

MAY 2011

PMA Board of Directors

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Executive Director, Krista Planke
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CONVENTION 2011 - RECAP

PMA held its 39th Annual Convention and Exhibition at Hotel Gander from April 6-8, 2011....and what a success it was! With more than 200 registered delegates, and 25 exhibits, it was one of our largest to date. Special thanks go out to everyone who made it possible!

To the municipalities who made monetary donations, put card ads in the convention guide, donated prizes...a big thank you for all your support. To our corporate sponsors who provided funding towards the event....we could not possibly do this without your ongoing financial support.

The election for Director seats saw no change. The PMA regional Directors will remain unchanged for the next term. See this page for a listing.

An election for the TRIO representative however, did see the election of Rodney Cumby as the newest elected member. Further to this, Dennis Kelly, CAO, Town of Marystown, has been appointed as the President of TRIO. Congratulations to both as they begin their newest responsibilities with the pensions and benefits program.

While this convention was indeed a success on all levels, please rest assured that all comments in the returned evaluation forms will be taken into consideration. We appreciate your feedback and will use it to make improvements for the next convention.

Plans are already underway for the 40th Annual Convention to be held in Corner Brook from April 18-20, 2012.

Constitutional Amendment

The 2011 Annual General Meeting brought forth a change to Article III - Membership, Section 2, of the Constitution. It has been amended to read as follows:

A Full Member will be a Town/City Manager, Town/City Clerk, Chief Administrative Officer, or Department Head, as appointed and approved by individual municipal councils, or a person who has broad based senior administrative, management, or executive level duties within a municipality, as approved by the Board under Article III Section 8 and 9.

Proclamation Signing

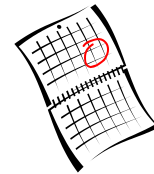
Municipal Awareness Day

MNL President Harry Hallett, Municipal Affairs Minister, Hon. Kevin O'Brien, and PMA Central Director, Blanche Bennett, signing the Municipal Awareness Day Proclamation at the MNL Symposium, May 6, 2011.



Municipal Training and Development Corporation (MTDC)

PMA is now administering the Matched Training Financial Assistance Fund on behalf of the MTDC organization. This fund is a 50 per cent cost-shared program available to municipalities to offset the costs associated with attendance at training and development activities sponsored or sanctioned by MTDC. Please note that claims will be processed once the 30 day deadline to submit has passed. All claims should be faxed to **726-6408**.



Mark Your Calendar!

PMA Western/Northern Regional Meeting

DEER LAKE MOTEL

June 17, 2011

Details to be announced.

CORPORATE SPONSORS 2011

PMA would like to take this opportunity to thank their corporate sponsors for their ongoing support.

Newco Metal

Tract Consulting Inc.

Information Brokerage Ltd.

Cal LeGrow /
Baine Johnston Insurance

EMCO-Waterworks Division

ProCom Data Services

Atlantic Purification
Systems Ltd.

Bae-Newplan Group

Stewart McKelvey

ITT Water & Wastewater

Municipal Benchmarking – A method to make municipal government smarter, more proactive, and more responsive

By Robert Keenan, CCRC

Municipal governments in Newfoundland and Labrador operate with no real ability to understand if they are doing good work, being effective, meeting the needs of residents, and complying with their legislative or regulatory obligations. Most municipalities in the province operate on a daily, monthly, and yearly basis reacting to citizen requests or demands and trying to comply with provincial government requirements. Municipalities are not required to be self-reflective about how they operate and function and are not required to set goals for municipal operations to meet.

As a result, municipalities function without an operational compass. Municipalities intend and hope to do good work, but most have no means of knowing. And because they do not know, most municipalities have no reason to change how they currently operate. In this environment, new provincial government standards or requirements become a burden to municipalities that are accustomed with operating in a certain manner year after year.

This has resulted in a municipal system that is neither flexible nor dynamic. Newfoundland and Labrador's municipal system is also filled with vast informational black holes. The provincial government, MNL, or individual municipalities have no real understanding of the quality of municipal government in the province. This lack of information limits the strength of municipalities and hampers efforts to improve the municipal system. Simply put, any efforts to improve how municipalities operate or conduct services are frustrated by the fact that no one understands how and why municipalities currently operate in the manner in which they do. The clearest example of this is the current waste management strategy that, while a necessary step, focused on a defined solution without adequate attention given to the logistical and practical reasons that caused municipalities to manage waste in the manner in which they did before the waste management strategy was launched.

Municipal benchmarking is a tool to improve the knowledge gap that exists in municipal government and to assist municipalities in being more proactive and flexible. Benchmarking involves reviewing how municipalities operate and deliver services on an ongoing basis. It also involves municipalities setting goals that it hopes to meet for each service and operation. Although each review of a municipality only provides a snapshot in time, an annual review will provide regular snapshots in time that will provide a greater understanding of the health and efficiency of a municipality.

Benchmarking is not new in Canada. Four provinces have mandatory municipal benchmarking, and all four systems seem to work reasonably well. These systems are promoted by their respective provinces as a means of making municipalities more transparent and more accountable to the public. In reality, however, municipalities are the real benefactors of municipal benchmarks. Benchmarks have created knowledge-based municipal systems in these provinces, allowing for municipalities to better share ideas, discuss challenges, and create best practices. In some of these provinces new support structures, such as municipal databases and best practice centres, have been established. None of these supports would have existed without benchmarks.

Benchmarking would have a significant impact on administrators – how they performed their work, the information they collected, and the skill sets they would have to develop. Because of this significant impact, benchmarking must be led by both administrators, with PMA, and elected municipal officials. At MNL's 2011 Symposium, preliminary work began on creating a committee to start examining municipal benchmarks in this province. Some administrators expressed interest serving on this committee, but more administrator representation is needed. Any administrator who wishes to be on this committee, please contact Robert Keenan with MNL at 709-753-6820 or via email ccrc@municipalitiesnl.com.



Were you lucky enough to get a pay raise in January? If so, you should ensure that both your health insurer and your pension administrator are aware of your new salary.

In your group health insurance plan, the life insurance, accidental death & dismemberment coverage, and the short and long term disability coverages are all linked to your salary. Payments are usually based on a percentage of the salary. If your salary increases and you fail to notify your insurer, any claim would be based on the last known salary reported to the insurance company. This discrepancy could add up to thousands of dollars if you were unfortunate enough to be disabled for the rest of your life.

Likewise, your pension calculations are linked to your contributions over time. These contributions are usually a percentage of your salary. If your salary increases, but your contributions don't, your final pension calculation could be negatively affected.

The person in your office who administers the group employee benefits plans should be the individual who ensures that the insurance company and the pension plan administrator have the correct salary information.

If you work for a town that does not offer employee benefits, suggest that the town contact TRIO. We offer competitively priced programs that can fit any municipality's budget. In fact, we provide the employee benefits to 70% of the municipalities in the province who offer them.

We'd be honoured to put a program in place for your town.



CERTIFICATE PROGRAM IN REGIONAL POLICY AND DEVELOPMENT

NLREDA (Newfoundland and Labrador Regional Economic Development Association), working with Memorial University, recently developed a new certificate program in Regional Policy and Development. There are already many people throughout the province enrolled in the program. One course, RPD 1800, covers an introduction to CED, Strategic Planning, Opportunity Management and Project Management. This course discusses how tools such as cooperative development, social enterprise development, BRE, succession planning, business counseling / planning and foreign direct investment fit into this framework. The course is a full week in St. John's and will be offered July 4th - 8th (Monday to Friday 9:00-5:00), followed by a distance delivery component.

The Department of Foreign Affairs and International Trade (DFAIT) have agreed to fund 50% of the costs of those who wish to attend (tuition, travel and accommodations) who two REDB reps and one municipal administrator PER Caucus.

If you have questions on the program, you can get more info online http://www.mun.ca/lifelonglearning/academic_certs/regional.php or contact the Lifelong Learning Division at 737-7979.



Calling on Municipalities to Promote Healthy Eating in their Recreation and Sport Facilities and at Community Events

By Jill MacEachern, *Eat Great and Participate* Coordinator

Recreation and sport facilities are the cornerstone of our communities. In addition to providing a safe and public space for physical activity, recreation and sport facilities provide an ideal setting to promote healthy eating.

Eat Great and Participate was launched in March 2009 and encourages communities to serve healthy food and beverages in their recreation and sport facilities and at community events. Through our partnerships with Recreation NL, Sport NL, School Sports NL, Dietitians of Canada, the Community Youth Network and the Regional Wellness Coalitions more people are valuing physical activity and healthy eating in their day-to-day lives.

Your Municipality could be the next champion for healthy eating! For more information about *Eat Great and Participate* and how to make your community a “healthy community”, visit <http://www.livinghealthyschools.com/eatgreat.html>.



Jill MacEachern, *Eat Great and Participate* Coordinator, attends the Municipalities NL Symposium in Gander to promote healthy eating to Municipal leaders (May 2011).



PMA 40th Annual Convention and Trade Show
April 18-20, 2012
Corner Brook

BOOK YOUR ROOMS NOW!

Glynmill Inn: 634-5181 / 1-800-563-4400
Greenwood Inn & Suites: 634-5381 / 1-800-399-5381

Municipal Awareness Day

May 18, 2011

Celebrate Municipal Awareness Day



All too often, the work done by Mayors, Councillors and Municipal Administrators and staff in this province goes unnoticed by the general public.

We get things done quietly and efficiently.

It is not always easy for residents to see all the hard work that leads to efficient and quality services. Municipal Awareness Day is all about changing that. It is about shining a light on the accomplishments and importance of Municipal Government.

Why should your Council participate in Municipal Awareness Day?

- To educate the public on the role of Municipal Government and the services they deliver.
- To involve your residents in activities which will increase community pride and understanding.
- To recognize the many volunteers in your community that grow your community.
- Capture the public's interest in running for local government.

Establishing a Committee

The first step in planning an effective Municipal Awareness Day is organizing a committee. This committee should consist of municipal representatives and administrators and members of the general public. The key is to involve as many organizations as possible. The more support the better! Such organizations may include businesses, social clubs, schools or other community organizations. Some key points to remember are:

- Get Mayor to sign proclamation
- Get schools involved
- Seek the support of local media
- Look for support from local businesses

