

Yevgenia Casale getting into race for Town council seat

Yevgenia Casale has been making a statement in Caledon ever since she first stepped foot in town.

Now she's planning to add to it from the political side of things.

"Before 2010, I didn't even know Caledon existed, but as soon as we decided to call it home, I made it my mission to learn and share as much as possible about this beautiful town," Casale said.

Casale has announced she will be entering politics in this fall's municipal elections, seeking election as Ward 2's area representative of Caledon council.

"I fell in love from the instant I crossed Mayfield Road, but I also fell into confusion," she commented. "People were mentioning things like Terra Cotta, Cheltenham, Valleywood and Inglewood, like I was supposed to know what that meant. So I made sure I found out and that all my neighbours (all the folks moving into Mayfield West) found out, too."

Taking from the examples of Terra Cotta's annual bike race and Inglewood and Cheltenham's annual community days, Casale decided to develop a SouthFields Village Community day.

"When folks play together, it's easier for them to come together in times of adversity and that makes us all safer," she said.

But she needed a way to let a whole bunch of strangers know about it. She figured she'd put together a little community newsletter; Caledon Spectrum.

Over the next four years, her level of community involvement increased. Currently, she's chair of the SouthFields Village Public School Council for the second year in a row and earlier this month was honoured by the Town of Caledon with a Volunteer Citizen Recognition Award.

"I believe that the vast majority of the issues that people have with the Town of Caledon can be addressed with improved communication strategies and improved processes," Casale said. "I am deeply saddened by the reputation that the Town of Caledon has as being unfriendly toward business and the challenges that people routinely experience with respect to building permits. The unfortunate reality today is that businesses shy away from working with the Town. This needs to change."

"I am also very concerned when residents on the west side of town relay that they often feel forgotten and have to struggle to learn about the things that matter to them," she added.