites safe and market-ready for investment in Brooks.

15. Since the cost of living and grocery prices have risen over 20%, what would you do to keep Brooks property taxes from rising as well?

To keep property taxes stable, I will prioritize responsible budgeting, efficient delivery of city services, and smart growth. By attracting new businesses and investment, we can broaden the tax base and ease the burden on residents while keeping Brooks affordable for families.

16. What steps would you take to address affordable housing in Brooks?

Affordable housing is vital for a strong Brooks. I will work with developers, our Economic Development team, and community partners to encourage diverse options, including rentals and entry-level homes, and streamline approvals to make housing more accessible while meeting the needs of our community.

17.Rental prices have skyrocketed in Brooks (and everywhere) making it difficult for young people to get a start. What would you do to improve this in the future?

I will support purpose-built rental housing, a proven way to increase supply and stabilize rents. By working with developers and our Economic Development team, streamlining approvals, and encouraging multi-family projects, we can make rental housing more affordable and accessible for young people in Brooks.

18. What is your position on allowing or limiting liquor stores or cannabis stores?

I believe the placement and number of liquor and cannabis stores should balance community safety, public health, and economic opportunity. I support following provincial regulations while ensuring new stores are located responsibly, away from sensitive areas, and that their presence does not negatively impact neighborhoods. Decisions should be guided by careful planning, community input, and evidence-based policies.

#### 19. How do you plan to bridge the current or perceived gaps between different cultures in our community?

Bridging cultural gaps requires understanding, respect, and open dialogue. I will coninue to suppport the Welcoming and Inclusive Committee, SPEC, BCALC, and other community groups to foster events and programs that celebrate diversity. By listening to all voices and promoting collaboration, we can build a stronger, more united Brooks.

#### 20. How do you plan to support the well being and development of the youth in our community?

Supporting youth is essential for the future of Brooks. I plan to work with schools, recreation groups, and community organizations to provide safe spaces, programs, and mentorship opportunities. By investing in sports, arts, and leadership initiatives, we can help young people develop skills, confidence, and a strong connection to our community.

#### 21. What are your plans to expand/attract events to Brooks? What are your plans regarding future fees to use our facilities?

I want Brooks to be a vibrant community that attracts events for residents and visitors alike. I will work with event organizers, local businesses, and the Economic Development team to bring festivals, sports tournaments, and cultural activities to town. Regarding facility fees, I support fair and transparent pricing that balances accessibility for community groups with the costs of maintaining our facilities. My goal is to ensure everyone can enjoy our spaces while keeping them financially sustainable for the city.

#### 22.Why does it seem like parking is not a concern with new developments? Is this something that can be resolved in the future?

Parking is a common concern with new developments, and it's important to plan for it from the start. I will work with developers and our planning team to ensure future projects include adequate parking and consider alternative transportation options. By updating zoning and design standards, we can address current challenges and prevent future issues, keeping Brooks accessible and convenient for residents and visitors.

#### 23.What can council do to work with the 2 largest employees in our community -- Grasslands Public Schools and JBS?

Council can work closely with Grasslands Public Schools and JBS by maintaining open communication, understanding their needs, and collaborating on projects that benefit both the community and their operations. Supporting local workforce development, infrastructure improvements, and community initiatives ensures these major employers can thrive while contributing to Brooks' long-term growth.

### 24. With 25 councilors and 5 mayors plus one Reeve for a population of 24,000, what is your position on possibly merging municipalities within the County of Newell?

I do not support merging municipalities. I believe we can achieve efficiency and growth by partnering and collaborating on projects while maintaining our community's independence and identity. Working together on shared initiatives allows us to maximize resources without losing local control.