



# A MESSAGE FROM THE President

## Notes from the June Board Meeting

The Board of Directors met virtually on June 21 to discuss matters important to SUMA and Saskatchewan's municipalities. During the meeting, we touched on important topics such as SUMA's advocacy, Convention 2025, and SUMA's new campaign, We are URBAN.



### SUMA's New Campaign: We are URBAN.

The board showed enthusiastic support for SUMA's new campaign, **We are URBAN**. The initiative **celebrates all of our member communities**—from the smallest villages to the largest cities—**and how they serve their residents and surrounding areas**.

Over the next few weeks, as you travel across the province, you will see **billboards featuring several SUMA municipalities**. These communities **represent all SUMA members, and challenge our understanding of what urban means**. We want to recognize that places many are quick to label as “rural” communities, are in fact urban.

Part of this campaign will also roll out on social media, where we will share images of the billboards as people submit them, and showcase all the landmarks, features, festivals, and facilities people are proud of in their communities. SUMA is excited to have all our board members and municipalities celebrate being part of the urban family.

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### 2024 Convention Survey Results

The Convention 2024 survey results were presented and approved at the board this meeting. **The survey responses were quite positive** and, the majority of attendees indicated that:

- the 2024 SUMA Convention and Tradeshow was a reasonable value for the cost to attend;
- they preferred the new location in ITC-Hall A;
- they connected most with vendors at the tradeshow;

- the most important parts of Convention were the education topics relevant to Saskatchewan's communities.

**A more in-depth version of the survey is available on the SUMA member portal, and published in *Municipal Voice*, SUMA print and digital magazine. Convention 2024 was a great success, and we look forward to seeing everyone again at the next one.**

### 2025 Convention Theme

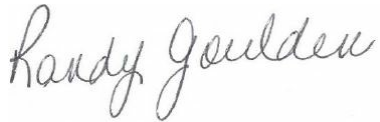
During the meeting, the board also approved the theme for the 2025 SUMA Convention and Tradeshow. Continuing the celebration of SUMA municipalities and all that they do to serve their communities, **next year's theme will be We are URBAN.** This theme will further help to showcase all the ways that our member communities are urban.

### SUMA's Advocacy

Earlier in June, SUMA President Randy Goulden and CEO Jean-Marc Nadeau attended the annual Federation of Canadian Municipalities (FCM) Convention in Calgary, Alberta. **During the event, SUMA was recognized for our work to support municipalities through an Award of Excellence, International Programs.**

**SUMA also signed a green economy partnership agreement with Eco-West Canada**, a subsidiary of the Association of Manitoba Bilingual Municipalities (AMBM). The agreement will work towards SUMA's goal to **create the Municipal Eco-Action Centre**, and help support our member municipalities on sustainable green infrastructure projects. You can **read more about the agreement and signing [here](#).**

Thank you for your dedication and service to SUMA's municipalities.



Randy Goulden  
SUMA President

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