



CITY OF
Lethbridge

**Advocacy Advisory Committee Meeting
Agenda
Microsoft Teams Meeting
Thursday, July 22 2021
1:00 P.M.**

Members:

**Councillor A.M. Campbell
Councillor J.H. Carlson
Councillor J.A. Coffman**

Support and Resource:

**Carly Kleisinger, Chief of Staff
David Sarsfield, Acting City Clerk
Tara Grindle, Manager of Corporate Communications**

- 1. Call to Order**
 - 1.1 Reconciliation Statement
 - 1.2 Roll Call
 - 2. Adoption of Agenda**
 - 3. Submissions**
 - 3.1 Lethbridge City Council Advocacy Framework
 - 4. Closed Session**
 - 5. Adjournment**
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Lethbridge City Council Advocacy Framework

The following document sets forth the framework for Lethbridge City Council's advocacy efforts. The committee will lead on Lethbridge advocacy efforts on behalf of all of City Council.

Principles of the Advocacy Committee

- Leading, guiding and ensuring advocacy efforts are focused and aligned based on clear priorities set by City Council.
- Relationship-building with local, regional, provincial and federal partners.
- Showcasing and promoting our city and region where opportunities arise.
- Championing the City of Lethbridge brand.
- Advocating on local and regional indigenous topics.
- Advocating on emerging issues and trends.

Responsibilities

- Establishing clear priorities for advocacy on an ongoing basis.
- Assigning leads for advocacy on emerging issues.
- Ensuring City Council as a whole is updated on key initiatives as required.
- Coordinating advocacy efforts with administration and city partners.
- The Mayor, by position will be the City of Lethbridge advocate, but advocacy will be a shared effort across all of City Council in a coordinated way.

Meetings

Meet monthly as an Advocacy Committee with support from City Clerk's Office, Chief of Staff and Corporate Communications.

Additional meetings include:

- Standing meeting with MLA Lethbridge-East every second month
- Standing meeting with MLA Lethbridge-West every second month
- Standing meeting with Member of Parliament twice per year

- Standing meeting with EDL CEO quarterly

Participation in Events

Advocacy Committee members should actively participate in the following:

- FCM
- AUMA
- Team Lethbridge
- Community and networking events
- Special meetings as required

Additionally, Advocacy Committee will host local community leader events twice yearly to support collaboration, partnership and combined advocacy efforts.

Advocacy Committee will participate in other community events as required or as opportunities arise.

City Council Promotional Program

The Advocacy Committee will have oversight of a City Council promotional program, which includes a promotional program for use by City Council to promote Lethbridge in advocacy events and meetings. This program will be centred around products that promote/feature the region and local economy.

Messaging of Council Priorities

The Advocacy Committee will work in collaboration with the Corporate Communications team as needed.

Training

The Advocacy Committee will oversee training for all of City Council as it relates to advocacy efforts.