

## **Victorville Could Have a Great City Council**

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Joseph W. Brady

The City Council of Victorville now has two new members. It's like a basketball team. When you have a five-member team, and 40% of the players are new, there's a period of time where the team needs to "gel" and come together. That period should be one of building the "play book", strong policies, successful strategies and the building of consensus and harmony. Competing for individual public adulation or press "ink" is just not part of the successful team. Much has been stated about the forward thinking of Angela Valles, and not all of it has been positive. She has been accused of seeking "ink". The truth is, Angela Valles, just as any committed city council member across this state and country wants to see transparency, responsibility, accountability, and most importantly, public safety and job creation. I don't see her position as adverse to the City, but a challenge to move forward as a team!

While I have not always been known to be politically correct in what I say or what I do, I do believe that the Victorville Council could be a great council and bring great leadership during a time of severe challenges. I professionally believe the next 4 to 5 years will be very challenging within the Inland Empire and for all of its outlying areas, including the High Desert. I believe that the High Desert cities need to work together with common visions, etc. Each city council needs to collaborate with all other councils, boards and districts, and their respective elected officials, in a manner that advances our area positively and meets, head-on, the challenges the current economic situation present. There will be differences, but they all need to get along, compromise, build consensus, and do so without utilizing the local media as personal platform.

To quote a current council member's letter, "going forward, we have to recognize and build on the positive achievements of recent years and work our way through the troubling times that nobody could have seen coming. We have many challenges in front of us, but if we apply common sense and a spirit of good will and cooperation, I'm sure that Victorville will emerge stronger than ever before.

While I believe that every council member has close personal and business associates they occasionally turn to, I don't believe that we need to have a quiet "kitchen cabinet" without those individuals being identified and recognized. I also believe that with the City of Victorville, like many councils, we have five very strong-willed individuals who all have five potentially different agendas.

I would suggest, that the council find a professional facilitator, someone with experience in working with City Councils, Board of Supervisors, Board of Directors for a "team

building” exercise and one that would define what the council strengths and weaknesses are, so that all five players of the new Victorville team will forge a winning “play book” and bring home the national championship. GO TEAM!

Joseph W. Brady, CCIM, SIOR

President of the Bradco Companies

Joe Brady has been appointed to the Victor Valley College Board of Directors to serve out Angela Valles’ term after she resigned when she was elected to the City of Victorville Council