



Staff Report

Strategic Initiatives

Report To: COW- Admin, Corp and Finance, SI, Comm. Services
Meeting Date: June 9, 2025
Report Number: SI.25.026
Title: Provincial Advocacy Opportunities
Prepared by: Tim Hendry, Director of Strategic Initiatives

A. Recommendations

THAT Council receive Staff Report SI.25.026, entitled "Provincial Advocacy Opportunities" for information.

B. Overview

This report provides Council with an overview of the Town's efforts related to Provincial Advocacy initiatives.

C. Background

The Town plays an active role in engaging the Provincial Government to advocate for important municipal and community initiatives, projects and opportunities.

Each year, the Town delegates to various Provincial ministries as part of the Rural Ontario Municipal Association (ROMA) and the Association of Municipalities of Ontario (AMO) conference. Delegations have spanned a wide range of topics, including agriculture, transportation, physician recruitment, infrastructure funding, flood and watershed management, and more.

In addition to formal delegations, Town staff across the organization are regularly engaged with ministry staff at various levels. These discussions are often productive and mutually beneficial as the Town continues to grow and navigate complex opportunities and challenges.

D. Analysis

In an ongoing effort to advocate for Town and community matters, staff have had very positive and productive conversations with MPP Brian Saunderson and MPP Paul Vickers. Through these discussions, the Town has scheduled ongoing quarterly meetings with both Members of Provincial Parliament.

The purpose of these meetings is to have regular and scheduled opportunities for the Town to engage directly with our local MPP's to advocate for important Town and community matters and to leverage their expertise related to their various provincial roles.

For reference, MPP Saunderson currently serves as the Parliamentary Assistant to the Minister of Economic Development, Job Creation and Trade and the Parliamentary Assistant to the Minister of Municipal Affairs and Housing; and MPP Vickers serves as the Parliamentary Assistant to the Minister of Agriculture, Food and Agribusiness, among other Provincial roles.

The meetings will be coordinated by the Chief Administrative Officer and Director of Strategic Initiatives. Members of Council will be engaged in the discussions based on the topic and their related areas of focus.

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

N/A

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.

J. Attached

None.

Respectfully submitted,

Tim Hendry
Director of Strategic Initiatives

For more information, please contact:
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Report Approval Details

Document Title:	SI.25.026 Provincial Advocacy Opportunities.docx
Attachments:	
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This report and all of its attachments were approved and signed as outlined below:

Tim Hendry - May 30, 2025 - 10:00 AM