

**GAMES,
YES**

**NO
TAX**

FOR

**PAN
AM**

**IN
'91**

**TAXES,
NO!**

FEBRUARY 1985
ISSUE NUMBER 4

RESPONSIBILITY IN GOVERNMENT

P.O. BOX 2214, STATION A
LONDON, ONTARIO N6A 4E3

VOLUNTEERS!

**NO-TAX FOR PAN-AM BROCHURE REVISED AND
UPDATED. 30,000 MORE COPIES PRINTED!
HELP US REACH EVERY HOME IN LONDON. THE BATTLE
FOR RESPONSIBLE GOVERNMENT IS OFFICIALLY ON!**

Our first *No-Tax for Pan-Am* leaflet (15,000 were delivered last summer to homes in north and north-east London) was followed by the delivery of 30,000 copies of our 8-page brochure to half of the homes in London, between October 1 and December 10, which included much of the area covered by the first leaflet.

Now, your *No-Tax for Pan-Am Committee* and Marc Emery have revised and updated the original 8-page brochure for delivery to the remaining 35,000 homes in the city. As you know, London has just received the endorsement of the *Canadian Olympic Association* to host Pan-Am 1991, and the local propaganda machine is now in full swing, as evidenced by *Free Press* coverage of the *More-Tax for Pan-Am Games* bid. Thus, our message for common-sense government, taxes for essential services, and proper council priorities must be heard and read! Once again, we cannot count on unbiased coverage by those who have so much to gain at our expense.

Time is limited (perhaps to only a month) before council makes its major vote before the November election on tax-funding for the Games.

Your help is needed to deliver these important brochures! All we ask is for three hours of your time to deliver our brochures in a London neighbourhood, one as near to you as possible, as this would enable you to deliver between 300 and 500 brochures. You could cover a whole neighbourhood in a single morning or afternoon! --- and, as past volunteers have attested, you'll also benefit by the exercise afforded by a morning's walk!

STILL TIME TO KEEP TAXES OUT OF PAN-AM 1991

London is now *the* Canadian city to be entered into the final selection to host the 1991 Pan-Am Games.

As we have repeatedly maintained, were it not for the expropriation of our tax funds, this would be a fantastic prospect! But to forcibly pry money from taxpayers to 'invest' in a speculative risk and very exclusive facilities --- well, *absolutely not!*

The battle is on!

Our struggle is one that will determine if it is the *taxpayer* or *private initiative* who must be responsible for the Pan-Am Games.

Already, the precedent of council's approving \$10 million for the Games on December 3, 1984 has been followed by Pan-Am Chairman Gordon Hume openly saying (*Toronto Star*, January 28, 1985) that "the idea of acquiring a CFL franchise is very much alive... our Mayor, Al Gleeson, has already talked to CFL commissioner Doug Mitchell, exploring such a possibility."

Should such a 'possibility' materialize, there is no doubt that the city government (*you*) will have to contribute significantly to the costs of *buying* a CFL franchise *and* for the costs of propping it up. If past experience has taught us anything, we can then count on the CFL franchise losing money, which will of course necessitate a *dome* on our new stadium!

Hume's comments are a perfect illustration of how government expands its interventionist policies and our public debt, once the public allows it to become inextricably involved in things outside its legitimate realm of providing 'essential' services --- we must never let them get that 'foot in the door'!

Naturally, convincing city council will be hard work, but we do have several advantages in our favour:

- (1) Most Londoners oppose taxation (and its financial legacy) for the Games;
- (2) There's an *election* this fall;
- (3) Two councillors are running provincially and are sensitive to public opinion;
- (4) It really wouldn't be an overwhelming achievement to raise \$10 million from corporate sponsorships over the next seven years. If this idea is pushed hard enough, then the Bid Committee may have no choice but to pursue it. But this will only happen if we...

NEVER GIVE UP

FREE PRESS PROPAGANDA MACHINE WORKS OVERTIME TO PROMOTE PAN-AM GAMES BID

The *London Free Press*' cheerleading and propaganda machine was working feverishly between Saturday, January 26 and Thursday, January 31. While 'No-Tax' supporters received 35 column inches of coverage, *More-Tax* supporters were given 289 column inches of coverage, with total unabashed promotion of the Games appearing in articles headlined like 'Joy greets Pan-Am Bid success' --- but whose 'joy' were they referring to?

It would also appear that *CKSL Radio* has an official news blackout on the reporting of any opposition to the Pan-Am Games bid, since it was the *only* media in town not covering opposition reaction, a situation that has existed since October. This should not be surprising, however, in light of the fact that the station's general manager is the Pan-Am Bid Committee's chairman.

In stark contrast to the aforementioned media, *CFPL-TV*, *CKCO-TV*, and radio stations *CJBK*, *CIXX*, *BX-93*, and *Radio 98* (particularly Wayne McLean's *Hot Line* program and Gary Allen Price's *Sportscall*) have increasingly given appropriate (and fair) coverage to our side of the issue.

PAN-AMERICAN GAMES

THE LONDON FREE PRESS, Tuesday, January 29, 1985

Calgary official says 'go get' the Games Londoners told 'you'll never be sorry'



Organizers of the American Games bid about opposition in Calgary for 1991, the Calgary's Olympic committee urged Monday. William Pratt, in to deliver a progress report on the bid, told Business School C that there was no opposition in Calgary, just as there is in London's bid.

... get the Pan Am Games for 1991 and ... U.S. television rights to the Games. ... the person used to sign the ...

Londoners stand to win more than just Games

'If we get the Games, I honestly believe London will gain a heck of a lot, a heck of a lot more than we will lose.'

Peter Michleni



A2 THE LONDON FREE PRESS, 369 York St., London, Ontario, Canada, N6A 4G1, Second Class Mail Registration Number 0612, Monday, January 28, 1985

London picked as Canadian Pan-Am bidder

From Page A1

and city-owned land could be provided for a 10,000-seat stadium ... mobile television ...

your card was just great ... "Cordially yours, Doug Chase" ... International sport is wonderful ...

... looking objectively at our ...

DEL BELL



On making decisions and positive thinking

Referendum on Games bid unnecessary

In the can't do category, we have a controller Arthur Cartier advocating the question of the Pan Am Games go on the next ballot

do what it was elected to do. Make that ... There are other options such as running for the mayor's job on a No Games ticket ... But a referendum taken into the ...

Controller Art Cartier's proposal for a citizens' vote on London's Pan Am Games bid should be ignored ... Municipal politicians are ...

... lack of information on the part of the electorate or on which side mounts the best organized publicity campaign ... Moreover, it's also a usurpation ...

... champions. And making their decisions ...

... will get the drift of voter feelings ... Another problem with Cartier's proposal is that it would be the council's hands until ...



Pan-Am news 'just beautiful'

Joy greets successful bid

By Jim Crossman of The Free Press

London sports officials were by surprise Sunday night informed that the Canadian Olympic Association had awarded city Canada's bid for the 1986 American Games.

But after the initial shock nothing but joy. "You know that's just what I was listening to," said Peter Michleni, treasurer of the London Amateur Wrestling Club.

This is just wonderful, I believe it. I was listening to news Saturday night and somebody said Hamilton was a ... This is just fantastic. Local controversy and a na feeling that the COA would gi ... to Hamilton made the ...

hell. This could be just what the London athletic scene needs ... formal process ...

The London Free Press

30¢ NEWSSTAND PRICE Distant areas 5¢ higher

London Canada's Pan-Am choice

By Tony Hodgkinson of The Free Press

TORONTO

When the stunning news was uttered that London would be Canada's flag bearer for the 1986 Pan American Games, there was a fragmentary silence of disbelief, a fleeting pause before the city's Games committee erupted with glee. It took only two magic words -- "London, Ontario" -- from the president of the Canadian Olympic Association to show ...

... and contact is through bidding for the 1986 Games were considered in some quarters this time around, the London committee members put together a presentation which deeply impressed the 11 member COA board. They knew they could not be faulted for the final pitch that had been fine-tuned at rehearsals. Yet deep inside there were nagging doubts they could pull off the coup.

CITY HALL by Tony Hodgkinson



... detractors whose sole aim is to punch holes in London's aspirations and under ...

Dynamism of reps felt key to successful Pan-Am bid

Sports Organization next January unless the final bid is ship shape. International sports is a serious and expensive business. Reputations are on the line, as well as the credibility of the COA. No one knows that better than the blue-ribbon committee members who ...

... his listener of refusing to look at the negative aspect. There've been other phone calls, including some from people who pretend to be knowledgeable about the Pan Am bid. Regrettably, it quickly becomes evident they are not, and that their opposition stems from fear of mammoth tax increases based on misunderstanding or misinformation. ... bad London's victory before the ... opportunity to galva ...

Professionalism pays

them in every possible way. Somebody who has done plenty of cheering as a national team ... and coach, said it was "like winning a national championship." It's a remarkable positive ... in London and all of southwest ... is unlimited. It's a ... and recreation. The feeling here is that ... don't fail here is that ... some ...

London following dream ...

... or financial nightmare?

The chase for the Pan-Am Games

... the Asso ... Feb. 16 ... Liberal leader David Peterson jumps on the Pan Am ... May 29 ... London's preliminary ... rushed by courier to ... \$10 million of taxpayers' money on ... the Games of 61,000 potential ... run an advertisement presenting ... in support of the ...

But can Londoners still prevent being taxed for Pan-Am 1991, now that London is the "chosen" city and since City Council has already voted to give them \$10 million?

Absolutely!

And part of city council's and the Bid Committee's strategy of bringing Pan-Am 1991 to London revolves around continuing to keep the public ignorant of the process involved. (This also helps to justify their claim that London taxpayers are "not informed enough" to be given a right to vote on the issue.) Council must still approve that \$10 million one more time, probably in March 1985, after the Bid Committee has its commitments from the provincial and federal governments.

Our sole objective is to get Council to reject the use of municipal tax dollars for the Games or for the upkeep of facilities after the Games. Should council vote in *our* favour, the Bid Committee still has a year in which to *voluntarily* raise and get commitments from various private sponsors in London, Southwestern Ontario, Ontario, and in the United States --- sponsors who would directly benefit by an exclusive sponsorship of the Games. This should still be enough time to determine if it is possible, and we can think of no reason why it wouldn't be.

It shouldn't be hard to find 100 businesses and corporations (i.e., *Coca-Cola, Labatts, London Life, 3M, Kelloggs, Wendys, McDonald's, North Star, Nike, Kodak, Fuji, Sony, General Electric*, etc.) who would be willing to become the 'official' sponsors of the Games, especially in light of Gord Hume's claim that they would be reaping a 50-to-1 payoff. But if city council votes to support the Games (in March) through *taxation*, while a newly elected council in November votes *against* taxation, then the Bid Committee would have only three months to get such commitments, which is simply not enough time. *That*, however, would be *their* problem.

More Biased Free Press Reporting (So what else is new)

As evidence of the *Free Press*' bias in reporting on the issue of Pan-Am 1991, witness the article below which reports that the students' council at Fanshawe College (a potential beneficiary of Pan-Am facilities) supports the city's bid to host Pan-Am 1991. Yet, in the same week, the students' council at the University of Western Ontario (*also* a potential beneficiary of Pan-Am facilities), voted by a large margin *against* the city's bid.

Why the difference? Because on the UWO campus, there's an active *Freedom Party* association influencing opinion, in the same way that our campaign has been influencing opinion in the community at large. (See *Gazette* coverage.)

That's why *our continued effort* is so important. Without exception, wherever we've been active in bringing our view to the public eye, we have persuaded the majority that taxation is *not* the way to earn 'civic pride,' business profits, or political reputations.

Student council for Games New fieldhouse for Fanshawe a lure

On the eve of London's final pitch for the 1991 Pan-Am Games, Fanshawe College's student council has come out strongly in favor of holding the Games in the city.

Council president Ron Kirschner said Friday the group has given a unanimous endorsement to London's bid. Canada's choice of either London or Hamilton will be announced Sunday in Toronto by the Canadian Olympic Association.

Kirschner said there has been much negative comment about the cost of bringing the Games to Lon-

don but he feels critics have not taken into account the many benefits the Games will bring, including millions of dollars, improvement of the city's image and construction of much-needed sports facilities.

Particularly appealing is the idea that one of the sports facilities might be built at the college.

"We have two gymnasiums to our credit, neither of which is of official size for a basketball tournament, and we have soccer and baseball fields. But we have nothing beyond that," said Kirschner.

He said discussions he has had with Mayor Al Gleeson and Fanshawe president Harry Rawson have led him to believe the college would be a primary site for at least one facility, a fieldhouse.

"That would involve the building of a possible indoor soccer field or something of that nature. So we are talking about a large facility."

Holding the Games in London can only bring good to the community, said Kirschner. "It will bring many benefits, especially for business and for the youth of the community."

WHAT THE FREE PRESS CHOSE TO PRINT (at left) and what they didn't (below)

Page 4 THE GAZETTE, Tuesday, January 15, 1985

London no place for games, says USC

by Murray Oxbry
of The Gazette

If it was up to the USC, there will be no Pan-American games held in London in 1986.

At a University Students' Council meeting last week, councillors voted 25-16 against a motion supporting the bid by the City of London to host the games.

President Craig Smith, introduced the motion, and cited the new facilities that would be built and the revenue that the games would bring into the city.

Smith's proposal was attacked by several councillors and verbally supported by virtually no one.

Board member Paul Gavin asked why the USC should support the games when the people of London do not.

In reply, Smith said a small number of citizens opposed the games and are making a noise out of proportion to their numbers. Specifically, he mentioned Marc Emery, member of the London-based Freedom Party of Ontario, a right-wing libertarian group. Emery is a vociferous opponent of London's bid.

Smith said the games would bring revenues of \$500 million to London, tenfold its investment. Those who oppose the games are "paranoid about the initial outlay of cash."

He was then 'challenged by student Charles

Altman. President of the campus Freedom Party Association. Altman said 85 per cent of the city's residents are against London holding the games and that they would cost \$100 million, but one could not be sure about the money that would be

generated.

He said the City of Los Angeles lost business during the Olympics and that the games are "not a good job-creation scheme." Most of the construction would go to out-of-town firms and the influx of temporary workers will drive up rental costs for students.

"We don't need a \$100 million debt," Altman said.

"I object to government involvement in risky ventures like this," said one councillor, who also said he would be a London taxpayer next year.

The motion was defeated on a roll-call vote with six abstentions.

Fanshawe Student Union President Ron Kirschner attended the meeting to support the motion. In an interview after the meeting, he said he was disappointed that the motion failed. He said new facilities for the games would most likely be built at Fanshawe and Western.

The Fanshawe Student Union had already passed a similar motion unanimously.



ALTMAN

Photo by Mark McQueen

4 HOW CAN YOU HELP SAVE LONDON FROM SINKING TAX MONEY INTO THE PAN-AM GAMES?

We need volunteers to deliver our new, improved brochure door-to-door so that our information and perspective can reach as many people as possible!

We need letters to the editor of the *London Free Press* (P.O. Box 2280, London, Ontario, N6A 4G1) so that the media and public will continue to be aware of the size and scope of our support. All those who haven't as yet written (and even those who already have) are once again encouraged to send letters opposing the use of tax dollars for the Games. Over future years, London will receive less and less money from other levels of government, as cutbacks inevitably will occur and essential services could really suffer --- or local taxes could really soar --- if the city sets the dangerous precedent of contributing (our) tax money to non-essential services.

We need letters to your aldermen, controllers, and mayor. Letters to your elected representatives are the best way to let them know how you feel, and will eliminate the hassle of having them argue with you on the phone (unless you prefer debating, of course, in which case *call*) or of having to worry about whether they are home or not, etc. (The addresses of each councillor are included on the back page.)

Phone your elected representatives! If you'd rather not write letters, but would prefer to ask questions or to express your opinion by phone, please call your councillor! Calls work!

Remember though, you must expect that they will try to persuade you to accept their *More-Tax* for Pan-Am point of view; they'll give you the whole spiel, so be prepared with thoughtful questions like: "Why can't the Bid Committee get its \$10 million from corporate sponsorships?" (The answer, of course, is that it's a lot easier to have it *voted* over to you by a vote taken in a single night, than it is to expend the *effort* necessary to *earn* the support of sponsors and of respect in the community.)

Be persistent! --- remember, these people are all up for re-election this November.

Put a sign on your lawn! If you're angry about snow removal, sewers, sidewalks, or other city services that you regard as a priority, let passers-by and the public know about it. Signs like 'Taxes for Services --- Not for Gambling!' can be quite effective. If you'd like, the *No-Tax for Pan-Am Committee* will be glad to prepare a pleasant, tasteful sign that will be professionally lettered with the appropriate slogan of your choice --- *free* --- *no charge*! Just call us at 433-8612 and ask for Marc Emery or Robert Metz.

Send our postpaid card to your MP and to MPP Gordon Walker! Today! Enclosed in this newsletter are cards already addressed to your particular federal representative, and to MPP Gordon Walker. While this may appear to slight MPPs David Peterson and Ron Van Horne, we must bear in mind that Gordon Walker will soon be one of the most powerful men in the new cabinet --- and he is from London. He may be able to convince the province to give only lottery money to the Games; write him a separate letter if you wish.

On the federal level, we must draw attention to MP Jim Jepson's most recent parliamentary report, wherein it is reported that by the year 1991 (the year London would host Pan-Am), Canada's national debt will top \$400,000,000,000 (*\$400 Billion* --- that's \$54,000 of public debt for *each* family of four --- gulp!). Can we really afford to finance Pan-Am 1991 with federal money that *doesn't even exist*? Do we want to strap future generations with debt before they are even born? Can any country continue to exist like this? Will our children have to pay 70, 80, or even 90 percent of their income to taxation just to recover the *interest* on this kind of debt?

Let's set an example for 1991. Let's put London 'on the map' by making the Games pay their own way.

Please **fill out the cards and mail them in!** No postage necessary. Call us if you need extra cards to give to your friends or neighbours.

Talk to your neighbours! If they agree that Pan-Am should be privately financed, ask them if they would like to receive our newsletter or brochure. More importantly, ask them if they'd like to help out by becoming a volunteer!

Phone in on Open-Line talk shows! If you hear that the Pan-Am issue will be discussed on a radio or television phone-in program, give them a call! On *Radio 98*, for example, Wayne McLean's *Hot Line* (9-11 a.m., weekdays) and *Sportscall* (6-7 p.m., weekdays) have frequently featured Pan-Am 1991 as the subject of interest. Call in and give your point of view. Stress that it is not just a 'one-man campaign' or a 'vocal minority' that opposes tax-financing for the Games --- contrary to the assertions of Gord Hume or of the *London Free Press*. We are strong, united, and most importantly, our view is the only ethically acceptable one. Count yourself among the thousands who believe that private financing is the proper route to take.

We need phone solicitors to remind and inform our supporters about city hall meetings, etc.

We need money! By February 10th, Marc Emery will have personally spent over \$7,000 on this campaign. (Printing and mailing costs for each newsletter alone are over \$600!) So far, we have collected \$1,200 in donations --- donations that managed to pay for one complete print run of 15,000 brochures, and these contributions have been greatly appreciated! Still, any further donations of \$5, \$10, or \$20 would be greatly appreciated.

As you can see, there's enough work for everyone. If you've already *helped out*, please consider doing it once again; don't let your past efforts go to waste. Even if you can't leave your home, we would greatly appreciate it if you could put cards in our new brochures. (This was all done by hand, to save expense.) We're counting on our younger supporters to do most of the leg work during the next delivery campaign. Incidentally, I am not shirking my responsibility to do a lot of the door-to-door legwork myself; I'm out there at least three days a week.

-Marc Emery

SENIORS ASSOCIATION OFFICIALLY OPPOSES TAX USE FOR GAMES

The New Era Seniors Association of London (NESA), with over 300 members in London has officially given notice to City Hall that they are *unanimously* opposed to using tax money to bring the Pan-Am Games to London. The group is asking all seniors in London to support their motion. Interested seniors may contact Dorothy Howell at 19 Elm St., in the city, and the phone number is 455-3787.

Great news!

WHAT CAN WE EXPECT FROM THE *MORE TAX FOR PAN-AM BID COMMITTEE* IN THE FUTURE?

5

Regardless of assertions made by the Bid Committee, the *London Free Press*, or *CKSL Radio*, there really aren't that many taxpayers-homeowners in London who support being further taxed for the Games. On the other hand, there *are* a lot of students, committed athletes, corporate presidents, politicians, 'old money', wealthy 'do-gooders', university and college faculty members, former Olympic or Pan-Am medalists, and even mayors (and Olympic organizers) from *other* cities who support *more taxes* for the Games.

Naturally, the *More-Tax* group will insist that we are just a 'vocal minority' while they, of course, have 'tremendous support.' Their sole tactic will be to simply *ignore* opposition to the tax-financed Games in the hope that they can simply wear us down.

All political issues favouring more government intervention or higher taxes will eventually 'go away' if they are evaded long enough --- *unless* the opposition is committed to achieving meaningful results regardless of how long it takes. **We will not 'go away!'** Don't be fooled by upcoming full-page ads promoting the Games, slick brochures, publicity campaigns, etc., which will undoubtedly be an integral part of the Pan-Am Bid Committee's aggressive promotion of the Games.

Since the *London Free Press* promised (in a letter) the mayor that it would do 'everything possible' to help the Bid Committee, expect the paper to print and deliver some very slick promotional flyers or ads in favour of taxes for Pan-Am, and expect the usual propaganda in its 'news' pages.

Expect prominent Londoners and special interest groups to place full-page ads in the *Free Press* in favour of more taxes for Pan-Am 1991.

Expect influential visitors, Olympic medalists, etc., in town, testifying 'how great' the Games will be.

Expect *CKSL Radio* to give us *no coverage*.

Expect the *Free Press* to continue labelling me a 'political opportunist', a 'cynic', 'self-serving', 'politically motivated', a 'can't-doer', etc. Labels are all that are left when you're bankrupt of *ideas*.

Most importantly, expect the *No-Tax for Pan-Am Committee* and Marc Emery to consistently fight back with *reason*, *dignity*, *respect* for the money of our fellow citizens, and with *concern* for the city's essential responsibilities.

That's what this issue is all about --- *responsibility in government*.

Is Marc Emery "politically motivated" or seeking "political gain" through his stand on taxes for Pan-Am?

If ever there was a self-defeating question, that one is it.

Think about it for a minute. Anyone who would claim that I have something political to gain from this campaign is also admitting (to *himself* as well as to us) that most people *support* me on the issue --- otherwise, what could possibly be 'gained'?

The plain fact is that, whenever people accuse me of seeking 'political gain', you can be certain that:

(1) they *disagree* with me,

(2) they know that my reasoning is sound, which leaves them in the position of having to attack my 'motivation.' Otherwise, they'd challenge my ideas, facts, etc. And finally,

(3) they know that my view is the majority one, or there simply would be nothing to 'politically gain' by holding it.

As it turns out, I have never done anything in my whole life because it was 'politically popular' --- only because I believed it was *right*. Most of you know of my views and I know that many of you have disagreed with me on other issues. But whatever our points of agreement or disagreement may have been, I'm sure you know that financial gain or political 'glory' has never been a factor in the determination of my political philosophy or activities.

As you are probably aware (without any intended plugging), I will be a candidate in the municipal election this fall, but I have never hidden the fact, nor allowed it to interfere with my addressing the issues at hand. Although I probably could have taken advantage of all the publicity surrounding Pan-Am 1991, I hope you've noticed that I've kept strictly to the issue.

Unlike our city hall politicians, who are paid to vote against the wishes of their constituents (on this issue), I have incurred a great deal of personal expense --- in the form of money, time, and leg work --- in order to pursue the values I advocate. I *practise* what I preach.

Because of my philosophy, I know that any 'gains' I make will also represent a gain for all taxpayers, while any 'gains' made by the Bid Committee will be made at *your expense*.

Enough said.

"The idea of acquiring a CFL franchise is very much alive should we be successful in our bid for the Pan-Am Games. Our mayor, Al gleeson, has already talked to CFL commissioner Doug Mitchell exploring such a possibility."

-Pan-Am Bid Committee Chairman Gord Hume, the day London is chosen as the Pan-Am site

And we taxpayers will no doubt pay for that too!

6 ARE THERE REALLY ENOUGH CORPORATIONS IN SOUTHERN ONTARIO TO SPONSOR THE PAN-AM GAMES WITHOUT TAXES?

At the 1984 Olympics in Los Angeles, \$98 million was raised from 30 companies who each contributed between three and four million dollars to obtain an exclusive sponsorship of the Olympic Games.

Our proposal would suggest that, instead of forcing the taxpayer to cough up \$10 million to host Pan-Am 1991, organizers go to the many large corporations in our immediate and surrounding area and offer them an exclusive Pan-Am sponsorship for a certain contribution, say, \$100,000. Such a sponsorship would allow contributing companies to market their products on the Games' sites via signs, balloons, direct sales, etc., and would also encourage them to promote the Games in their regular advertising. Significantly, of the top 500 mega-corporations in Canada, 244 are right here in Southwestern [between Toronto and Windsor] Ontario!

Many of these companies are familiar household names and would include *Scott's Hospitality* [Holiday Inns], *McDonald's*, *Keg Restaurants*, *Cooper Sports Wear*, *General Motors Canada*, *Coca-Cola Canada*, *Canadian Pacific*, *Imperial Oil of Canada*, *Kellogg's of Canada*, *Canadian Tire of Canada*, *Ford Motor Company* [Canada], *Firestone* [Canada], etc. Impressively, London is home to many such corporations. A few names that spring to mind would include *John Labatt Company*, *Ellis-Don Ltd.*, *3M Canada*, *Emco Canada*, *Lawson and Jones*, *DH Howden*, *Canada Trust*, and *London Life*. To say that it is 'not possible' to raise such private funds in and around the London area is an offence, not only to the taxpayer, but to the many potential sponsors who are not even being asked to display their 'community spirit.'

Of course, the reason that this avenue of funding isn't being pursued is because it is a lot easier to force the money out of the local taxpayer's pocket by a vote than it is to actually have to work to raise the money. But if we can convince Council to veto tax funds for the Games, then the Bid Committee will have to resort to the type of funding we propose, and it will work out best for all concerned.

Residents fail in attempt to get crosswalk installed

By Bill McGuire
of The Free Press

A bid to get a crosswalk at Huron and Belfield streets in north London failed Monday when council's environment and transportation committee decided the intersection wasn't high enough on the city's list of priority sites for a marked and lighted pedestrian crossing.

\$10 million on Pan-Am, millions of dollars more on the 'Downtown Concept', plus millions more in spending for 'growth' that Joe Fontana described in the Free Press as enough to 'boggle the minds' of many councillors.

Meanwhile, the local government can't afford extra crosswalk or crossing guards for children, sewers must wait 7 years for repairs, pools close early in summer, etc.

Priorities, please!

But it seems there's always money for 'Sports' Banquets, as Free Press (Feb. 14) item below indicates.

Fancy figures

Controllers would pay \$8,000 for skaters' dinner

London board of control bent council policy Wednesday and said it is prepared to pay for an awards banquet at an international amateur figure skating competition — Skate Canada '85 — in the city next fall.

Under council policy, the city can pay for a lunch or reception, but not more costly civic dinners. The board was told a dinner for 250 people at the end of the skating competition is expected to cost \$8,000, compared to about \$1,500 for a buffet reception.

But the board voted in favor of a

recommendation to council that the city pay for the dinner after Mayor Al Gleeson said the international scope of the competition "warrants an exemption from policy."

Londoner Jerry Watcher, chairman of Skate Canada '85, which is the name of the competition and the group that is organizing it, told the board a heavy week-long schedule of practising and competitions precludes any time being set aside for a lunch or reception.

He said the competition is "second only to the World Figure Skating Championships," later adding

that it will feature senior amateur skaters the calibre of Canadian champion Brian Orser — who has won medals for Canada at the Olympics and World Figure Skating Championships.

Jim Cuthbert of London, who is handling publicity for the event, said that between 50 and 55 top amateur skaters from 14 countries, including the Soviet Union, Japan, East Germany and possibly Australia, will take part in the competition Oct. 21-27.

Spokesmen said at least 2,000 out-of-town spectators are expected to

attend, and the event could inject an estimated \$2 million into the local economy through accommodation, meals, "travelling around the city" and "spinoffs."

Controller Joan Smith said she would support paying for a buffet, but objected to a dinner. "We should be looking at our policy. We have run into trouble with it before."

She added the estimated \$8,000 cost is more than one-quarter of the \$30,000 budgeted for civic lunches and receptions and it would deplete funds for similar requests later.

count the cars." She also said the roads in her neighborhood "are like cow paths."

The committee was told a crossing guard is on duty at the intersection but Elwood's husband, George, interjected with: "The crossing guard is asleep half the time ... sometimes the kids have to wake her up."

Alderman Tom Gosnell, committee chairman, said the accusations about the sleeping guard would be investigated immediately.

Police statistics show there were four accidents at or near the intersection last year. Traffic department officials said one of the criteria for a crosswalk is for an approximate daily use of at least 300 pedestrians, with at least 10 "difficulties" in a survey.

The committee was told that about 60 children use the Huron-Belfield crossing four times a day.

Alderman Frank Flitton, backed by Alderman Pat O'Brien, wanted a crosswalk and a crossing guard at the intersection while Alderman Wilma Bolton would have settled for a crosswalk.

But Cartier, Gosnell and Alderman Alf James agreed there were other areas in the city with much greater need for a crosswalk.

The committee asked the engineering department to inspect the area with a view to improving lane turn markings and to better sight lines in the area and report back to the committee.

REFERENDUM ON GAMES? ⁷

Both **Pat O'Brien** and **Art Cartier** have promised to bring forward a motion to place the issue of tax-funding for Pan-Am on the ballot this November.

A referendum *could* be a valid way to gather the true opinion of London taxpayers, but its wording would be critical. In order for the taxpayer to be faced with a clear YES or NO option, it would have to be worded something like this:

*Do you favour **any** civic tax dollars going towards London's hosting of the 1991 Pan-Am Games, or towards the facilities afterwards?*

Unless the question proposed resembles the above, city council and the Bid Committee may be able to come up with a proposal that gives an *illusion* of fiscal responsibility. For example, they could argue that "in view of the concern of local citizens, the Bid Committee and council have slashed away at all areas and thus reduced the city's tax portion to \$6.5 million." They will attempt to do everything possible to promote themselves

as being 'fiscally responsive,' and that because 'they're listening to the people of London,' they cut their budget, etc., etc., etc.

But if we let them get away with that kind of referendum (or 'question', as it is called in London), when "unavoidable cost overruns occur," council will once again be committed to give more of *our* money to save its previous 'investment.' **The snowball effect of government spending must be melted at its core or there will be no way to prevent the eventuality of continued government subsidies.**

Controller Art Cartier intends to place such a 'question' before city council on **Monday, February 18. Write your aldermen and controllers and tell them to support a carefully-worded referendum against ANY taxpayer involvement in the venture.**

But remember, *even if a referendum ['question'] is placed on the fall ballot, council may still vote in March or April to commit tax dollars to Pan-Am 1991!* We will keep you informed.

Then what happens...

A vote on a 'question' to the municipal electorate occurs February 18, and since all the *More-Tax* for Pan-Am councillors are afraid of the prospect, it'll be a tough one to pass. But all 'No-Tax' supporters should write *and* call local politicians to tell them to vote YES to the idea of posing the 'question.'

The vote on funding itself will take place sometime between March and June of this year. The Bid Committee must first obtain certain commitments from the provincial and federal governments; it is then that they will return with the **whole** package to ask council to approve it all --- including the \$10 million in local taxes. City council will want to get the process over with as soon as possible, so that the voter's usually short political memory will have worked in their favour by the time November (and municipal elections!) rolls around.

Then...

After being informed of the date that the vote will take place, the *No-Tax for Pan-Am committee* will contact its supporters by *mail* or by *phone* or by *both*. **You are urgently encouraged to show up at council on this meeting!**

For all attendees, the *No-Tax for Pan-Am Committee* will once again provide free babysitting, coffee, sandwiches, signs and buttons. Council may again try to drag out discussion on the matter as long as possible, so our supporters will become indignant and leave. However, we will try to make things as comfortable as possible. Free sandwiches will help prevent anyone from getting too hungry, and extra reading material will help keep supporters from getting too bored.

As you can see, this will require *real community spirit and effort* --- we all need each other.

And don't be surprised if, this time round, the *More-Tax* people will be there, such as the sports lobbyists, students, and the usual something-for-nothing crowd. Remember, it's *your money that they're after!* We must be there first, and in larger numbers.

What if we lose that vote?

No problem. There will be a number of changes at Council this November --- as few as 3, and up to 7 or 8. This would allow any new councillors to bring it to a vote again and it could well be defeated at that time.

We have until May or June 1986 to keep our tax money out of Pan-Am 1991, and we will keep up our opposition right up to the point when construction on facilities begins.

-by Marc Emery

**SEND YOUR NO-TAX CARDS TO YOUR MEMBERS OF
FEDERAL & PROVINCIAL GOVERNMENTS. JUST FILL
IN YOUR NAME. NO STAMPS NECESSARY!**

Enclosed are 2 cards for you to send to your MP in Ottawa and to MPP Gordon Walker in Toronto. They briefly state that you would prefer only private funds and lottery money be used to pay for the Pan-Am Games.

No stamp is necessary.

PLEASE SEND RIGHT AWAY!

POLITICAL TRADEWINDS

Who on City Council is most likely to change their mind?

If each and every councillor received at least 100 letters against tax-funding for Pan-Am, the vast majority would probably change their minds and vote against the idea. But there are some council members who are more likely to change their minds than others. You should know the record so that your efforts may be more effectively directed.

The current vote record on tax-funding for Pan-Am 1991 is **13 in favour and 6 against**.

The only person to change her mind on the issue has been Controller **Joan Smith**. Shockingly, **Alderman Pat O'Brien**, who publicly admitted that he knows most Londoners oppose taxation for the Games (and who said he would vote as his constituents desired), nevertheless

voted to spend tax money on the Games at December 3rd's city council meeting. Consequently, we are still faced with having to change *four* votes in council to our favour. In other words, there are *four* council members who currently *support more taxes* for the Games who must be persuaded to change their minds.

Following is a brief profile of those 12 councillors who voted in *favour* of taxation for the Games. The list does *not* include the Mayor because he is going to (politically) live or die on this issue. He is heavily committed to Pan-Am 1991 and cannot back out at this point.

Please refer to the map on the back page of this newsletter to help determine which ward you live in.

WARD ONE

One would think that **John Irvine** is intelligent enough to know better, particularly since his election material promised he would not get the city involved in "unrealistic, sometimes unneeded, City Hall projects," but he voted against the taxpayer anyway. Mr. Irvine's election was partially made possible by his connections with the *Progressive Conservative Party* and the association with his father's name (who was a former MPP and Controller). As a small businessman (he used to own and manage a sign company before he became alderman), he is acutely aware of the danger of government involvement in speculative ventures.

Mr. Irvine was elected by a 1,200 vote margin. It is not exactly a vulnerable situation, but with seven candidates running, the vote was split considerably. If only three or four candidates run this fall, his political security could be in jeopardy. He's aware of this --- **swamp him with calls and letters!**

WARD TWO

As a close friend of the Mayor (and as the Mayor's campaign manager), it will be very difficult for **Bob Beccarea** to vote against Pan-Am tax funding unless he is subjected to an incredible number of letters and calls. With six candidates running in Ward 2 last election, Beccarea won over the third place challenger by 1,080 votes. Slightly vulnerable, he could change his mind under the pressure of lots of cards, letters, and calls.

WARD SIX

Janet McEwen's margin of victory in the last election was so large (3,000 votes over third-place challenger) that she simply isn't politically vulnerable. But because McEwen displays personal integrity (a rarity in any Council), she will take your thoughts seriously and she will grill you for your reasons. If you stick to your guns, it will make an impact on her. **Send letters and make calls.** She's received many already and more won't hurt. Point out to her many of the points raised in our newsletters.

Tom Gosnell lost ground last election, but still managed to maintain his second-place showing by over 2,200 votes over his third-place challenger. There are rumours circulating that Mr. Gosnell may have intentions to run for mayor, particularly since the Mayor is unpopular in many large areas of London. Such intentions could be the incentive for Gosnell to change his mind on Pan-Am, since it would certainly be a politically popular move for him to make.

WARD THREE

It is highly probable that **Joe Fontana** will be running for Board of Control in November. Should he change his mind and vote *against* taxes for Pan-Am, he is almost assured of winning. But if he votes *for* taxation, it could cast doubts on his Board of Control bid.

In the meantime, Mr. Fontana has been virtually invisible in his ward, leaving most of the Ward 3 workload in the hands of Pat O'Brien. As a close friend of the Mayor, and as a long-time *Liberal*, the Mayor owes him some favours. Despite this relationship, Mr. Fontana could be persuaded to change his vote with the proper pressure applied. Because he is contemplating a *city-wide* campaign, taxpayers from all over the city should write him to express their opinions.

Although **Pat O'Brien** publicly admitted that he was aware most people in Ward 3 are opposed to taxation for Pan-Am 1991, he still voted in favour of the scheme at the December 3rd vote. Pat should change his vote however (he promised!) if pressure is kept up. On the other hand, because he is so philosophically weak and indecisive, he could also be easily impressed by the *Free Press* propaganda machine to the point of actually being swept up in the enthusiasm.

Pat was elected by a narrow 400 vote margin, so he is certainly sensitive to your letters and calls.

WARD FIVE

Both **Gary Williams** and **Grant Hopcroft** voted to spend tax dollars on the Games, and both went out of their way to leave themselves 'back doors' to escape from. Despite Williams' plea that "Pan-Am supporters had better come out," there haven't been that many coming out of the woodwork.

Anyone calling Grant Hopcroft about Pan-Am should expect an effort to convince him-her about 'how great' the Games will be, but since *our supporters are educated, informed supporters*, they should be able to easily deal with any sales pitch directed at them.

Williams won over the third place contender last election by 630 votes, a slim margin, while Hopcroft won only by 450 votes, an even slimmer margin. Should they be challenged by a serious *No-Tax* candidate, and if they won't change their vote... well, who knows?

Both councillors can be swayed to change their minds before the next election, so send in your cards and letters and make those phone calls. With Ward 5 being one of our heaviest areas of support, we know that both Williams and Hopcroft have received many, many calls.

Gord Jorgenson seriously believes that Pan-Am 1991 will "bring Londoners together," despite the fact that the methods pursued by city council and the Pan-Am Bid Committee have *already* created a great deal of division in the community. The only hope of changing his mind on the subject lies in inundating him with calls and letters.

Although he was acclaimed to council last election, **George Avola** will be facing a tight battle when he runs for the *Conservatives* (London North) in the upcoming spring provincial election. Because the race will be so close, Avola's support or opposition to Pan-Am may be a deciding factor in determining who wins the seat from London North. No doubt, Avola painfully remembers what happened to Mayor Al Gleeson, who, as a candidate in the last federal election (for the *Liberals*) lost at least a few thousand votes over his stand on Pan-Am.

A few thousand votes is the difference between winning and losing in a provincial election. Avola was clearly upset because of the many calls and letters generated by our campaign --- positive proof of our impact. **Mr. Avola can and will change his mind if the pressure is on.** If he isn't available when you call, make a point of sending him a letter.

BOARD OF CONTROL

Ron Annis knows Pan-Am is unpopular, but his connections with the real estate trade have clouded his judgement on the issue. Unless Mr. Annis changes his mind, his political defeat this fall will be a certainty.

Joan Smith, as a result of an extensive door-to-door campaign in London South (where she'll be a *Liberal* candidate in the upcoming provincial election), **has already changed her mind** on the issue of Pan-Am 1991.

She is fully aware that Londoners are *against* taxes for Pan-Am; as one campaign worker commented, it's the one issue she hears *the most* about at the door.

You can almost forget about trying to persuade **Orlando Zampogna** on the issue of Pan-Am. He won by such a tremendous margin in the last election that he certainly isn't politically vulnerable, despite his steadfast commitment to the Games.

Those who have already voted **against taxation** for Pan-Am 1991 are **Art Cartier, Alf James, Andy Grant, Frank Flitton, Wilma Bolton**, and most recently, **Joan Smith**.

It never hurts to offer them your support on the issue, but remember that our priority is to apply pressure to those who voted **for taxation** to Pan-Am, with particular attention to those likeliest to change their minds. Having read the preceding synopsis, we hope to have given you some insight as to where to target your efforts most effectively. Who knows? --- you might even manage to convince one of them to change his or her mind with *reason*, but quite frankly, we've never heard of that happening before.

A final caution: Don't threaten or get abusive with any of the politicians you may call or write to. Just point out firmly that **you cannot support them** if they continue to support taxes for Pan-Am 1991.

It's your vote that counts.

NO-TAX FOR PAN-AM COMMITTEE MEMBER MICHELLE McCOLM STRAIGHTENS OUT FREE PRESS REPORTER TONY HODGKINSON (February 4).

LETTERS TO THE EDITOR

Opponents of Games not 'public enemy'

Sir: I am writing concerning Tony Hodgkinson's article in the Jan. 26 issue to provide some information that would have balanced out his presentation.

Hodgkinson's imaginative use of the words "knight-crusader" and "Olympian fervor" portray Gordon Hume as the force for good, while Marc Emery is participating in a "one-man war" in which he "fired off anti-Games" newsletters at the poor, unsuspecting and unarmed public. Emery is clearly portrayed by this verbiage as the public enemy. Why isn't it presented the other way around?

It is Hume who would have our pockets picked across the board, while affording no say in whether we want to contribute to the Games or not. Some of us see Emery as a champion for our individual rights.

In fact, while this article reiterates that in the advisory board's advertisement of Dec. 1 there is support for the Games by "thousands and thousands of people" (source of this statistic unknown), the article fails to mention that the No-Tax for Pan-Am Games Committee has in its possession over 500 documented names, ad-

dresses and telephone numbers of people who oppose the Games being held at taxpayers' expense, not to mention the countless letters to The London Free Press and innumerable telephone calls to the city's aldermen in opposition of the Games. So much for "one-man" war.

Furthermore, while the article clearly indicates that the Canadian Folk Arts Council, Theatre London et al feel that the Games could be linked to a cultural festival, it is interesting that we are not told how much money (if any) these groups are willing to contribute. Of course, this would be largely begging the question since these institutions are largely, if not wholly, funded by the government (i.e. you and me) anyway.

It is easy for these groups to support the Games, and I suppose even easier for them, as usual, to force others to pay for them.

As for the comment of Bill Wardle in regard to community pride, I would like to point out that London does not need the Pan-Am Games to supply us with a source of pride in this city. I would hope that the

individuals who want these facilities would derive a greater sense of pride from making personal contributions and actually paying for the Games themselves. How easy it is for some people to take risks with others' money.

Finally, the Dec. 3 citing of 30 protesters in the public gallery of the council chamber was a great distortion of the facts. In fact, as the council meeting progressed, there was standing room only for the more than 100 opponents of the Games, and the fact that many of them had to return to work, go home to feed their families, or were elderly and could not endure the four-hour wait for the issue to be tabled, contributed in large measure to their dwindling in numbers as the night wore on. These people were not politicians, were not being paid to be there, but nonetheless deserve to be taken seriously in their efforts to have their views attended to, especially by their so-called elected representatives.

London

MICHELLE McCOLM

WE NEED YOUR HELP!

We cannot over-emphasize how important it is to call AND WRITE the three Controllers and your aldermen. Do not give up if they are not home when you call, *keep trying!* MAKE YOUR VOICE HEARD!

A LETTER TO THE EDITOR of the **LONDON FREE PRESS** is very important for the morale of our supporters, the citizens of London, for yourself, for me (I know you're reading this newsletter then) and keeps the pressure on City Council. Once Council thinks the "Pan-Am" issue has died down, they'll stop having any interest in doing the right thing -cancelling the use of our local money in Pan-Am 1991.

Londoners read the Letters to the Editor section. **PLEASE WRITE!**

Here are the names, phone numbers and mailing addresses of the local politicians who voted in favour of Pan-Am 1991 tax funding. You can find out what ward you live in by using the map below.

CONTROLLERS

Ron Annis

Annis Realty

187 Wharncliffe Road North - N6H 2B1

Phone: 227-4125 (home)

Joan Smith

1400 Corley Drive - N6G 2K4

Phone: 672-6689

Orlando Zamprogna

1397 Rideau Gate - N5X 1X2

Phone: 434-4976

ALDERPERSONS

Ward 1

John Irvine

2001-190 Cherryhill Circle - N6H 2M3

Phone: 439-5450

Ward 2

Bob Beccarea

74 Shavian Blvd. - N6B 2P3

Phone: 672-2889

WARD 3

Joe Fontana

3-253 Shavian Blvd - N6B 2P3

Phone: 672-6376

Pat O'Brien

38 Tilipe - N5V 2X4

Phone: 455-4955

WARD 5

Grant Hopcroft

195 Buckingham - N5Z 3V6

Phone: 686-8670

Gary Williams

907 Norton Cres. - N6J 2Y8

Phone: 681-2638

WARD 6

Tom Gosnell

652 Talbot Street - N6A 2T6

Phone: 672-6142

Janet McEwen

572 Upper Queens - N6C 3T9

Phone: 681-8524

WARD 7

George Avola

560 Jamaica - N6K 1E7

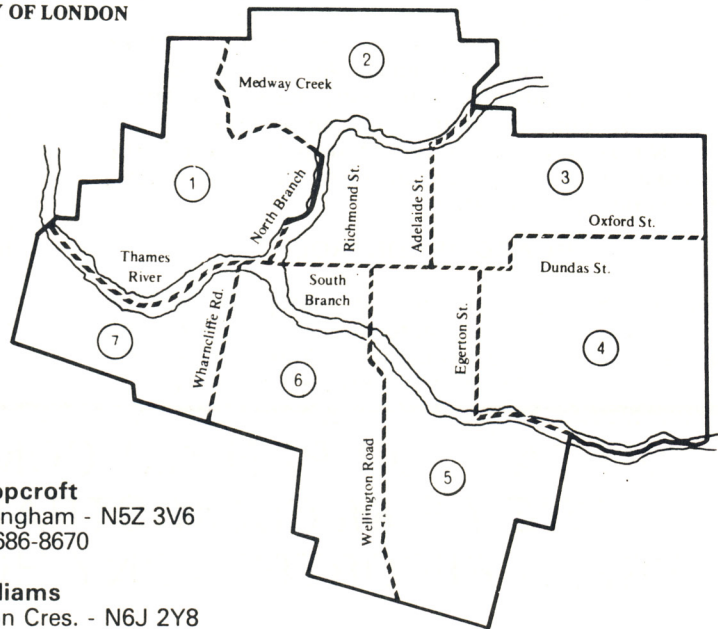
Phone: 471-5753

Gord Jorgenson

383 Colville - N6K 2J4

Phone: 471-2695

CITY OF LONDON



THE FUTURE OF OUR CAMPAIGN

Council will vote on the motion of making the Pan-Am issue a 'question' or 'referendum' to the voters on the ballot this fall. This isn't likely to succeed, but Council will have to vote on municipal financing again this spring.

Remember, the City Council may opt out of its commitment on Pan-Am funding *anytime up to the point when facilities begin to be constructed*. That isn't expected to happen until 1986, and before that there will be a *municipal election*.

The 1985 municipal election promises to be a very feisty one for many reasons. The Mayor's poor showing in the federal election will invite serious challengers for the post, two or three aldermen will be running for Board of Control (likeliest candidates: Wilma Bolton, Joe Fontana, Tom Gosnell), a few will retire, and a few have become unpopular (Controller Ron Annis). This would mean every ward in the city has a possibility of new representation, and at the back of most politicians' minds is their political vulnerability.

The **NO-TAX FOR PAN-AM GAMES NEWSLETTER** will be published regularly until we get our local taxes out of Pan-Am 1991. All articles written by Marc Emery and Robert Metz. Edited by Robert Metz.

We have many opportunities down the road to get tax money out of Pan-Am, so do not get discouraged. **YOUR NO-TAX FOR PAN-AM COMMITTEE** knows the secret is never giving up.

If you have any ideas, clippings, suggestions or criticism about or for **NO-TAX FOR PAN-AM** campaign, please send them along.

This is a grass-roots campaign. We rely on your input, help, information & initiative to keep our campaign alive.

Use of offices, computers, and administrative staff courtesy of the *Freedom Party of Ontario*.

TO WRITE OR CALL THE 'NO-TAX FOR PAN-AM' OFFICE:

CALL 433-8612, ask for Marc Emery or Robert Metz

or write

NO-TAX FOR PAN-AM
P.O. BOX 2214, STATION A,
LONDON N6A 4E3