



CITY OF  
*Lethbridge*

**Advocacy Advisory Committee Meeting  
Agenda  
Microsoft Teams Meeting  
Friday, January 22 2020  
9:00 A.M. – 10:30 A.M.**

**Members:**

**Deputy Mayor S.R. Miyashiro, Chair  
Councillor A.M. Campbell  
Councillor J.A. Coffman**

**Support and Resource:**

**Carly Kleisinger, Chief of Staff  
Bonnie Hilford, City Clerk  
Cathy Kiss, Advocacy Consultant**

1. **Call to Order**
    - 1.1 Reconciliation Statement
  2. **Adoption of Agenda**
  3. **Approval of Minutes**
    - 3.1
  4. **Official Business**
    - 4.1 **Identifying Priorities and Setting A Clear Vision (Verbal)** – *Carly Kleisinger, Chief of Staff*
    - 4.2 **Next Steps for Invest Alberta Discussions (Verbal)** – *Carly Kleisinger, Chief of Staff*
    - 4.3 **Advocacy Plan Next Steps (Verbal)** – *Carly Kleisinger, Chief of Staff*
    - 4.4 **AUMA Resolutions – Process, Timelines and Next Steps (Verbal)** – *Bonnie Hilford, City Clerk*
  5. **Adjournment**
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CITY OF  
*Lethbridge*

**Advocacy Advisory Committee Meeting  
Agenda**

**Microsoft Teams Meeting  
Friday, February 26 2020  
1:00 P.M.**

**Members:**

**Deputy Mayor S.R. Miyashiro, Chair  
Councillor A.M. Campbell  
Councillor J.A. Coffman**

**Support and Resource:**

**Carly Kleisinger, Chief of Staff  
Bonnie Hilford, City Clerk  
Tara Grindle, Manager of Corporate Communications  
Cathy Kiss, Advocacy Consultant**

1. **Call to Order**
    - 1.1 Reconciliation Statement
    - 1.2 Roll Call
  2. **Adoption of Agenda**
  3. **Approval of Minutes**
    - 3.1 January 22, 2021
  4. **Official Business**
    - 4.1 **AUMA Resolution Review – Advocacy of a National Early Learning and Care Program** – *Councillor B.A. Crowson*
    - 4.2 **Invest Alberta Update (Verbal)** – *Carly Kleisinger, Chief of Staff*
    - 4.3 **AUMA and Alberta Coal Policy** - *Carly Kleisinger, Chief of Staff*
  5. **Confidential Reports**
    - 5.1 **Draft Advocacy Plan (Verbal)** – *Cathy Kiss, Advocacy Consultant*
    - 5.2 **Alberta Budget Overview (Verbal)** - *Cathy Kiss, Advocacy Consultant*
    - 5.3 **TEAM Lethbridge (Verbal)** – *Carly Kleisinger, Chief of Staff*
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5.4 **City of Lethbridge Corporate Branding** – *Tara Grindle, Manager of Corporate Communications*

6. **Adjournment**



**CITY OF**  
*Lethbridge*

**Minutes  
Advocacy Advisory Committee Meeting  
Friday, January 22, 2021  
Council Chamber**

**Members:**

**Deputy Mayor S.R. Miyashiro, Chair (participated remotely)  
Councillor A.M. Campbell (participated remotely)**

**Absent - Councillor J.A. Coffman**

**Support and Resource:**

**Bonnie Hilford, City Clerk  
Carly Kleisinger, City Manager Chief of Staff (participated remotely)  
Tara Grindle, Manager of Communications (participated remotely)  
Cathy Kiss, Advocacy Consultant (participated remotely)**

**1. Call to Order**

Chair Miyashiro called the meeting to order at 9:02am and read the Acknowledgement Statement.

**2. Adoption of Agenda**

Councillor Campbell moved that the Agenda be adopted as amended by adding the following items:

- Team Lethbridge (Verbal)
- Time Change of Meetings (Verbal)

Carried

**3. Minutes**

None

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#### 4. **Official Business**

4.1 **Identifying Priorities and Setting A Clear Vision (Verbal)** – *Carly Kleisinger, City Manager Chief of Staff*

Cllr. Campbell moved that the verbal report be received for information and that Ms. Kiss be provided Council's priorities.

Carried

4.2 **Next Steps for Invest Alberta Discussions (Verbal)** – *Carly Kleisinger, City Manager Chief of Staff*

Cllr. Campbell moved that:

- the verbal report be received for information;
- a discussion be held with the Mayor for the City of Lethbridge to host a Mid-Sized Cities Mayors and CAOs online meeting to share information; and
- Administration explore the feasibility of hosting an Invest Alberta event for local partners and leaders, similar to the EMRB Summit held in Edmonton.

Carried

4.3 **Advocacy Plan Next Steps (Verbal)** – *Carly Kleisinger, City Manager Chief of Staff*

Cllr. Campbell moved that the verbal report be received for information and that Ms. Kiss continue to establish the Advocacy Framework and develop the Advocacy Plan and present it to the next meeting of this Committee.

Carried

4.4 **AUMA Resolutions – Process, Timelines and Next Steps (Verbal)** – Bonnie Hilford, City Clerk

Cllr. Campbell moved that the verbal report be received for information and that proposed AUMA resolutions come to this committee to be reviewed for alignment with the Advocacy Plan before being presented to Council.

Carried

4.5 **TEAM Lethbridge (Verbal)** - *Carly Kleisinger, City Manager Chief of Staff / Bonnie Hilford, City Clerk*

Cllr. Campbell moved that the verbal report be received for information and that TEAM Lethbridge be added to the February Committee Agenda.

Carried

4.6 **Meeting Change of Time (Verbal)**

Cllr. Campbell moved that the time of these meetings be changed from 9am to 1pm to accommodate Cllr. Coffman's schedule.

Carried

#### 5. **Adjournment**

Cllr. Campbell moved that Committee adjourn at 10:10am.

Carried

Next meeting Friday, February 26, 1:00pm

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## AUMA Resolution

**Title of resolution: Advocacy of a National Early Learning and Care Program**

**Moved by: City of Lethbridge**

**Seconded by: Village of Y**

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**WHEREAS** a well-designed, National Early Learning and Care Program, that is affordable, high-quality, inclusive, and accessible, will support families economically and support more women in joining and staying in the workforce, and

**WHEREAS** the COVID pandemic has shown how communities and families are negatively impacted when early learning and care is not accessible, inclusive or affordable and should make us strive to fix this problem on behalf of parents, families and communities,

**IT IS THEREFORE RESOLVED THAT** the AUMA advocate to both the Provincial and Federal Governments for a National Early Learning and Care Program that will be high-quality, inclusive, affordable and accessible, developed with significant long-term sustained funding and which will create a Canada-wide early-learning and child-care system; and

### **BACKGROUND:**

Families and children across Canada have been impacted by insufficient child-care and learning during these uncertain times. This is further compounding poverty impacts, wage-gaps and employment implications for women. While these concerns are being particularly felt during the pandemic, they will not disappear in the years ahead. It is vital for all orders of government to advocate on behalf of our residents for the programs that will best support families, our communities and our country.

Support for the National Early Learning and Care Programs starts with the fundamental idea that early learning and care programs are essential for families and for the community at large. Communities and residents across Alberta and Canada will benefit both economically and socially because of such a program.

From a social perspective, such a program will support families during these uncertain times and into the future and will help with poverty reduction. Ensuring high quality, affordable programs would help us combat financial and social inequality. The early years of a child's life are instrumental in their development. Children who attend high-quality early learning and care programs are more likely to succeed in future educational endeavours, attain employment, and develop the social and emotional skills required to help them be successful. Additionally, obtaining childcare for low-income earners is now not only a considerable burden to residents in Alberta, but also a crisis to those who simply cannot afford childcare or do not have alternate options while navigating the current economic crisis. Such a program would also allow for all genders to have equal opportunity in the workforce as one gender would not be forced to choose childcare over employment.

Economically there are many reasons to support such a program. Without such a program, employers in Alberta and Canada could face low productivity due to parents missing work. There are also the lost

wages to parents and sometimes a complete inability for parents to join the work force. This results in a loss of income tax to governments. If families are supported by such a program, they will have more disposable income which can be used to support local businesses, to save for the future, to create educational opportunities for the parents and their children. We also believe that pandemic times have demonstrated childcare is necessary for essential workers (the leading cohort of the Lethbridge economy) to continue effectively working as we navigate battling COVID-19 and maintaining access to all other healthcare.

A national program such as this is supported by the Canadian Chamber of Commerce as they realize that a lack of good childcare is holding back entrepreneurs and without childcare businesses cannot be opened, which is holding back the economy and the economic recovery our province and country are needing. A National Early Learning and Care Program that is high-quality, inclusive, affordable, and accessible, created with long-term, sustained funding, will provide solutions to many economic and social issues we face locally and nationally and is a fundamental next step to permanently pivoting our economy today and for generations to come.



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.

**Advocacy Advisory Committee Meeting  
Agenda  
Microsoft Teams Meeting  
Thursday, August 5 2021  
1:00 P.M.**

**Members:**

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

**Support and Resource:**

**Carly Kleisinger, Chief of Staff  
David Sarsfield, Deputy 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. Approval of Minutes**
    - 3.1 July 22, 2021
  - 4. Submissions**
    - 4.1 City Council Advocacy Framework (amended)**
    - 4.2 Terms of Reference for Permanent Committee**
      - to be forwarded to City Council for approval and appropriate bylaw
    - 4.3 Council Marketing Budget – *Carly Kleisinger, Chief of Staff***
    - 4.4 Meeting with Minister of Municipal Affairs at AUMA – *Carly Kleisinger, Chief of Staff***
      - Could put in a request as a placeholder and ask Advocacy Committee to identify two potential issues for City Council
  - 5. Closed Session**
  - 6. Adjournment**
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# CITY OF *Lethbridge*

## Minutes

### Advocacy Advisory Committee Meeting Thursday, July 22, 2021 Microsoft Teams

#### Members:

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

#### Support and Resource:

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

#### 1. Call to Order

Chair Coffman called the meeting to order at 1:00 pm.

#### 2. Adoption of Agenda

The Agenda was adopted as presented by General Consent.

#### 4. Advocacy Work Plan Strategy

A draft advocacy framework for City Council was circulated. Feedback was provided by the Committee.

#### COUNCILLOR J.H. CARLSON:

That the Lethbridge City Council Advocacy Framework as amended and a draft Terms of Reference for a permanent advocacy advisory committee be prepared for the next meeting.

**CARRIED**

#### 3. Minutes

#### COUNCILLOR A.M. CAMPBELL:

That the Minutes of the June 25, 2021 meeting of the Advocacy Advisory Adhoc Committee be adopted as circulated.

**CARRIED**

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**5. Next Meeting**

**COUNCILLOR A.M. CAMPBELL:**

That the August 27, 2001 Regular Meeting of the Advocacy Advisory Adhoc Committee be changed to August 5, 2021 starting at 1:00 p.m.

**CARRIED**

**6. Adjournment**

Councillor Campbell moved that Committee adjourn at 7:22 p.m.

**CARRIED**

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## **Lethbridge City Council Advocacy Framework**

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- 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

- Meeting with additional partners as required a minimum of two times per year based on emerging issues and trends

### **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.

# **Advocacy Advisory Committee**

## **TERMS OF REFERENCE**

### **1. Name and Type of Committee**

Advocacy Advisory Committee

### **2. Statement of Purpose**

The Advocacy Advisory Committee is a committee, formed for the specific purpose of developing and implementing an advocacy plan to ensure that work of the City of Lethbridge is shared and communicated with partners and other levels of government.

### **3. Duties and Responsibilities**

- a. Act in an advisory capacity to City Council, the City of Lethbridge and community partners on issues relevant to Advocacy and the community;
- b. Establish and implement the Advocacy Framework;
- c. Inform Council decisions over present-day advocacy planning by recommending advocacy priorities for the issues Lethbridge wants to address in the immediate, near and long-term;
- d. Refine information about issues before Council so they may be presented in a way that demonstrates alignment with the Council's strategic priorities and advocacy agenda;
- e. Foster and enhance relationships with other orders of government (development of a relationship map);
- f. Facilitate Council and administration meetings with regional municipal partners, MLAs, MPs and other municipal advocacy organizations including AUMA, RMA, FCM and Mid-Sized Cities consortium;
- g. Develop an advocacy stakeholder matrix and tracking tool for critical relationships;
- h. Define the advocacy cycle of municipal, provincial, federal, community and industry priorities, and develop an appropriate advocacy schedule;
- i. Develop advocacy materials to support these efforts (e.g. backgrounders, MLA briefings, etc.);
- j. Oversee the development & implementation of a strategic communications plan to serve advocacy efforts; and



- k. Conduct relevant research and consultation that addresses current, emerging and future concerns of Lethbridge advocacy.

#### **4. Composition**

##### **a. Voting Members**

- i. Three (3) members of City Council

##### **b. Resource and Support**

- i. Corporate Communications Manager;
- ii. Chief of Staff to the City Manager; and
- iii. Office of the City Clerk.

##### **c. Presenters**

- i. The Committee may invite any external presenters to the meetings.

#### **5. Term of Appointment**

- a. To be appointed by City Council on an annual basis at the organizational meeting.

#### **6. Process and/or designation of Chair and Vice-Chair**

- a. The Chair will be appointed by Council and Vice-Chair will be appointed by the voting members at their first meeting.
- b. The Chair, or in their absence, the Vice-Chair, will preside at every meeting and shall vote on all questions submitted.

#### **7. Quorum/Meeting Frequency**

- a. A quorum of the Committee is a majority of the voting members
- b. Meetings will be held on the fourth Friday of the month at 9:00 AM or as deemed necessary by the Chair.

#### **8. Reporting, Review and Evaluation**

- a. The Committee will report to the Governance Standing Policy Committee.
- b. An evaluation of the impact and achievements of the Advocacy Advisory Committee will be provided to the Governance Standing Policy Committee annually.

**From:** Mike Decker <[Mike.Decker@gov.ab.ca](mailto:Mike.Decker@gov.ab.ca)> **On Behalf Of** MA MSL Engagement Group  
**Sent:** Thursday, July 8, 2021 1:36 PM  
**Cc:** Mike Decker <[Mike.Decker@gov.ab.ca](mailto:Mike.Decker@gov.ab.ca)>  
**Subject:** [External] 2021 AUMA Convention - Meeting with Minister of Municipal Affairs

Dear Chief Administrative Officers:

We are writing to inform you of a potential opportunity for municipal councils to meet with the Honourable Ric Mclver, Minister of Municipal Affairs, at the 2021 AUMA Fall Convention, scheduled for November 17-19, 2021. It is our hope that these meetings will be in person.

We understand there may be newly elected officials on council and the meeting requirements may change following the municipal elections. However, should your municipality wish to meet with Minister Mclver during the convention, please submit a request by email to [MA.MSLEngagementGroup@gov.ab.ca](mailto:MA.MSLEngagementGroup@gov.ab.ca) no later than September 10, 2021.

In your meeting request, please be sure to include two specific policy items or issues your municipality would like to discuss with the Minister.

We generally receive more requests to meet with the Minister than can be reasonably accommodated over the course of the convention. To ensure suitable consideration of requests, municipalities should be mindful of the following criteria:

- Policy items or issues directly relevant to the Minister of Municipal Affairs and the department will be given priority.
- Municipalities located within the Capital Region can be more easily accommodated throughout the year, so priority will be given to requests from municipalities at a distance from Edmonton and to municipalities with which Minister Mclver has not yet had an opportunity to meet.
- Meeting requests received after the deadline will not be considered for the convention, but may be considered for future meeting opportunities.

Meeting times with the Minister are scheduled for approximately 20 minutes per municipality. This will allow the Minister the opportunity to engage with as many municipal councils as possible. All municipalities submitting meeting requests will be notified at least two weeks prior to the convention as to the status of their request.

Municipal Affairs will make every effort to find alternative opportunities throughout the remainder of the year for those municipalities the Minister is unable to accommodate during the convention.

Sincerely,

Mike Decker/Stakeholder Relations Team  
Municipal Affairs