



Staff Report

Strategic Initiatives

Report To: COW- Admin, Corp and Finance, SI, Comm. Services
Meeting Date: February 24, 2025
Report Number: SI.25.009
Title: 2025 ROMA Conference Delegation Summary
Prepared by: Tim Hendry, Director of Strategic Initiatives

A. Recommendations

THAT Council receive Staff Report SI.25.009, entitled “2025 ROMA Conference Delegation Summary” for information.

B. Overview

This report provides Council with a summary of the delegation that the Town presented to the Ministry of Health at the 2025 ROMA Conference.

C. Background

The 2025 Rural Ontario Municipal Association (ROMA) conference was held on January 19, 2025 – January 21, 2025 in Toronto. The conference provides municipalities with the opportunity to meet on local matters through delegation meetings with Provincial ministries and to hear from the Premier of Ontario and provincial party leaders on their priorities and vision for Ontario.

D. Analysis

As approved through report [FAF.24.121 - 2025 ROMA Conference Delegation Requests](#), Council directed staff to submit delegation requests to the appropriate Provincial Ministries for the following three topics:

1. Ontario Provincial Police Cost Increases
2. Physician Recruitment and Family Health Team Expansion
3. Drainage Master Plan and Municipal Infrastructure Needs

Following submission, the Town received approval from the Ministry of Health for the delegation request regarding Physician Recruitment and Family Health Team Expansion. The Strategic Initiatives Department prepared delegation material in advance through collaboration and feedback with Council members. For reference, the delegation material is included as Attachment #1 to this report.

The delegation was held with MPP Anthony Leardi, Parliamentary Assistant to the Minister of Health, and associated Ministry of Health Staff. It was attended by Mayor Andrea Matrosovs, Councillor June Porter, Councillor Shawn McKinlay, Acting Chief Administrative Officer Adam Smith, and Director of Strategic Initiatives Tim Hendry. In addition, Deputy Mayor Shirley Keaveney from the Municipality of Meaford attended to support the delegation. MPP Brian Saunderson also joined the delegation meeting and advocated and demonstrated regional support for the Town's request.

The intent of the delegation was to seek support from the Ministry of Health to expand the Owen Sound Family Health Team boundaries to provide coverage for the Town of The Blue Mountains and the Municipality of Meaford. The purpose is to enhance access to healthcare by addressing the local shortage of family physicians, which is exacerbated by the absence of a Family Health Team in the area.

Key points included:

- The town is struggling to attract family physicians, largely due to the lack of a supporting Family Health Team.
- Current efforts to recruit physicians have been hampered by this absence, making new practice openings challenging.
- The community ranks physician recruitment as their top priority in the Resident Satisfaction Survey due to increased emergency department use and physician shortages.

The main request was for the Ministry to support the expansion of the Owen Sound Family Health Team to the Town of The Blue Mountains to provide:

- Increased access to comprehensive, team-based care;
- Optimization of primary care efficiency reducing wait times and improving convenience;
- Enhanced recruitment and roster management for both new and existing physicians;
- A reduction in emergency department reliance by improving local primary care.

The discussions during the delegation were very positive, and Parliamentary Assistant Leardi was attentive to the request. The delegation concluded with Mayor Matrosovs offering for the Town to work with the Ministry to identify potential solutions and/or to pilot a new initiative, given the scope of Dr. Jane Philpott's mandate as Chair of the New Primary Care Action Team to connect every person in Ontario to primary health care.

Understanding the importance to local residents, the Town will continue to work with the Ministry of Health to identify options and implement solutions to address local health care needs.

E. Strategic Priorities

1. Communication and Engagement

We will enhance communications and engagement between Town Staff, Town residents and stakeholders

2. Organizational Excellence

We will continually seek out ways to improve the internal organization of Town Staff and the management of Town assets.

3. Community

We will protect and enhance the community feel and the character of the Town, while ensuring the responsible use of resources and restoration of nature.

4. Quality of Life

We will foster a high quality of life for full-time and part-time residents of all ages and stages, while welcoming visitors.

F. Environmental Impacts

No environmental impacts are anticipated as a result of this report.

G. Financial Impacts

No financial impacts are anticipated as a result of this report.

H. In Consultation With

Adam Smith, Acting Chief Administrative Officer
Mayor Andrea Matrosovs
Councillor June Porter
Councillor Shawn McKinlay

I. Public Engagement

The topic of this Staff Report has not been the subject of a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Tim Hendry, Director of Strategic Initiatives si@thebluemountains.ca.

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J. Attached

1. Ministry of Health Delegation Package – 2025 ROMA Conference

Respectfully submitted,

Tim Hendry
Director of Strategic Initiatives

For more information, please contact:
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Report Approval Details

Document Title:	SI.25.009 2025 ROMA Conference Delegation Summary.docx
Attachments:	- Attachment 1 - Ministry of Health Delegation Package - 2025 ROMA Conference.pdf
Final Approval Date:	Feb 14, 2025

This report and all of its attachments were approved and signed as outlined below:

Tim Hendry - Feb 14, 2025 - 11:22 AM