

## What's "in our nature"?



Along with a clean modern logo for our City, our rebranding initiative involves a new tagline: "It's in our nature." This tagline immediately resonated with our steering committee and the community stakeholders and business groups we consulted with during the year long rebranding process. However, as some people pointed out after the public release of our new brand, this new tagline begs the question of what is in our nature.

The fact that our new tagline begs a question is part of its strength, as it allows us to engage in conversations about the assets and attractiveness of our community. For example, it allows us to speak about how we continue to depend on nature for our economy; whether it's forestry, mining, agriculture or tourism, nature plays a fundamental role in providing employment to the people who live in our region. Our current challenge is to evolve these various natural resource dependent sectors to ensure they will continue to contribute to a vibrant economy and a truly sustainable environment.

And, it's also in our nature to rise to this and other challenges. Throughout the history of our City and surrounding region the people who choose to live here have shown resilience, determination and an entrepreneurial spirit in the face of such challenges. When the gold rush ended, Quesnel morphed from a regional supply center into a globally competitive integrated forest products manufacturing hub (something "Goldpan City" never spoke to). Our challenge now is to diversify our economy so we can continue to provide a diverse array of employment opportunities while our surrounding forests grow back from the devastation of the mountain pine beetle epidemic – and we're actively embracing that challenge too.

Another recent challenge we embraced and resolved was a potentially devastating doctor shortage. When we heard that nine doctors were going to leave our community last year it's wasn't in our nature to simply point fingers at the Province or Northern Health and complain to the press. Rather, we worked diligently with Northern Health, the Hospital District, our doctors and nurses, and our MLA's office to find creative ways to resolve the systemic issues that led to the exodus of doctors. That proactive partnership led to an unprecedented recruitment of 13 general practice physicians, a new surgeon, an additional nurse practitioner, and a new primary care delivery model and new clinic that has positioned Quesnel as a leader in this field.

It's in our nature to be creative problem solvers and productive partners.

It's also in our nature to: celebrate our heritage; support our arts and culture community; provide a diverse array of affordable and easily accessible recreational activities and amenities; be an inclusive, welcoming, and affordable community to live in. And, as our Citizen of the Year (VCoY) Committee members recently pointed out, it's in the nature of the people who live here to volunteer and to celebrate our volunteers. VCoY has adopted the tagline: "We're all volunteers ... it's in our nature."

The inherent question begged in the City's new tagline allows you to think about what you enjoy about living here and what you will tell people who ask you what "It's in our nature" means. I hope you'll think deeply about all the things you love about our community and become an ambassador for our City and region ... because that deep rethink and affirmation of all that is positive about our community is what a rebranding exercise is truly all about.

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