Advocacy & Monitoring Committee
Agenda

Thursday, September 10, 2015
7:30 a.m. – 8:30 a.m.
Chateau Louis, Leland Room
11727 Kingsway, Edmonton

Agenda Items

1. **Call to Order** – **Mayor Greg Krischke, Chair**

2. **Chair Opening Remarks**

3. **Approval of Agenda** – **Mayor Greg Krischke, Chair**

4. **Approval of Minutes of July 9, 2015** – **Mayor Greg Krischke, Chair**

5. **Updates from Chairs of Standing Committees** – **Mayor Greg Krischke, Chair**

6. **2016/17 Workplan** – **Mayor Greg Krischke, Chair**

   **Recommended Motion:** That the Advocacy & Monitoring Committee approve the proposed 2016/17 Advocacy & Monitoring Work Plan and that the Work Plan be forwarded to the Governance, Priorities and Finance Committee for consideration in the preparation of the Board’s Budget.

   

7. **CEO Update** – **Malcolm Bruce, CEO**

   a. **Strategic Plan Performance Measures**
   b. **Engagement Update**

8. **Growth Plan Update Input**

9. **Adjournment** – **Mayor Greg Krischke, Chair**
Advocacy & Monitoring Committee

Thursday, July 9, 2015
8:30 a.m. – 10:00 a.m.
Chateau Louis – Grand Ballroom
11727 Kingsway Edmonton, AB

Members:
Greg Krischke, City of Leduc (Chair)
Don Iveson, City of Edmonton
Camille Berube, Town of Beaumont
Wes Brodhead, City of St. Albert
Nolan Crouse, City of St. Albert
Tom Flynn, Sturgeon County
Dwight Ganske, Town of Stony Plain

Regrets:

CRB Staff & Consultants:
Malcolm Bruce, CEO
Neal Sarnecki, Project Manager
Sharon Shuya, Project Manager
Loreen Lennon, Communications Manager

Guests:
Gibby Davis, City of Edmonton
Cathy Ducharme, Strathcona County
Jacquie Hansen, City of St. Albert
Michelle Hay, City of Leduc
Yolande Shaw, Strathcona County
Patty Walker, City of Fort Saskatchewan
Stephanie Chai, Project Manager
Leslie Chivers, Operations Manager
Amanda Borman, Executive Assistant
Lisa Saskiw, Administrative Assistant

1. CALL TO ORDER

Chair, Mayor Krischke, called the meeting to order at 8:32 a.m.

2. Chair Opening Remarks

3. Approval of Agenda

It was agreed by unanimous consensus the Advocacy & Monitoring Committee approve the March 12, 2015 agenda with the inclusion of 5a, Update on GreenTRIP.
4. Approval of the Minutes

**Motion:** That the minutes of March 12, 2015 be approved.
**Moved by:** Mayor Tom Flynn, Sturgeon County
**Decision:** Carried unanimously

5. Updates from Chairs of Standing Committees

It was agreed by unanimous consensus the Advocacy & Monitoring Committee receive for information the updates from the Standing Committee Chairs.

a. Update on GreenTRIP

It was agreed by unanimous consensus the Advocacy & Monitoring Committee receive for information the update on GreenTRIP.

6. Revised Terms of Reference

**Motion:** That the Advocacy & Monitoring Committee recommend the revised Terms of Reference to the Governance, Priorities & Finance Committee, through to the Capital Region Board for review and approval.
**Moved by:** Mayor Don Iveson, City of Edmonton
**Decision:** Carried unanimously

7. Strategic Advocacy

a. CRB Provincial Election Advocacy Update

**Motion:** That the Advocacy & Monitoring Committee receive the update of the CRB Provincial Election Strategy as information.
**Moved by:** Mayor Camille Berube, Town of Beaumont
**Decision:** Carried unanimously

b. Updated Three-Year Advocacy and Communications Strategic Plan

**Motion:** That the Advocacy & Monitoring Committee approve the Three-Year Advocacy and Communication Strategic Plan as updated in July 2015 and amended by the Committee, and recommend it to the Capital Region Board for approval.
**Moved by:** Councillor Wes Brodhead, City of St. Albert
**Decision:** Carried unanimously
8. **CEO Update**

   a. **Strategic Plan Performance Measures**

      It was agreed by unanimous consensus that the Advocacy & Monitoring Committee receive for information the Strategic Plan Performance Measures as presented by CEO, Malcolm Bruce.

   b. **Risk Assessment**

      It was agreed by unanimous consensus that the Advocacy & Monitoring Committee receive for information the Risk Assessment as presented by CEO, Malcolm Bruce.

   c. **Sunshine List**

9. **ADJOURNMENT**

    The Chair declared the meeting adjourned at 10:00 a.m.

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Committee Chair, Greg Krischke
2016/17 Advocacy & Monitoring Committee Work Plan

Motion

That the Advocacy & Monitoring Committee approve the proposed 2016/17 Advocacy & Monitoring Committee Work Plan and that the Work Plan be forwarded to the Governance, Priorities & Finance Committee for consideration in the preparation of the Board’s 2016/17 Budget.

Background

- The proposed work plan for 2016/17 aligns with the Capital Region Board 2014-2018 Strategic Plan approved on October 9, 2014 and the 2015/2019 Business Plan approved by the Board on August 13, 2015 via the goals of the Updated Three-Year Advocacy and Communications Strategic Plan 2015-2018 approved by the Board on August 13, 2015:
  - Goal 1: Ensure advocacy and communications efforts are well planned, coordinated and supported across the organization.
  - Goal 2: Position CRB as a relevant and important leader in the development and championing of plans, programs and policies that benefit the Capital Region.
  - Goal 3: Ensure CRB’s advocacy and communications activities add value to the organization and contribute to the achievement of business goals.

Highlights

- Planning: Reviewing plans to adapt regularly to changing political environments
- Events: Targeting key audiences in support of Government and Public engagement
- Corporate Communications: Addressing and enabling core communications responsibilities and support

Attachment:

1. Proposed 2016/17 Advocacy & Communications Committee Work Plan
<table>
<thead>
<tr>
<th>#</th>
<th>Project</th>
<th>Description</th>
<th>Draft Dates</th>
<th>Rationale for project</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016/17-1</td>
<td>Advocacy Workshops</td>
<td>Half Day semi-annual facilitated sessions to update Board issues and AMC strategies for engagement and advocacy</td>
<td>Q1: Apr 14  Q3: Oct 13</td>
<td>Opportunities to review and evaluate recent advocacy efforts in order to inform engagement planning discussions for next six months</td>
<td>$10,000</td>
</tr>
<tr>
<td>2016/17-2</td>
<td>2016 CRBunch</td>
<td>Annual engagement with Capital Region Government Caucus and Ministers</td>
<td>Q2: July 21</td>
<td>Opportunity to update CRB issues and informally network with regional Government MLAs and Ministers during K-Days</td>
<td>$17,000</td>
</tr>
<tr>
<td>2016/17-3</td>
<td>2016 CR Breakfast</td>
<td>Annual engagement with Capital Region Opposition MLAs</td>
<td>Q2: Aug 11</td>
<td>Opportunity to update CRB issues and informally network with regional Opposition MLAs</td>
<td>$1,500</td>
</tr>
<tr>
<td>2016/17-4</td>
<td>2017 Breakfast with Capital Region MPs</td>
<td>Annual engagement with Capital Region Members of Parliament</td>
<td>Q4: Feb 9 or 16</td>
<td>Opportunity to update* regional MPs on CRB issues of federal relevance and informally network from a regional perspective (non-partisan) *proposing an initial Breakfast for Feb 11, 2016</td>
<td>$15,000</td>
</tr>
<tr>
<td>2016/17-5</td>
<td>2016 Regional Symposium</td>
<td>Exploration of what it means to be part of the Capital Region</td>
<td>Q2: Sept 15-16  or Oct 20-21</td>
<td>As the Growth Plan Update approaches completion, this is an opportunity to engage stakeholders in regional conversation and prepare for GP.2 launch in Q1 2017/18. Builds on and expands scale and scope of the successful ReEnvision Housing Symposia</td>
<td>$120,000 (net, excluding reg fees)</td>
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<tr>
<td>2016/17-6</td>
<td>2016 Collaborate to Compete</td>
<td>National Symposium cosponsored by CRB, CRP and Manitoba Partnership</td>
<td>Q1: Jun 2</td>
<td>&quot;Advancing Regional Ec Dev&quot;. Opportunity to showcase regional success and build new relationships. Call to action re: regional EcDev</td>
<td>TBC</td>
</tr>
</tbody>
</table>
| 2016/17-7 | Corporate Communications         | Annual Report, CRB 101, Community Report (4), CRB Handbook, Website redevelopment Administrative | Q1-Q4 | External: Range of external tools and communications consulting to support Board, events and general advocacy  
Internal: CRB Swag, communications planning, writing, design consulting, etc. | $75,000 |
|        |                                  |                                                                             |             |                                                                                     | $30.00  |
## Strategic Priorities

<table>
<thead>
<tr>
<th>Strategic Priorities</th>
<th>Purpose</th>
<th>Key Results</th>
<th>Previous Report</th>
<th>Status</th>
<th>Progress</th>
</tr>
</thead>
</table>
| **1 - REGIONAL VISION** | The Board develops a strong, long-term vision for the whole region based on the desires and dreams of the region’s municipalities and citizens. | *KR 1.1:* Regional stakeholders and citizens are engaged, and they develop a long term vision for the whole region.  
*KR 1.2:* The Board adopts its long term Regional Vision. | - Separate and distinct from the Growth Plan  
- Recommended to be addressed after the GPU is completed | | |
| **2 - COLLABORATIVE CULTURE (The How)** | The Board’s activity promotes a collaborative culture among members. CRB focuses its efforts on high level issues that impact the region. | *KR 2.1:* The Board understands the distinctive characteristics and needs of rural and urban members.  
*KR 2.2:* CRB improves collaboration and governance practices through education, best practice research, educational speakers and workshops.  
*KR 2.3:* CRB members agree on priority high level issues for the region and are validated on a regular basis.  
*KR 2.4:* CRB actively pursues partnerships and collaboration with specific regional stakeholder organizations. | | - CEO update occurs monthly to all CAOs  
- CRBunch with regional Government caucus  
- CRB breakfast with regional Opposition caucus  
- CEO tours to each participating municipality to engage with CAO and Mayor  
- Engaging regional CAOs in a workshop about the Growth Plan Update, and the Economic Development Framework, and Strategy  
- Process for membership review recommended to the Board, with amendments, by GPF  
- Housing Symposium planning continues  
- Prioritized transportation list distributed to the Province  
- GreenTRIP funding  
- Provincially approved CRB funding and matching grant funding  
- CRB Business Plan approved | |
| **3 - REGIONAL GROWTH PLAN (The What)** | The Board develops and implements a high level, long term growth plan | *KR 3.1:* A high level growth plan is prepared and adopted by the CRB.  
*KR 3.2:* The Government of Alberta reviews | | - Vision and Principles approved by Board  
- Extension request by 10 months | |
### CRB Strategic Plan 2014 – 2018 Priorities

#### Performance Measurement

**September 2, 2015**

| KR 3.3: | A process for approving and incorporating the Capital Region Growth Plan into Government of Alberta policy environments is developed, negotiated with Government of Alberta and approved by Capital Region Board. |
| KR 3.4: | Municipal members ensure that municipal and sub-regional plans conform to the Regional Growth Plan. |
| KR 3.5: | Outcomes of the Regional Growth Plan are measured, monitored and reported. |

| KR 4.1: | The CRB explores the regional economic development landscape and identifies opportunities for CRB to add value. |
| KR 4.2: | The economic landscape is mapped and understood, and regional stakeholders are educated on our regional strategic advantages. |
| KR 4.3: | Through this research on the economy, trust and collaboration increases and mutually agreed new roles evolve. |
| KR 4.4: | Development approval processes across the region are improved and streamlined. |
| KR 4.5: | A uniform regional site selector tool is developed. |

**Legend:**

Colours – Green significant progress; Yellow a work in progress; red either yet to be initiated or just started

Arrows – Up progressing according to plan; side ways no progress started

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Committee Meeting: September 10, 2015