

## **Canadian Capital Cities Winter Board Meeting**

January 30 & 31, 2020

Ottawa, Ontario

### **President's Report**

Since last fall's successful annual conference in Regina, I have revisited our strategic plans to determine their utility and relevance moving forward, facilitated outreach to FCM and lapsed members, nurtured existing relationships with previous and potential allies and worked with your executive and our excellent support staff to maintain the organization, build capacity, and set the stage for the future.

#### **Strategic Planning**

Our last three-year strategic planning program ended at our 2017 conference in Victoria, when we confronted diminishing membership, and examined the purpose and substance of CCCO. Then, our members decided that to expand our membership, our capacity, and our relationships, we would launch a new venture – pursuing a closer alliance with FCM. At our 2019 Regina annual conference, members proposed considering another strategic plan for 2020-2023. This is an agenda item for our January 2020 winter Board meeting.

#### **FCM Outreach**

Implementing our plan to reach out to the Federation of Canadian Municipalities, conversations began in 2018 with FCM senior leadership about a possible future alliance between FCM and CCCO. There was little interest at the staff level (although the looming retirement of the CEO may provide new opportunities to explore) some elected members showed interest, which we are pursuing. Moving forward, our Board approved ongoing outreach to nurture a relationship with FCM. In 2020, our continued outreach to FCM includes:

- Connecting with FCM president Bill Karsten (Halifax, NS), first Vice President Garth Frizzell (Prince George, BC) and third Vice President Darren Hill (Saskatoon, SK), and regional caucus chairs
- Hosting another sit-down supper for capital city delegates at FCM's 2020 annual meeting
- When strategic, submitting convention resolutions proposing a closer relationship with FCM
- Siting the next CCCO annual conference adjacent to the 2020 FCM annual meeting in Toronto

#### **New/Renewed External Relationships**

- Municipalities adjacent to capital cities – in urban regions, adjacent municipalities share and benefit from capital city resources – they are prime potential allies.
- Trade and industry associations – in particular tourism and heritage interests – are well suited to ally and work with capital city advocates.
- Canadian Heritage – has historically had a productive relationship with CCCO – new leadership offers an opportunity to re-invigorate this relationship.
- Offices of Speaker in each province, which exist in each capital's legislature, along with Lieutenants-Governors in each capital city, have overlapping interests with CCCO and can be encouraged to join and support CCCO.
- Royal Canadian Legion is a national organization with robust interests that complement those of CCCO – their leadership has expressed interest in collaborating with CCCO.

#### **Administrative Services Contracts**

The Board approved service contract with the Communities in Bloom Secretariat expired in September 2019. Following Board direction from the 2019 meeting in Regina, your executive renewed this contract (now directly with principal Raymond Carriere) for another year. Your executive also contracted with

former treasurer Bernadette McIntyre to provide occasional bookkeeping and to prepare the annual audit, services with which she is eminently familiar, for the sum of \$1,000 each year. I would like to thank Raymond and Bernadette for their collaboration and fine work. I would also thank the City of Victoria, which continues to provide teleconference services for Executive and Board meetings, at no cost to CCCO.

### **Website**

Our staff have taken on web moderating and editing, and reached out to CCCO members for new city-specific materials to load on the site. Members continue to be recalcitrant in providing updates. With this capacity now in-house, it is up to members to ensure we provide varied information to enliven our web presence. Once again, I urge members to make it a priority to regularly submit information to our administrator, or to provide a city contact to whom Raymond can reach out.

### **Membership & Future Planning**

This year we must continue to navigate a conversation with FCM, work to maintain and enhance our own unique identity, and more directly engage existing and future members. Significant opportunities lie ahead.

In 2020, I would like to see CCCO:

- Strongly reach out to those capital cities who have let their memberships lapse or who have never been members.
- Host a productive mid-year Board meeting in Ottawa, January 30/31, 2020.
- Negotiate some projects with potential allies – such as collaborative educational programs with each of our Lieutenants-Governors and legislative Speaker's Offices.
- Seek out funding sources to support operations and projects.
- Re-imagine the relationship between CCCO and Canadian Heritage.
- Enlist new associate members, with complementary organizations such as the Royal Canadian Legion, local and regional tourism and trade agencies, and municipalities adjacent to capital cities.
- Re-design our website to include educational, informational resources about capital cities.
- Continue to press for a new relationship with FCM.
- Create an enticing, rewarding and engaging program for our 2020 annual conference.

This work will nurture current members, continue our conversation with FCM, and tempt new members with a rich program of idea exchanges, program opportunities and the story telling unique to capital cities.

As CCCO creates value to feed and support current and future members, their increased participation will add value to CCCO, so the organization expands, is enriched, and evolves.

Respectfully submitted,

*marianne alto*

Marianne Alto  
President

### **Motions Arising Requiring Consideration**

- I. Receipt of the President's Report