

Wednesday, April 30

1:00pm – 3:00pm

Town of Collingwood Excellent Study Tours

12:00 – 7:00pm

Registration Open – Sponsored by Redbrick Communications

5:00pm – 7:00pm

Welcome Reception, hosted by Town of Collingwood – Sponsored by IPE

Trade Show Open – Sponsored by Mosey& Mosey

Thursday, May 1

7:30am – 4:30pm

Registration Open – Sponsored by Redbrick Communications

7:30 – 9:00am

Breakfast - Sponsored by Hydro One

7:30 – 4:00pm

Trade Show Open – Sponsored by Mosey& Mosey

8:15am – 9:45am

Plenary Program

8:15am – 8:35am

Conference Opening:

- Ken Templeman, Town Crier
- Yvonne Hamlin, Mayor, Town of Collingwood

8:35am – 8:45am

OSUM Chairs Remarks
Jamie McGarvey, Mayor, Town of Parry Sound

8:45am – 9:00am

James Carpenter, Grey Cloud- Indigenous Traditional Healer and Oshkabewis (Helper)

9:00am – 9:10am

Jillian Morris, Town of Collingwood, Poet- Laureate Emeritus

9:10am – 9:55am

Trump's Tariffs Portend a No-Winner Trade War

- Tony Stillo, Director of Canada Economics at Oxford Economics

Trump's tariffs threaten to undermine the long-established international trading framework and spark a global trade war that nobody would win. Tony Stillo, Director of Canada Economics at Oxford Economics, a leader in global economic forecasting and quantitative analysis, will explore possible trade war scenarios, including how targeted US tariffs on Canada would dampen economic prospects while blanket US tariffs on Canada would plunge the nation, its provinces, and cities into recession.

9:55am – 10:10am

AMO Policy and Advocacy Update

- Brian Rosborough, Executive Director, AMO

Gain insight into AMO's current policy efforts and strategies on critical matters facing municipalities.

10:10am – 10:30am

Coffee Break with Exhibitors – Sponsored by LAS

10:30am – 12:00pm

Plenary Program

10:30am – 10:40am

ROMA Chair, Christa Lowry

10:40am – 11:15am

Update on insights and actions arising from AMO's Groundbreaking Homelessness Study – *Municipalities Under Pressure: The Growing Human and Financial Cost of Ontario's Homelessness Crisis*

- Alicia Neufeld, Senior Manager, Policy, AMO

AMO's groundbreaking study on homelessness makes it clear that Ontario's homelessness crisis is at a tipping point. Released in January 2025, it reveals the unprecedented and growing costs of homelessness to individuals, families, communities, and

governments and charts a collective path forward. AMO will provide an update, insights and outline actions taken arising from the report and those that OSUM members could do to support AMO's evidence-informed advocacy to tackle homelessness and address the root causes.

11:15am – 11:30am

Ontario's Water and Wastewater Services: A Path Forward

- Judy Dezell, Enterprise Centre, Business Partnerships & LAS

The recent report by the LAS Expert Panel on the feasibility of a municipal utility model for water and wastewater services in Ontario has laid a strong foundation for transformative change. As we move forward, it's crucial to build on this momentum and take actionable steps to ensure sustainable, high-quality water and wastewater services for all Ontarians. LAS will provide an update on this exciting journey towards more sustainable water and wastewater systems that could make a lasting impact on communities and the environment.

11:30am- 12:00pm

In Discussion with OSUM Executive

- Moderator: Brian Lambie, President, Redbrick Communications
- Jamie McGarvey, OSUM Executive Chair
- Lynn Dollin, Chair, AMO Board Small Urban Caucus

This session is an opportunity to engage in discussion with the OSUM Executive Chair, Jamie McGarvey and AMO Board Small Urban Caucus Chair, Lynn Dollin, on OSUM's focus of work and issues that matter to Ontario's small urban leaders.

12:00pm – 1:00pm

Lunch, Sponsored by Nuclear Waste Management Organization

1:00pm – 1:30pm

Dessert with Exhibitors, Sponsored by Nuclear Waste Management Organization

1:30pm – 3:00pm

Plenary Program

1:30pm – 1:40pm

MPP Jeff Burch, Ontario New Democratic Party

1:40pm – 2:40pm

Leveraging Limited Resources for Big Results in Affordable Housing – Town of Collingwood

- Claire de Souza – Town of Collingwood – Housing Development Coordinator
- Councillor Deb Doherty, Member of Collingwood Council
- Rachelle Hamelin – County of Simcoe – Program Supervisor, Housing Development and
- Marg Scheben-Edey – Member of the Town of Collingwood's Affordable Housing Task Force,

Small urban municipalities across the province are facing increasing pressure to address the housing crisis and growing demand for affordable housing. With limited legislative tools and financial resources at their disposal, communities are turning to innovative solutions and creative problem-solving to maximize their impact. In this dynamic panel discussion, you will hear from the Town of Collingwood's Housing Development Coordinator, a member of Collingwood's Affordable Housing Task Force, a representative from the County of Simcoe's Social and Community Services department and a member of Collingwood Council. Discover how they are leveraging limited resources – through creativity, strategic partnerships, and innovative thinking – to turn challenges into bold actions intended to transform housing options for local communities.

2:40pm – 3:15pm

Coffee Break with Exhibitors, Sponsored by Quest Canada

3:15pm – 3:25pm

Michael Schreiner, Leader of Ontario Green Party

3:25pm – 4:25pm

Municipalities and their BIAs’ – Friend, Foe or Ally?

- Sara Almas, Clerk, Town of Collingwood
- Kay Matthews, Executive Director, Ontario Business Improvement Area Association
- Susan Nicholson, General Manager, Downtown Collingwood BIA
- Jennifer Parker, Manager, Culture & Events, Parks, Recreation & Culture Department, Town of Collingwood

Learn about the dynamic partnership between the Town of Collingwood and Downtown Collingwood BIA as they navigate relationships to forge mutual successes. Discover their collaborative insights into strategic and operational decision making, events and activations, and enhancing the local business ecosystem — all aimed at bolstering the downtown core. Featuring highlights from the Ontario BIA Association, who will illuminate the pivotal role of BIAs and the critical need for municipal support to advocate for needed amendments to the Municipal Act.

4:25pm

Closing

Friday May 2

7:30 – 9:00am

Breakfast – Sponsored by Uber

8:30am – 9:45am

Plenary Program

8:30am-8:35am

Opening

8:35am – 9:15am

The Canada We Want: Reflections on the Path Forward

- Jordan Simmons, Co-founder/CEO, Nominee

Join keynote address, Jordan Simmons on important considerations on the path forward including reflections on:

- Emerging US-Canada dynamics and what it means for us
- The state of play - addressing mental health in politics and countering harassment, burnout and apathy
- "Re-humanizing" politicians (they are mothers, daughters, friends, neighbours) and countering negative stereotypes and narratives
- Steps we can take to rebuild a healthy political culture and engage in positive public discourse in our communities
- The path forward - finding your why and leading by example

9:15am – 9:45am

The Real Cost of a Cyber Attack and the Ongoing Budget Implications

- Dan Mathieson, Special Advisor, Cybersecurity and Municipal Engagement at Toronto Metropolitan University
Former Mayor, City of Stratford

Budgeting for cybersecurity is a constant challenge, especially when weighed against competing priorities. However, cyber threats are not a matter of *if* but *when*, and the financial impact of an attack extends far beyond the initial breach. Without proper investment in preparedness, municipalities face not only immediate response costs, but also long-term financial strain - ranging from regulatory fines to operational disruptions - that can last for years. The reputational damage and loss of trust that follow can be even more devastating, affecting community confidence and future growth.

Learn firsthand from someone who has experienced a cyber attack, about its true cost - and discover practical steps you can take now to minimize the impact.

9:45am – 9:55am

Robin Jones, AMO President

9:55am-10:05am	The Hon. Rob Flack, Minister of Municipal Affairs and Housing
10:05am – 10:20am	Coffee Break, Sponsored by Quest Canada
10:20am – 12:00pm	Plenary Program
10:20am – 10:30am	MPP Stephen Blais, Ontario Liberal Party
10:30am – 11:15am	<p>Clearing the collision at the intersection of voter turnout, community engagement, and incivility</p> <ul style="list-style-type: none"> • Dr. Chris Erl, Researcher, Democratic Engagement Exchange, Toronto Metropolitan University • Stewart McDonough, Advisor, Municipal Engagement, Lead, AMO’s Healthy Democracy Project <p>Join an interactive discussion about the inter-connected issues we face and an exploration about how we can work together to address these connected democratic challenges</p> <p>In our current political and cultural climate three trends have become increasingly, and seemingly inextricably linked:</p> <ol style="list-style-type: none"> 1. Significant drop off in voter turnout 2. A contracting of municipal community outreach and civic community engagement to keep elected officials and municipal staff safe 3. An increase in incivility, harassment, and toxic political discourse <p>Recognizing these problems as connected is an important step we need to take as a sector. If we work together with intent and aligned capacity, we can seek to reverse these trends, protect civic engagement spaces, and engage residents in local decision making. Combined those efforts can lead to safe and civil community members who engage, participate, and vote.</p>
11:15am - 11:30am	<p>Conference Closing – Jamie McGarvey-OSUM Chair</p> <p>Wrap Up Prize – Sponsored by Hydro One</p>
11:30am	Grab and Go Lunch