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 March 24, 2016 – Mayor Greg Krischke, Chair Page n of χ

5. Regional Narrative Project Presentation – Margo Long, Incite Marketing Page τ of χ

   Recommended Motion: That the Advocacy & Monitoring Committee receive the Capital Region Board Marketing Strategy, aka Regional Narrative Project, for information.

6. Provincial Advocacy – Mayor Greg Krischke, Chair Page γ of χ

   Recommended Motion: That the Advocacy and Monitoring Committee receive the Chair’s update on Provincial Advocacy for information.

7. Standing Committee Updates – Committee Chairs

8. CEO Update – Malcolm Bruce, CEO Page γ of χ
   a. Collaborate to Compete
   b. Economic Development Initiative
   c. Agricultural Planning
   d. Strategic Plan Performance Measures

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

Thursday, April 14, 2016
Noon – 3:00 p.m.
Chateau Louis, Grand Ballroom
11727 Kingsway, Edmonton, AB

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

Guests:
Roxanne Carr, Strathcona County
Gibby Davis, City of Edmonton
Susan Evans, Sturgeon County
Michelle Hay, City of Leduc
Marnie Lee, Strathcona County
Patty Walker, City of Fort Saskatchewan

Regrets:

CRB Staff & Consultants:
Malcolm Bruce, CEO
Stephanie Chai, Project Manager
Loreen Lennon, Communications Manager
Leslie Chivers, Operations Manager
Amanda Borman, Executive Assistant
Maurice Fritze, Facilitator

1. CALL TO ORDER

Chair, Mayor Krischke, called the meeting to order at 12:00 p.m.

2. Chair Opening Remarks

3. Approval of Agenda

It was approved by unanimous consensus that the Advocacy & Monitoring Committee approve the April 14, 2016 agenda.
4. **Approval of Minutes of February 11, 2016**

   It was approved by unanimous consensus that the Advocacy & Monitoring Committee approve the February 11, 2016 minutes.

5. **Strategy Session**

   a. It was approved by unanimous consensus that the Advocacy & Monitoring Committee move in camera, in accordance with the provisions of Section 21 – Disclosure harmful to intergovernmental relations; Section 24 – Advice from officials; and Section 25 – Disclosure harmful to the economic and other interests of a public body, of the Freedom of Information and Protection of Privacy Act (FOIP), R.S.A. 2000, c.F-25.

   b. It was approved by unanimous consensus that the Advocacy & Monitoring Committee reconvene in public.

   c. **Motion:** That the Advocacy & Monitoring Committee direct Administration to create and Advocacy Plan based on information discussed, to come back to AMC no later than August 2016.

      **Moved by:** Mayor Tom Flynn, *Sturgeon County*

      **Decision:** Carried unanimously

6. **ADJOURNMENT**

   The Chair declared the meeting adjourned at 2:52 p.m.

   Committee Chair, Greg Krischke
Regional Narrative Project

Rationale
- In order to appreciate the value of the Capital Region Board and its work, regional citizens and stakeholders must first have a shared understanding of what the “region” is and how they fit in.
- The regional narrative is that contextual, brand story.

Background
- There is no coherent identification of the Edmonton Metropolitan Region as a region.
- In considering the launch of Growth Plan 2.0 it became apparent that this gap impedes understanding of the importance of regional growth planning generally and therefore the purpose of the Capital Region Board and its Growth Plan in particular.
- In March 2016, Incite Marketing was engaged to create a positioning and communications strategy for the Board and the Edmonton Metropolitan Region.

Status
- The Positioning Statement for the Edmonton Metropolitan Region and a recommended Communications Strategy for rollout, in conjunction with Growth Plan 2.0, have been completed.
- Key value points for the Capital Region Board are developed.
- Incite Marketing will present its findings and recommendations to the Advocacy & Monitoring Committee for information June 9, 2016, and to the Board for information September 8, 2016.
Provincial Advocacy

Update on plan to engage provincial government in order to mitigate continuation of new budget realities

Background
- A Strategy session for the Committee was held April 14, 2016
- That day the Provincial Budget was announced
- CRB’s 2016/17 budget was cut by 17% from $3 to 2.5 million
- The Board requested AMC to develop a response to this situation

Status
- A revised CRB Budget was presented to the Board May 12 and then referred back to the Governance, Priorities & Finance Committee for further adjustment, to be returned to the Board in June 2016
- A meeting between the AMC Chair, the Board Chair and the Mayor of Edmonton was held late May to discuss the harmonization of plans developed April 14, 2016 with the new diminished budget
- Chair Krischke will report on this verbally at AMC June 9, 2016
## CRB Strategic Plan 2014–2018 Priorities Measurement
### Key Performance Indicators (KPI) Report 2016/17

**June 9, 2016**

### Strategic Priorities

<table>
<thead>
<tr>
<th>Strategic Priorities</th>
<th>Purpose</th>
<th>Key Results</th>
<th>Q1 2016</th>
<th>Q2 2016</th>
<th>Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 REGIONAL VISION</strong></td>
<td>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.</td>
<td><strong>KR 1.1:</strong> Regional stakeholders and citizens are engaged, and they develop a long term vision for the whole region. <strong>KR 1.2:</strong> The Board adopts its long term Regional Vision.</td>
<td>![Progress Indicator]</td>
<td>![Progress Indicator]</td>
<td>- Separate and distinct from the Growth Plan  - Recommended to be addressed after the GPU is completed  - Regional narrative developed to create context  - Website redevelopment underway - will reflect regional vision</td>
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<tr>
<td><strong>2 COLLABORATIVE CULTURE (The How)</strong></td>
<td>The Board’s activity promotes a collaborative culture among members. CRB focuses its efforts on high level issues that impact the region.</td>
<td><strong>KR 2.1:</strong> The Board understands the distinctive characteristics and needs of rural and urban members. <strong>KR 2.2:</strong> CRB improves collaboration and governance practices through education, best practice research, educational speakers and workshops. <strong>KR 2.3:</strong> CRB members agree on priority high level issues for the region and are validated on a regular basis. <strong>KR 2.4:</strong> CRB actively pursues partnerships and collaboration with specific regional stakeholder organizations.</td>
<td>![Progress Indicator]</td>
<td>![Progress Indicator]</td>
<td><strong>Key Result 2.1</strong>  - 3 REFs approved (2016)  - GPU to include development of Agricultural Plan <strong>Key Result 2.2</strong>  - Mandate discussion completed  - Business Plan approved <strong>Key Result 2.3</strong>  - Board approved Energy Corridors Master Plan  - Board approved Transportation Priorities  - Board approved Regional and Sub-Regional housing needs assessment reports <strong>Key Result 2.4</strong>  - CEO update monthly to all member CAOs  - Collaboration with CRP/AUMA/AAMDC June  - Collaborate to Compete Symposium June 2016 (co-hosted with CRP and Manitoba Partnership)  - Developing Provincial Advocacy Strategy and Plan</td>
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<tr>
<td>Region</td>
<td>Key Results</td>
<td>Status</td>
<td>Notes</td>
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<td><strong>Regional Growth Plan</strong>&lt;br&gt;(The What)&lt;br&gt;KR 3.1</td>
<td>A high level growth plan is prepared and adopted by the CRB.</td>
<td>Healthy</td>
<td>Key Result 3.1&lt;br&gt;- Scheduled Committee consultations Q1&amp;2 2016&lt;br&gt;- One-on-one member consultations May 2016&lt;br&gt;- CAO consultations – June 15&lt;br&gt;- Draft #2 June 2016&lt;br&gt;- Planned roadshows – June 15-29&lt;br&gt;- Key performance indicators reviewed and refined and approved by the Board&lt;br&gt;- GIS informs the next iteration of indicators-underway&lt;br&gt;<strong>Key Result 3.2</strong>&lt;br&gt;- Discussions with GOA Cross Ministerial committee in process (KR 3.2, 2.4)&lt;br&gt;- Scheduled Oct 13, 2016 approval with Nov. 1, 2016 delivery to the Province</td>
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<td><strong>Global Competitiveness</strong>&lt;br&gt;(The Why)&lt;br&gt;KR 4.1</td>
<td>The CRB explores the regional economic development landscape and identifies opportunities for CRB to add value.</td>
<td>Healthy</td>
<td>Key Result 4.1&lt;br&gt;- Incubation of Independent Regional Economic Development on track for delivery to Board in September&lt;br&gt;<strong>Key Result 4.2</strong>&lt;br&gt;- GIS content expansion continues: Non-Market Seniors Housing, Transportation Priorities&lt;br&gt;<strong>Key Result 4.5</strong>&lt;br&gt;- GIS is background work for site selector</td>
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**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; *Sideways* no progress started.