

Thank you for reading this email and watching my video (link above). In the days leading up to the election, I asked for an All Candidates Meeting through the Thetis Island Rate Payers Association. My opponent declined, and the Rate Payers association thought it might be too challenging to coordinate an All Candidates with only a few days to prepare. Because I think it's vital that all of you hear from me directly, I figured this is the next best thing. Over the last 72 hours, I painstakingly typed out every Thetis island resident's email address so that I could individually email every resident. If you're receiving this email in error, I do apologize, but know that this is the only email communication you will receive from me unless you reply requesting more information.

Who is Jesse?

Some of you may remember me. I grew up on Thetis Island with my three brothers and my parents, Don and Kathi McClinton. My dad was a carpenter, worked on the ferry, and volunteered with the fire department. Even though my mom is very busy with four boys, she worked at the post office and later ran Katie's Kitchen (pizza takeout). Despite having to take a ferry every day for school and hockey practice, a childhood on Thetis Island was one of the greatest gifts my parents ever gave me. In 1990 we moved to Saltair, where my parents still live, and it's where I'm raising my young family.

Earlier in my career, I worked as a Child and Youth Care Worker in a children's psychiatric hospital for Vancouver Island Health, helping our most vulnerable populations. Later in life, I pursued business. For the last five years, I've been the CEO and owner of Stikky Media, a growing agency. When I took over, it was just another employee and me. Since then, we've grown to over 20 employees with enterprise clients throughout North America. Every day at Stikky Media, I work with my team to solve complex problems involving multiple stakeholders. I encourage you to check out my customer and employee reviews. It's this experience that I will most heavily lean on if I'm to be your next Director.

- [Employee Reviews](#)
- [Customer Reviews](#)

Why am I running?

About eight months ago, I learned that the Salter slow pitch league was denied its permit for the first time in over 40 years. As I began to investigate, I became frustrated with the reasons that were being given. Most importantly, I saw how my good friend Amanda Redpath was treated, and I couldn't stand by. She is a salt of the earth, a social worker, and someone who works tirelessly for her community. Things weren't adding up. To be clear, I don't play baseball, but it made me mad to learn how my neighbors would be denied their right to play. Knowing this made me ask, "what else is going on?" The more I uncovered, the more concerned I became. Many of Saltairs's volunteers and community had been unceremoniously cast aside, and a deep division in my neighborhood had set in. I think there is a better way forward, and I can help.

How am I going to lead?

First, by listening. I believe communication is at the heart of all the issues we face, and Area G.

- **Community Meetings** - I've committed to having a minimum of four community meetings a year: two on Saltair, one on Thetis, and One on Penelakut. If important issues unexpectedly arise, we can utilize virtual meetings. My agency has clients all around North America. We have several meetings every day without problems.
- **Working Groups** - I want to better utilize working groups. There are many people smarter than me that know the issues better. I want to facilitate their involvement to make our communities better.
- **One-on-one** - Area G's population is not that big, and I genuinely believe I can have a one-on-one conversation with everybody who would like to have one with me. I have one phone. I usually pick up.

During this campaign, I've demonstrated my commitment to listening as I've made an effort to speak with or deliver personalized information to everyone in Area G. I spent over 80 hours calling, talking with, and leaving messages to Thetis Island residents and inviting them to meet with me at Forbes Hall on Sept 25th. On the Follow day, I met with chief Joan Brown and GM Josh James on Penelakut. At that meeting, I was told I was the first candidate to ever

meet with the Penelakut Band. In Saltair, I've held community meetings and knocked on hundreds of doors.

Issues critical to Thetis Island.

While calling and inviting people to my meet and greet, I had many long conversations with Thetis Island residents. Ann Dickie and Bill Cobb emphasize their concern regarding recycling. Dave Terrace and John Cullen spoke to me about their safety concerns for your community dock. Julian Jackman talked to me about the lack of high-speed Internet connectivity and the challenges it poses for somebody to work from home. During my conversation with Chief Joan Brown, I was told that Internet connectivity and dock safety concerns were also issues for folks on Penelakut. I can imagine a world where we combine forces and unify our voices to expedite these concerns. I had folks on Penelakut and Thetis tell me they were frustrated with the transit service. When you get off the ferry, you can take a bus to Duncan, but you can't take one through Saltair, your area. In addition to the above issues, affordability for families, aging safety equipment (e.g. fire truck), and a lack of walkable trails seem to be essential concerns.

Region Recreation Referendum.

I will be voting no, but my stance has softened. I've recently learned that under the law, the CVRD was required to disclose the maximum amount it could tax, but the actual tax increase will be closer to \$100 for an average home. I still think there is a better funding model, but it won't mean egregious tax hikes if the referendum passes. You can learn more here. <https://www.planyourcowichan.ca/RECFUND>

Why should you vote for me?

Ultimately the decision will be up to you, but for all my flaws, I think one of the things that I do well is built teams and bring people together. All of the candidates who ran in the last election against my opponent I've come out publicly in support of me. Sean Jonas, has my signature on his lawn? We talk regularly, and he gives me value or advice. Lia Versaavel is my financial agent and has been a wonderful mentor and friend. Just recently, Rod Smith agreed to be my alternate. I'm very excited about this because Rod consults with the Town of Ladysmith and North Cowichan, specifically helping them with grants relating to parks, trails, transportation, and the environment. I think he can be a massive asset for Thetis and Area G as he's raised over \$200 million for local governments and not-for-profits during his 40-year career.

I grew up on Thetis. I know what it's like to sit in a three-sailing ferry lineup or drive down as the ramp is raised. I was there when the first open-air community center was constructed, and I know how important community is to you. In my short time campaigning for this role, I've built a diverse and broad base of support from all demographics, and I think that speaks for itself. I don't have a magic wand, and I'm not gonna be able to solve all your problems, but I will always listen, and I will always advocate for you.

Sincerely,

Jesse McClinton B.A., MSc. Candidate for CVRD Electoral Area G

M: 250.208.9919

AreaG@jessemcclinton.com
www.jessemcclinton.com