

**LOCAL GOVERNMENT ADMINISTRATION ASSOCIATION
REGULAR BOARD MEETING MINUTES**

DATE: September 25, 2008

TIME: 10:00 a.m.

Nisku Inn, Nisku Alberta

ATTENDANCE: N. McInnis L. Randle G. Gervais L. Baran
 D. Joyce C. Dunn L. Ludwig M. Smith
 T. Hurlbut A. Radke C. Revega

REGRETS: A. Harvey has resigned

INDEX	MINUTES	ACTION
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1.0 CALL TO ORDER	N. McInnis called the meeting to order at 10:25 am. Welcome and introductions.	
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2.0 ADOPTION of AGENDA	D. Joyce moved to adopt the Sept 25 and 26 2008 agenda. CARRIED	08-672
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3.0 MINUTES	T. Hurlbut moved to accept the July 30, 2008 minutes as presented. CARRIED	08-673
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6.1 Joint Marketing Strategy	D. Joyce gave the background on the project of Joint Marketing for Recruitment, involving AAMD&C, AUMA, ARMAA, LGAA, and SLGM. Joint Marketing got off the ground in Spring, had meetings with the consultants. Placed more emphasis on marketing. Will be speaking to groups about providing further funding to implement the project.	
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Delegation Michael Brechtel Firebrand	<p>Michael Brechtel from Firebrand Media A Shared Solution: A Strategy for Marketing Alberta's Municipal Careers – Municipal Careers Marketing Strategy</p>	
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Believe that new media of Facebook etc, are valuable but how both strategies can compliment each other. Consumers are more knowledgeable and critical. Advertising alone does not change their minds on the product. Presented the major findings of the consultation. Discussion on how to change the perception of working for local government and internal initiatives. Creating People Power will be at the AUMA conference to discuss internal incentives for employees. He spoke about the broad based and targeted activities, different ways to portray municipal work and employees in a different light. Michael

discussed evaluation and research and the need to transition from passive to active involvement. Currently, working with partners to establish funding for execution. A soon as the funding is in place, the plan is ready to be implemented. Four year plan, which has several options, high end would be about \$2.5 million. Michael will email the final document to C. Revega.

N. McInnis thanked Michael for his presentation.

Discussion on what the next steps are for LGAA. LGAA will speak to Municipal Affairs about the project. D. Joyce will speak to Firebrand about their presentation at AUMA, in order that the presentation sparks interest and discussions beyond the AUMA conference among municipalities. Our role is to continue to bring the project to the forefront and to keep this going.

Delegation
Gary Sandberg
Brandy Cox

Lunch recess at 12 noon.

Gary Sandberg, Executive Director, Alberta Municipal Affairs and Brandy Cox joined the board at 12 noon.

Resumed meeting at 12:45 p.m.

Minister Tour – 9 locations, met with 500 councilors and staff. What are the challenges facing municipalities. Frequent concerns about the following; water, access to water and potable water; infrastructure; inter municipal planning; long term predictable funding; attracting and retaining staff; what support can the Ministry provide.

Changes to grant funding to support the associations. Funding will be a \$10,000 one grant application. N. McInnis reiterated how pleased the LGAA was with the participation of the Ministry at the LGAA conference.

Municipal Sponsorship Program \$14.5 million. There may be some streamlining of the program to comply with part of the Ministry's accountability framework.

Has AMA looked at guidelines for expenditures of monies, as there is an extensive audit process in place for municipalities? Gary indicated that there may be some streamlining.

Could 2008 MIS operational be carried forward to 2009? It is being discussed. Concepts of what operational is for, has had some growing pains.

Dissolution studies have increased this year.

Questions: What does sustainability mean?

Viability plans was a process in the mid 1990's was a process that had problems.

Discussions on the costs and implications of dissolutions studies including, what it does to the community and other mechanisms that may work better and be a more positive process.

Joint Marketing Initiative – this should be driven by the associations who are part of this initiative. Municipal Affairs is supportive and examining at the document.

Suggestion on a handbook for the basic functions, ie agendas, resolutions etc. Discussion on basic training.

Ministry is prepared to provide support to work with the associations on protocols.

Education is something for you doing your job in the future; Training is for doing the job now.

Federal Build Canada has been signed by Alberta in mid August, the Building Communities was ready to be signed but election postponed the signing. Federal government program is competitive. Smaller communities cannot compete with those large communities who hire grant writers.

Ministry is looking at an electronic grants program.

Internship program did not have enough municipalities who applied for the planning positions.

N. McInnis thanked Gary and Brandy for their attendance and continued support and they left the meeting at 2:45 p.m.

N. McInnis will write a letter to Municipal Affairs suggesting that we are willing to participate in any committees and support initiatives discussed.

Strategic Plan

Strategic Plan was reviewed.

C. Dunn moved to accept the 2009-2011 LGAA Strategic Plan.

CARRIED

08-674

INDEX**MINUTES****ACTION**

Budget 2009

T. Hurlbut moved to approve the 2009 Conference budget. Preconference registration fees \$130.00 + gst per person, Conference registration \$185.00 + gst per person, banquet tickets \$40.00 + gst per person. **CARRIED**

08-675

C. Dunn moved first membership fee to be \$170 including gst and second \$125 including gst **CARRIED**

08-676**LGAA
Committees**

Review of Committees

Policies

Review of Policies

G. Gervais moved to accept the July and August financial statements as presented. **CARRIED**

08-677**ADJOURN**

N. McInnis moved to adjourn the meeting at 5:30 p.m.

08-678

President

Recording Secretary