

Ontario Small Urban Municipalities  
Report- November 20<sup>th</sup>, 2023, 1:30pm  
Zoom Meeting

PRESENT:

Hilda MacDonald- Mayor, Town of Leamington-Chair

Ron Elliott- Councillor, Town of Minto

Lynn Dollin- Mayor, Town of Innisfil

Tanya Vrebosch- Councillor, City of North Bay

Michelle Smibert- Deputy Mayor, Municipality of Thames Centre

ADMINISTRATIVE OFFICER:

Larry J. McCabe

ALSO PRESENT:

Petra Wolfbeiss- AMO Staff

Victoria van Veen- AMO Staff

Redbrick Communications:

-Brian Lambie

- Farah Tayabali

- Ismail Aravai

BUSINESS:

1. Redbrick Communications Proposal:

Brian Lambie is present along with Redbrick staff, as noted, and provided an update on the communications proposal that was presented to the OSUM Executive Committee back in 2020. Due to COVID most of the proposal was not undertaken. The new logo was completed but very little of the balance of the proposal. At this time, an update is presented by Redbrick on a communications plan for OSUM. Following review and discussion Redbrick will proceed with the plan as presented and discussed and as approved by the OSUM Executive Committee, at their meeting of October 28<sup>th</sup>, in Orillia. There will be a strong emphasis on the 2024 Conference and promotion of the Conference.

Chair Hilda MacDonald thanks Brian Lambie and his team for their presentation and advises that the Committee looks forward to working with the Redbrick team.

Administrative Officer McCabe advises that the 2024 budget will have an upset limit amount of \$30,000.00 allocated in the budget for the Redbrick Communications proposal.

2. 2024 Budget:

Administrative Officer Larry J. McCabe provides a summary of budget discussions that have taken place between himself and AMO Staff (Petra and Victoria). He provides the following concerning discussions to date.

- An allocation of \$30,000.00 has been included for the Redbrick Communications proposal.
- The registration fee allocated will be \$650.00 for delegates.
- A transfer from Surplus is included, under revenues, in the amount of \$50,000.00 and is offset under expenditures by \$25,000.00 each for a Working Capital Reserve and Contingency Reserve. This is being reviewed by AMO Financial Staff and may change. Regardless there is no net impact to the 2024 budget.
- The exact costs for AV, food and set-up of tables is unknown, at this time, but is being further researched.

In summary, the budget should reflect revenues close to expenditures or small surplus for 2024. The net result will depend upon delegate attendance and further research on such costs as food and AV support. Additional meetings will take place with Administrative Officer Larry J. McCabe, Petra Wolfbeiss and Victoria van Veen of AMO. The Committee will be presented with a final budget at a later date.

3. CONFERENCE UPDATE:

Petra provides a brief update on panel discussions and topics that AMO Staff have been discussing and working on for the Conference. Following discussion AMO Staff will continue to work on the Conference venue and provide further details at a later date.

NEXT MEETING:

A Zoom meeting may be required for further presentation and discussion concerning the budget and the Committee will be advised accordingly. The next in person meeting will be held on March 2<sup>nd</sup> with plans to be finalized for March 1<sup>st</sup> arrival and the March 2<sup>nd</sup> meeting. This meeting will probably be in Orillia. Details to be finalized.

Administrative Officer

Larry J. McCabe