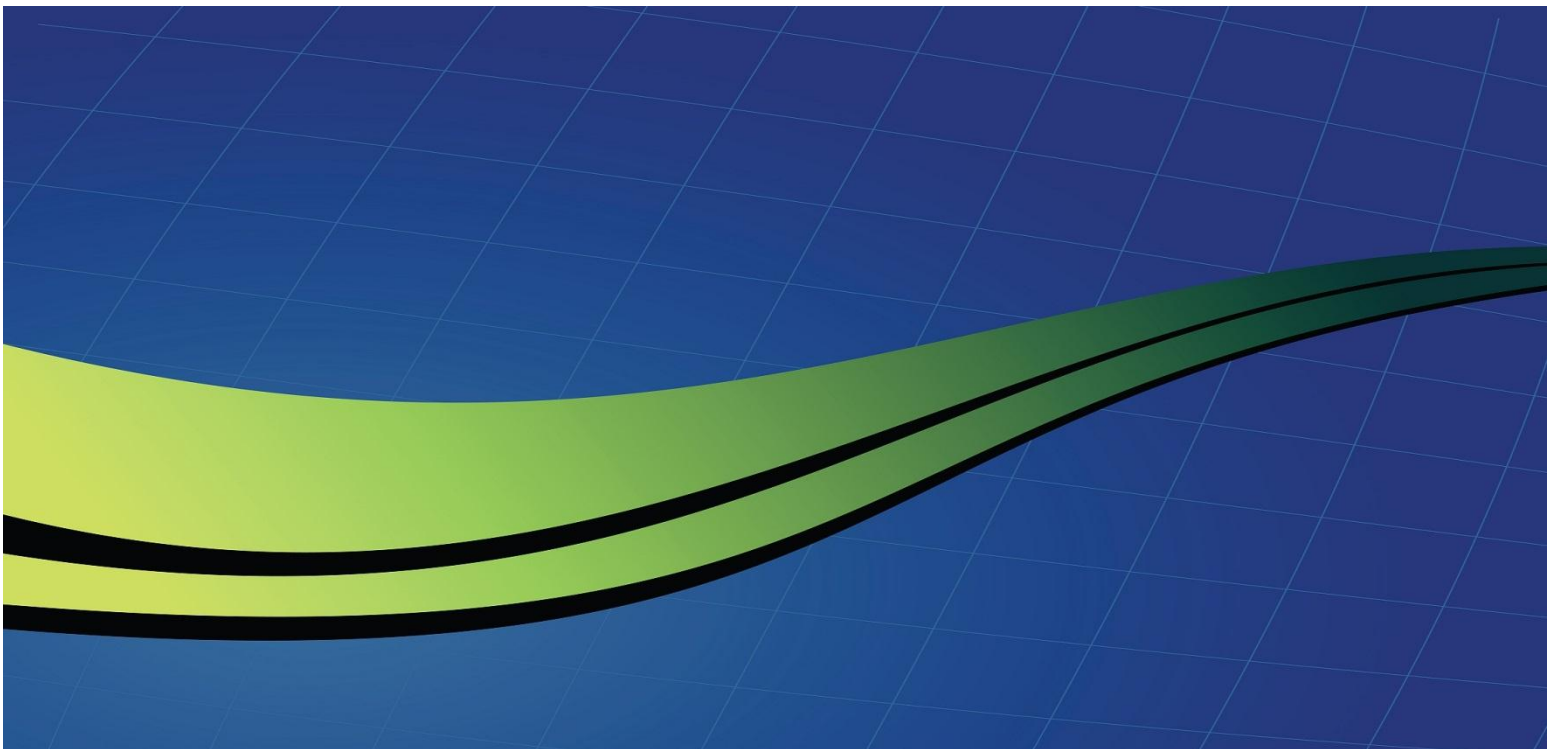


UNSM 2016 Fall Convention

Conference Program Outline

November 29th – December 2nd – Westin Nova Scotian Hotel, Halifax, NS



1809 Barrington St. Suite 1106, Halifax, NS B3J 3K8 T (902) 423-8331 F (902) 425-5592 info@unsm.ca www.unsm.ca

Your Presenting Sponsor:



TUESDAY, NOVEMBER 29th

2:00 p.m. – 8:00 p.m. - Registration

7:00 p.m. – 8:30 p.m. – Meet & Greet Reception

WEDNESDAY, NOVEMBER 30TH

8:00 a.m. – 9:15 a.m. - Opening

- Remarks by Chair of the Conference Planning Committee – Deputy Mayor Laurie Murley, Town of Windsor
- Remarks by Premier McNeil (TBC)
- Greetings from Halifax Regional Municipality
- Greetings from President of AMANS
- Remarks by UNSM President Cecil Clarke
- Presentation of Climate Change Award and Carbon Offset Winner
- Presentation of UNSM Long Service Awards

9:15 a.m. – 10:30 a.m. – Ken Simpson Municipal Lecture Series - So You Think You Can Dance:

Footwork for Elected Officials - Being a Councillor is a tough but rewarding calling. New to elected office and not sure where to start? Or, think you've seen it all and looking for some new moves? This session will offer some practical tips on making the most of your mandate - gleaned from years of observing both masterful performances and missteps in the municipal arena in Nova Scotia. Presenter: Kevin Latimer, Q.C., Managing Partner, Cox & Palmer

10:30 a.m. – 10:45 a.m. - Break/Viewing of Exhibits
Sponsored by 

10:45 a.m. – 11:45 a.m. - Concurrent Sessions:
(Attend 1 of 3)

Gas Tax Fund Project Spotlights - This session will highlight a sample of innovative projects municipalities have undertaken using their gas tax funds. A representative from Department of Municipal Affairs will set the context for the session and provide a brief summary of Gas Tax Fund project eligibility, including an overview of the 18 eligible project categories. Municipal representatives will then provide highlights of their projects to demonstrate how the Gas Tax Fund can be applied to support innovative infrastructure projects and lessons they have learned through their implementation. **Presenters:** Rene Frigault,

Department of Municipal Affairs; Neil MacKenzie, Chair of the Green Energy Committee, on the Regional Wind Project in the District of Yarmouth, Town Yarmouth and the District of Argyle; Kate Friars, Director of Parks, Recreation & Culture, Municipality of East Hants, on outdoor recreational infrastructure; Chris Spencer, Compost Technician, Municipality of the County of Colchester, on the composting handling facility

PVSC Update - An important session for any newly elected representative, the Property Valuation Services Corporation (PVSC) will provide insight into how properties are assessed for the purpose of property taxation. They will also discuss their municipal value-added shared services that provide operational and administrative efficiencies, including the soon to be launched open data portal for assessment and municipal data.

Delivering Services In-House: Save money, Avoid Headaches – CUPE - CUPE is hosting a panel discussion and presentation on contracting in. Join policy experts and municipal leaders who will discuss the benefits of in-house service delivery. The presentation will feature a new report exploring why local governments are ending outsourcing and returning to in-house service delivery. The presenters will also share case studies from the region.



12:00 p.m. – 1:00 p.m. - Delegates' Luncheon

Kindly sponsored by:



1:00 p.m. – 1:45 p.m. - Annual General Meeting

- Audited Financial Statements/Motion re Dues
- Election of President & Vice-President

1:45 p.m. – 2:15 p.m. – FCM Update – Councillor Clark Somerville, President FCM

2:15 p.m. – 3:00 p.m. – The Challenge of a Stagnant Economy – Don Mills, Chairman & CEO, Corporate Research Associates, Inc.

In his presentation, Don will review the economic challenges facing Nova Scotia with a specific focus on the structural challenges related to population distribution and aging demographics. He will outline

a possible solution to create more efficient delivery of public services and grow the economy through seven specific actions.

3:00 p.m. – 3:15 p.m. - Break/Viewing of Exhibits
Sponsored by



3:15 p.m. – 5:30 p.m. – Caucus Meetings & Elections

Dinner on your own

THURSDAY, DECEMBER 1ST

8:00 a.m. – 9:15 a.m. – “We Choose Now” – What Municipalities Can Do Now to Improve the Collective Health & Prosperity of Their Region

The ONE NS Coalition released a collaborative action plan - called **We Choose Now** - which plots a course for action to significantly change the direction in which we are headed. Municipalities have a lead role to play in ensuring the backbone of our resources is sustained through a better engagement process. In doing so, we will break down silos, unify our direction and get all hands on deck - so that better organized communities are empowered to make wiser decisions to improve our health and prosperity in and across regions.

This workshop will explore what municipalities are doing to make our communities more sustainable and prosperous. It will also examine how a coalition approach can help us go smarter, further and faster - by focusing by sustainable priorities, sharing knowledge, challenging ideas, improving collaboration, integrating planning and making smarter investments.

Presenters: Mayor Pam Mood, Town of Yarmouth; and Councillor Jim Mustard, County of Inverness

9:15 a.m. – 10:15 a.m. – UNSM Direction/New Resolutions Process

10:15 a.m. – 10:30 a.m. – Break/Viewing of Exhibits

10:30 a.m. – 12:00 p.m. – UNSM Direction/New Resolutions Process

12:00 p.m. – 1:15 p.m. – Delegates’ Luncheon

1:15 p.m. – 3:15 p.m. Keynote Address & Working Session - Are We Aligned?

When driving, it is important to have wheels that are aligned. If not, excess fuel and human energy are used to stay on the road making the trip less enjoyable. Learn

practical techniques to get off to a good start on your ‘four-year road trip’ with Council colleagues. Dr. Gordon McIntosh will provide an interactive session to explore ways to align processes and behaviours to maximize governance effectiveness, strategic priorities and Council/staff relations. You will return to your municipality with ideas and tools to enhance your capacity to make a leadership difference in your community.



effectiveness, strategic priorities and Council/staff relations. You will return to your municipality with ideas and tools to enhance your capacity to make a leadership difference in your community.

Dr. Gordon McIntosh has conducted 1,300 sessions throughout Canada and overseas. He has 40 years of local government consulting, managerial and teaching experience to provide practical local

government leadership insights. Recently he has been doing governance and strategy training in Jamaica following its elections.

3:15 p.m. – 3:30 p.m. – Break/Viewing of Exhibits

3:30 p.m. – 4:00 p.m. – Honourable Zach Churchill, Minister of Municipal Affairs, Province of NS

4:00 p.m. – 5:00 p.m. – Ministers' Panel

6:15 p.m. – Reception

7:00 p.m. – 9:30 p.m. – Banquet

FRIDAY, DECEMBER 2ND

8:00 a.m. – 9:00 a.m. – Early Morning Clinic – Divert Nova Scotia - Two Decades. Tremendous Impact.

Join representatives of Divert NS to learn more about the tremendous impact Nova Scotia's waste diversion programs are making for our environment and our economy. Hear about the collective achievements of Divert NS, our municipal and provincial partners, and other key stakeholders over the last 20 years. Learn more about our circular economy, the potential for efficiencies and innovation, and the opportunities and challenges we'll face together



9:00 a.m. – 10:00 a.m. – Shared Secrets – Back by popular demand! The last Shared Secrets session held by UNSM was such a success we've brought it back again for the Fall Conference. Attend and learn what other municipalities are doing to improve their communities.

Topics:

Fire Coordinators - Opportunities for sharing and enhancing fire services resources is facilitated when there is a fire services coordinator working with all the fire departments in a municipality. A number of municipalities now have a few years experience with a Fire Services Coordinator. This presentation will outline the benefits of such a position, how it works, and lessons learned.

UNSM Active Transportation Committee - These shared secrets celebrate the success of partnerships - among communities and municipalities - that have been instrumental in the design and development of

Enjoy a spectacular meal prepared by the Westin's award winning Chef while enjoying a performance by *Sasha Muise & the Double Sharps*



local active transportation routes throughout Nova Scotia. Each example will highlight the importance and impact of partnerships, and how community involvement has been instrumental in each project's success. Presenters: Ben Buckwold, Bicycle Nova Scotia, on the Blue Route implementation in Pictou County; Sally O'Neill, Coordinator, Active Pictou County, on a trail project in the Town of Westville; and ; and Steve Raftery, County of Kings, on the Greenwich Trail Project.

Let's Face Tomorrow Together – Everyone Matters (Town of Amherst) - This presentation will provide the audience with background information on why the Town needed to engage the community about its future, the research data required to prepare for a conversation about the future, how both events were promoted, and why Engage Nova Scotia was brought to the table to assist the town in engaging the community in a conversation. The presenter will provide details on the objectives of the two community meetings held and an overview of the process used to make the events hands-on. The presenter will share some candid observations and surprises from the events while providing a snapshot of where the town is currently including next steps. Two short videos will be shown as part of the presentation so the audience can get a feel of the energy and participation levels at these sessions. The following link will give the audience a taste of the type of promotion undertaken that encouraged people to attend. https://youtu.be/Hv9xQVK_SM0

**10:00 a.m. – 11:00 a.m. – Concurrent Workshops:
(Attend 1 of 2)**

The Opportunities & Challenges of Social Media -

One of the historic challenges for municipalities has been finding effective ways to communicate consistently and clearly with the public. From complex construction projects, to simple matters, such as a short-term traffic disruption or promoting a public meeting, social media has become the definitive platform for municipal politicians and staff who wish to reach the greatest number of constituents in the shortest time possible.

Presenters: Patrick Hirtle, the Communications Coordinator with the Town of Bridgewater, will discuss the opportunities and challenges associated with using social media as a go-to communications tool for municipalities; and Councillor Wayne Mason, Halifax Regional Municipality. Councillor Wayne Mason is no stranger to the internet. His social media presence is one of the most active of any Nova Scotian politician. This session will share some of his strategies for using social media to connect with voters and the media, including having empathy for trolls, understanding the culture and pace of different social media channels, and social media do's and don'ts.

Rules of Order – Who Needs Them!!

Now that the election is over and the business of local government gets back to normal there are lots of meetings to attend and some serious and sometimes controversial issues to be debated. This session will help members of Council (both new and “experienced”) to de-mystify and hopefully simplify parliamentary procedure. The use Rules of Order are meant to make things run smoother at a meeting but often result in unnecessary procedural wrangling. The objective of the session is to review the role of the different participants at a meeting. i.e. Chair, regular members, public etc. Presenter: Bernie White, MMC, RP, is a “registered parliamentarian” and has worked in local government over three decades and offers workshops that highlight best practices on meeting procedures mixing in some humorous examples of “how not to do some things”.

11:10 a.m. – Grand Prize Draw & Conclusion of Conference

HOTEL INFORMATION – The room blocks will be held until November 15th

Westin Nova Scotian Hotel: \$ 145 /night s/d - Please use the link below to book your room at the Westin or call 1-888-627-8553 and indicate that you are part of the UNSM conference block. **All reservations must be secured with a credit card.**

CLICK HERE TO BOOK YOUR ROOM AT THE WESTIN

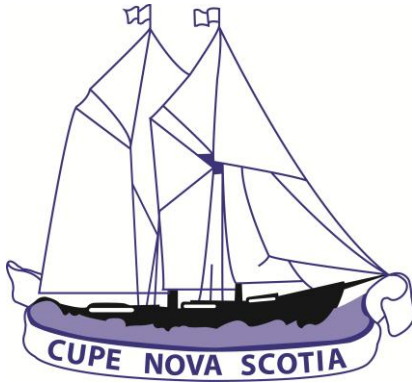
Westin Cancellation Policy for Guestroom Reservations is 15 days prior to the guests date of arrival. The penalty for not cancelling before this time is a charge of the first night's room and tax charged to the form of payment that the reservation is guaranteed by. No charges will be processed until the completion of the UNSM Event. If the cancelled guestrooms can be re-sold to another attendee the cancellation penalty will be waived. This policy has been put in place to provide maximum guestroom availability to all attendees.

If you have specific billing needs (such as billing to your municipality) you should contact Sarah MacInnes at sarah.maclnnes@thewestinnovascotian.com

Four Points Sheraton: \$ 139/night – 1-866-444-9494

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