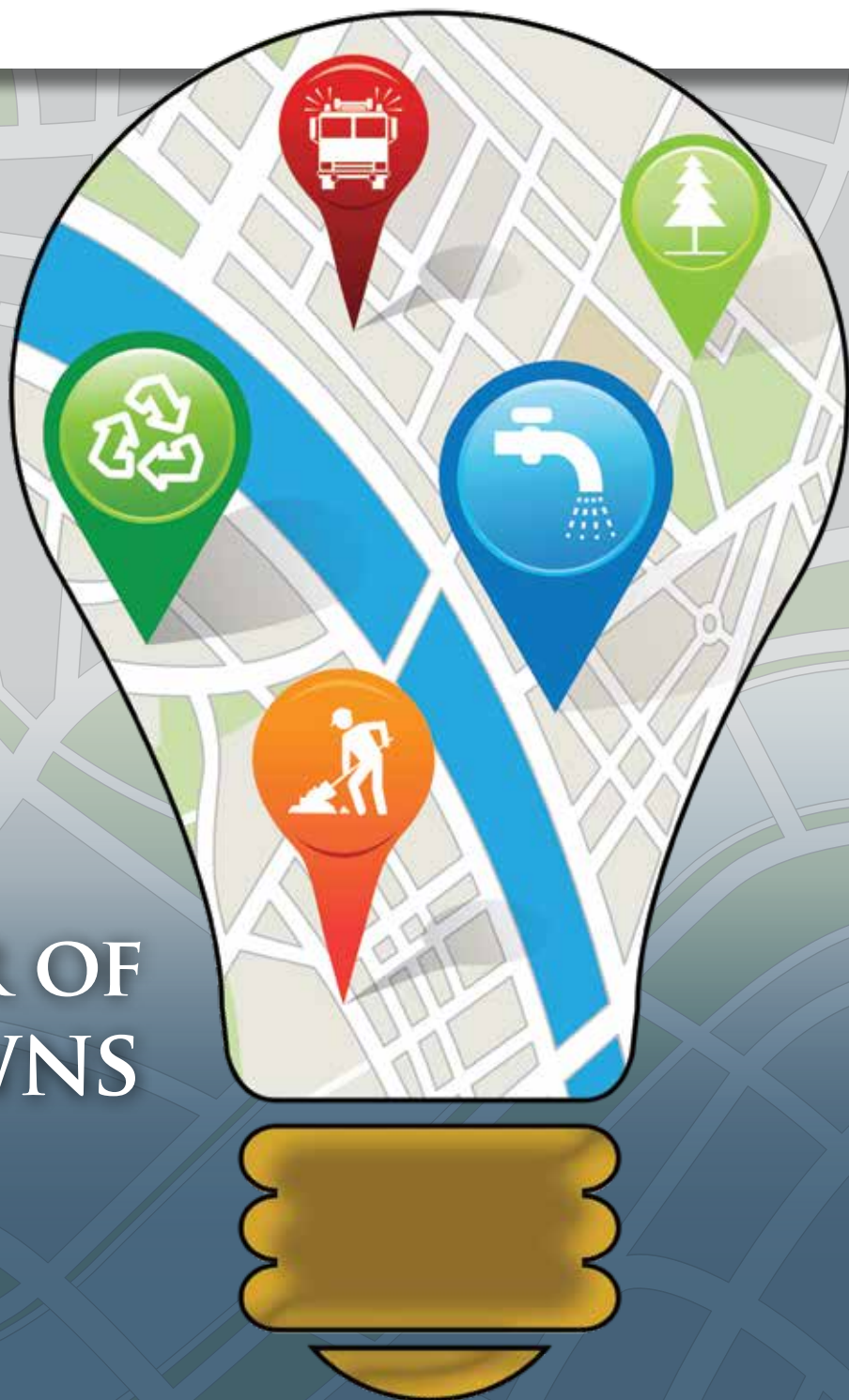


VOLUME 22 NUMBER 4 | WINTER 2017

# URBAN*Voice*

THE OFFICIAL PUBLICATION OF THE SASKATCHEWAN URBAN MUNICIPALITIES ASSOCIATION



## THE POWER OF HOMETOWNS

PM# 40065075

Board Profiles – Mayor Bob Maloney & Mayor Rodger Hayward

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URBAN VOICE is the official quarterly publication of the Saskatchewan Urban Municipalities Association (SUMA).

Submissions to *URBAN VOICE* are welcomed. The Editor reserves the right to edit for clarity and length. Please contact the Editor for copy submission deadlines.

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Publication Mail Agreement #40065075  
Return undeliverable mail to [lauren@kelman.ca](mailto:lauren@kelman.ca)

#### PUBLICATION MANAGEMENT AND PRODUCTION BY:



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VOLUME 22 NUMBER 4 | WINTER 2017

# URBAN Voice

THE OFFICIAL PUBLICATION OF THE SASKATCHEWAN URBAN MUNICIPALITIES ASSOCIATION

## FEATURES

### CONVENTION 2018: *The Power of Hometowns*

Convention Chair's Voice .....	11
Important Dates and Accommodation .....	12
Answering Your Convention Questions .....	14
Policy Opportunities at Convention .....	16
Power Your Convention with Eventbase .....	17
Keynote Speaker: Doug Griffiths .....	18
Education Sessions .....	20
Social Activities .....	23
SUMAssure AGM .....	24
Transportation Information .....	25
Municipal Marketplace Tradeshow .....	26
Strengthening Leadership with MLDP .....	28
Saskatchewan Municipal Awards .....	29
The Solar Power of Hometowns .....	30
The Power of Bylaws: Responding to New Challenges .....	32
The Power of Composting in Saskatchewan .....	34
Getting Standing Ovations for Your Community .....	36
Get Your Community Ready to Attract Business Investment .....	38
The Power to Address Homelessness Begins at the Root .....	40
How Shopping Local Helps Your Hometown Run .....	42



34



36

## DEPARTMENTS

President's Voice .....	6
Board of Directors .....	8
Policy Voice .....	16
Legal Services Voice .....	32
Make a Date with SUMA .....	44
Board Profile: Bob Maloney .....	46
Board Profile: Rodger Hayward .....	48
SUMAdvantage Voice .....	50
Reach our Advertisers .....	53





## THE POWER OF HOMETOWNS – AN APT THEME

Councillor Gordon Barnhart, President

*A*s I approach my first convention as SUMA President, I continue to be amazed by the strength, resilience, and innovation I find among SUMA members. I've spent a lot of time driving, listening, and connecting since my election in February, and I'm constantly impressed by what's happening in Saskatchewan's cities, towns, and villages.

*The Power of Hometowns* is an apt theme for Convention 2018, based on all I've learned and seen in the last year. SUMA members are home to more than 78 per cent of Saskatchewan's population, so it's not surprising that there are exceptional projects, people, and events happening in your municipalities. I heard about so many of them during this fall's Regional Meetings, and I look forward to hearing about more of them at Convention.

Hometowns provide the infrastructure and services that are vital to the quality of life we've come to expect in Saskatchewan. We provide clean, safe drinking water, foster culture, promote recreation, act as environmental stewards, and make our communities safe and welcoming. Residents and businesses rely on these critical pieces each and every day. That's why urban Saskatchewan is the economic engine of Saskatchewan; we are also home to head offices, local shops, and the value-added services this province needs.

SUMA and our members proved to be a powerful voice in 2017, and we want to continue that momentum through 2018 and beyond. We learned that a unified voice and a common goal can help us all become better and stronger. We learned that it's important to stand up for what's right, and that we can disagree without being disagreeable. Hometowns are the heart of this province, and your voice deserves to be heard.

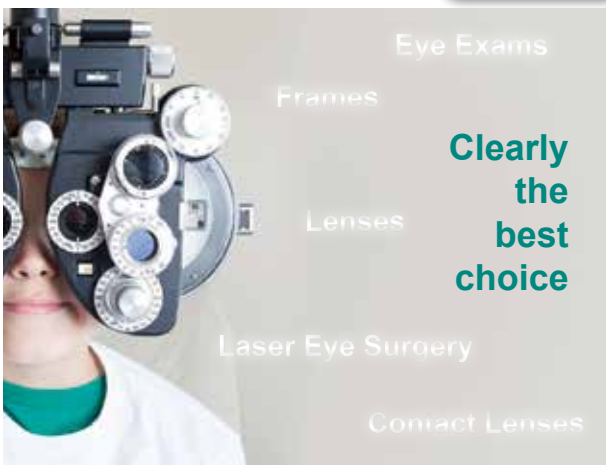
Leaders in our cities, towns, villages, resort villages, and northern municipalities are leaders whenever and wherever our residents find us — from the office to the gas pump, we are held accountable for our decisions. It can be tiring and frustrating, but it's also empowering. We have the ability to make a real, obvious difference in the lives of Saskatchewan people. That's the power of hometowns.

*I encourage you to join us in Regina as we bring together capable, passionate leaders who have the best interests of Saskatchewan at heart.*

Every year, the SUMA convention gives us a chance to harness that power. We can come together to share resources and become stronger. We can learn about what the future holds, and prepare ourselves to make the best of what is to come. This is our chance to display the best leadership possible, and come home with the tools to make Saskatchewan hometowns the greatest places to live, work, and play.

I encourage you to join us in Regina as we bring together capable, passionate leaders who have the best interests of Saskatchewan at heart. This is your opportunity to build the momentum and the connections that can carry you through tough times and make the best of good times. I hope to see you there. ■

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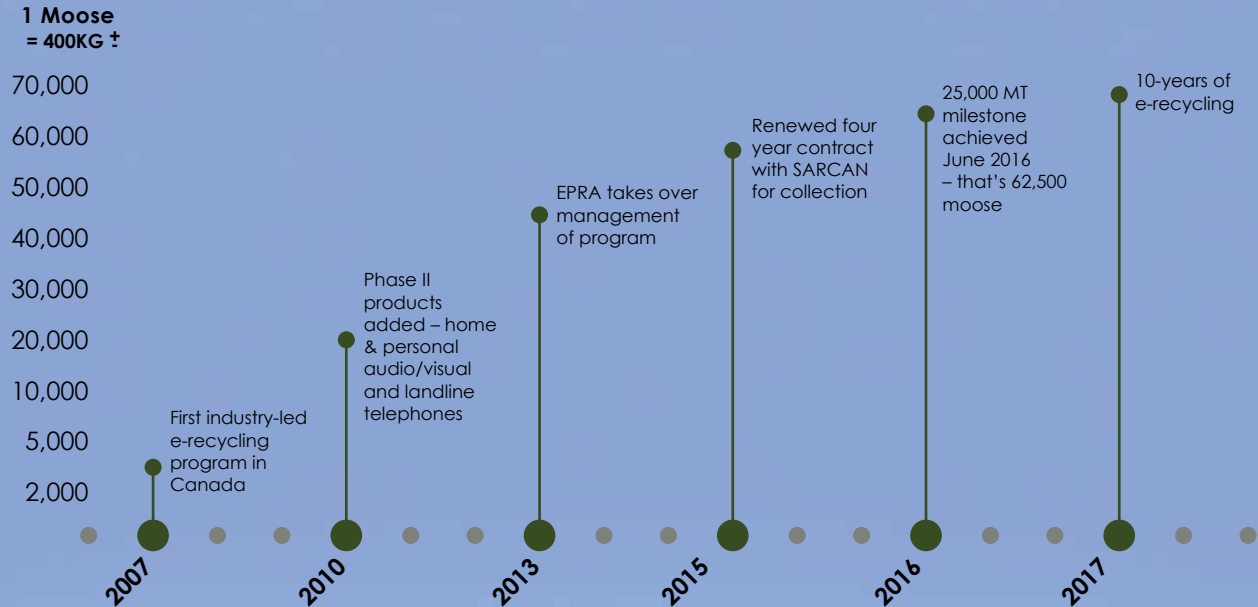
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*How does the  
Line 3 replacement  
benefit small  
communities?*

## **“Pipeline construction brings a lot of opportunities to our community”**



### **April and Darryl Anderson (Rosetown, SK)**

Owners of the Alive Sky Lodge and Anderson Ag Limited

We farm and run a small guest house near Rosetown and we're a landowner with Enbridge. The last time Enbridge built a pipeline in this area, they did a great job and they've earned our trust. This large construction project brings a lot of opportunities for local businesses, so it's great to have Enbridge crews back.

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#### **A Boost for Local Businesses**

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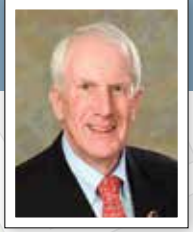






# THE POWER OF HOMETOWNS

113<sup>th</sup> Annual Convention | February 4-7, 2018



Convention Chair  
Councillor Bob Hawkins

## Convention: Where SUMA's Core Functions Come Together

Winter is always a busy time in Saskatchewan, and that's especially true for all of us at SUMA as we approach another convention. It's my honor to be the Chair of 113<sup>th</sup> Annual SUMA Convention, especially as a councillor in Regina, our host city.

As one of the largest conferences in the province, the SUMA convention is a major undertaking for the Board, the Convention Planning Committee, and SUMA staff. But it's also a fine example of the three core functions of SUMA's work:

- We represent members' interests.
- We help members save money.
- We provide our members access to resources.

With all the moving parts at a SUMA convention, our advocacy work can be easy to miss or forget, but it's there.

Our resolutions process is a key way to influence SUMA's work and engage with your fellow members. You get a chance to bring forward municipal issues that you think are important to your fellow members, and you can all have your point heard on the floor of the resolutions session. It is also a chance to put municipal issues before the public, thanks to media coverage of the event.

The sector meetings also give us a chance to gauge the needs and direction of the different urban sectors. This helps your sector vice-presidents represent your interests at the Board table.

Of course, we can't forget the access to decision makers at a SUMA convention. We hear from the Premier, the Minister of Government Relations, and in 2018, we'll also hear from the Leader of the Official Opposition. You also have the chance to speak directly with provincial cabinet ministers on the final day. The Dialogue with Ministers sessions and Bear Pit allow you to bring your issues and questions directly to the provincial government.

Saving money might also seem like an elusive goal at convention. However, it's hard to find any other four-day conference with a fee as low as ours, especially when it includes several meals and refreshment breaks.

We bring you the Municipal Marketplace Tradeshow, which is a perfect time to get familiar with the group purchasing programs SUMA runs all year to save members money. It's also a great way to save time and energy, because we bring the vendors to you. Whether you are comparing price and services, or looking for innovative solutions, the tradeshow time on our agenda can be time well spent — and money well saved.

Our third core function — providing access to resources — is fairly easy to connect to convention; the agenda is filled with learning opportunities. Over four days, there will be more than 27 hours of training through 15 education sessions and four breakout sessions. We are covering topics from solid waste management to crime prevention, from reconciliation to governance.

We are also bringing you a keynote speaker who has concrete lessons to share. **Doug Griffiths** is the president of

13 Ways, and he leads a team of people committed to helping communities build ambitious futures. He is the author of *13 Ways to Kill Your Community*, and his keynote is sure to be full of useful insights for Saskatchewan's hometowns.

One of the most valuable resources you will have access to at a SUMA convention is the people. There will be more than 1,000 municipal leaders gathered in one place, so take advantage of the chance to build connections. We all have stories and successes to share, and those may be the key to someone else's challenges. Those connections should expand beyond Convention 2018, though; don't let business cards linger in the bottom of your bag. Tap into the valuable resource of shared knowledge in our sector.

And I would be remiss if I didn't make special note of this being your chance to connect with the SUMA Board of Directors and the staff. These connections give you access to resources all year long, and they are another way to connect with our advocacy work.

I look forward to connecting with you all at Convention 2018, and offer a personal invitation to the wonderful city I call home. See you there. ■



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## THE POWER OF HOMETOWNS

# Important Deadlines and Accommodation

**Thursday, December 21, 2017:**

Early-bird registration deadline

**Thursday, January 11, 2018:**

Last day for cancellations

**Sunday, February 4 - Wednesday, February 7, 2018:**

Convention 2018

**Host Hotel: DoubleTree by Hilton**

We have blocks at several select hotels in downtown and south Regina, but they are selling out quickly. Check the Convention 2018 page of the SUMA website for the latest details on accommodations and rates, and be sure to book your room soon.

See you at the Queensbury Convention Centre in Regina! ■



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## Answering Your Convention Questions

Will this be your first time attending a SUMA convention? Do you need a refresher on the ins and outs of attending? Read on, as we answer your questions about Convention 2018.

### **What does my registration fee include?**

Your convention registration fee includes:

- admission to your choice of education and breakout sessions;
- the keynote speaker presentation;
- admission to the tradeshow Monday and Tuesday;
- shuttle service to and from designated hotels;
- light continental breakfast and lunch on Monday and Tuesday;
- refreshment breaks (Monday morning and afternoon, and Tuesday morning in the tradeshow area; Tuesday afternoon and Wednesday morning in the Queensbury Lobby);
- access to Monday's Hospitality Night (cash bar);
- the chance to dialogue with provincial cabinet ministers; and
- the opportunity to network with other municipal leaders.

The Welcome Reception (Sunday night) and the President's Banquet and Awards Ceremony (Tuesday night) require separate tickets with their own fees.

### **How do I use the shuttle service to the Queensbury Convention Centre?**

The short answer: Check the hotel lobby for approximate departure times and bus stop locations.

The long answer: The City of Regina is providing shuttle service to and from select hotels. For Sunday's education sessions, there will be a continuous shuttle circuit beginning at noon. Service will also be available that evening for the Welcome Reception.

Monday through Wednesday, shuttles will run to the Queensbury Convention Centre in the morning, and return to hotels in the afternoon. There will also be bussing for the President's Banquet and Awards Ceremony on Tuesday evening.

The shuttle **will not** run for the Hospitality Night on Monday evening. Service on Monday, Tuesday and Wednesday during the day is **not continuous** shuttle service.

### **Where do I register at the Queensbury Convention Centre?**

When you get to the Queensbury Convention Centre, come up the stairs/escalator. The registration desk will be in the foyer outside of the Grand Ballroom, where you can pick up your delegate envelope (including your nametag, agenda card, voting information, and pre-purchased event tickets).

Your nametag is your ticket to the sessions and luncheons, so it is a must-wear item during convention. At the end of convention, we will collect these holders to reuse and your nametag will enter you into a draw for a prize.

Each registered delegate will also receive a bag with the convention handbook. This handbook is an invaluable resource for every delegate, with transportation information, facility floor plans, session details, resolutions, and day-by-day agendas.

The registration desk will be open all four days:

- Sunday, February 4: 11:00 a.m.–4:30 p.m.
- Monday, February 5: 7:45 a.m.–4:45 p.m.
- Tuesday, February 6: 7:30 a.m.–4:45 p.m.
- Wednesday, February 7: 8:30 a.m.–12:30 p.m.

### **Is there a mobile app available to download?**

Yes! We are once again using a free mobile app that contains a customizable agenda for Convention 2018. The Eventbase app is available in the app store for iOS, Blackberry OS, and Android users. In the app, search for SUMA and you'll have Convention 2018 at your fingertips. You can also visit [www.tinyurl.com/SUMAconventionapp](http://www.tinyurl.com/SUMAconventionapp) to use the mobile web version.

### **What should I wear?**

- *For daytime activities:* We recommend casual business attire.
- *For the Welcome Reception:* Wear your green and white to show your Rider pride, and feel free to wear more casual attire.
- *For the President's Banquet and*

*Award Ceremony:* Break out your business formal.

You are representing your community, so put your best foot forward at convention. You will be networking with urban leaders from across the province, and provincial and national dignitaries. Avoid ball caps, sweatpants, ripped jeans, and other unprofessional attire.

Remember that it's winter in Saskatchewan so bring suitable outerwear for the trek to and from the hotel! A coat check will be available.

### **Tell me about the meals!**

Breakfast and lunch will be served in the foyer outside of the Grand Ballroom on Monday and Tuesday. The continental breakfast will include muffins, fruit, and a yogurt parfait; lunch will be served as a buffet.

Refreshments are available in the tradeshow area Monday and Tuesday morning, and in the foyer outside of the Grand Ballroom on Tuesday afternoon and Wednesday morning.

Appetizers and a cash bar will be provided at the Welcome Reception on Sunday night, and a buffet dinner will be served at the President's Banquet on Tuesday night. Tickets must be purchased in advance for these two events.

### **How can I get the most out of my experience as a delegate?**

Join us for the Introduction to Convention session on Sunday, February 4 at 4:20 p.m. You will get an overview of how convention works from experienced SUMA Board members and staff. We'll talk about the agenda and what you can do to make the most of your Convention 2018 experience.

### **What are sector meetings?**

Sector Meetings give delegates a chance to meet with colleagues from other municipalities in the same sector. This is the perfect chance to discuss current issues that are affecting your sector. The Sector



Meetings are on Monday, February 5 at 1:20 p.m. They are split into three groups:

- Cities
- Towns
- Villages, Resort Villages, and the North

#### **What are breakout sessions?**

Breakout sessions are focused on a topic of particular interest to the following groups:

- Cities
- Towns and Villages (choice of two sessions)
- The North

Breakout sessions are on Tuesday, February 6 at 1:45 p.m.

#### **How do resolutions work?**

The resolutions session is on Tuesday, February 6 at 3:15 p.m. Your convention handbook (provided onsite when you register at the Queensbury Convention Centre) will include the resolutions and details on the voting process.

Only those delegates with blue name badges (voting delegates) can vote on resolutions. As per SUMA bylaws, the number of voting delegates a municipality has been assigned is based on population.

#### **What about the Annual General Meeting?**

The AGM is Tuesday, February 6 at 10:30 a.m. Any elected official from a SUMA member municipality can vote during the AGM.

#### **What happens at the Dialogue with Ministers and the Bear Pit?**

Only delegates who have blue (voting delegate), yellow (delegate) or orange (municipal employee) badges are able to ask the ministers questions. You may ask only one question, and statements are prohibited. To allow as many questions as possible, you will be given 60 seconds to ask your question and you will be timed.

#### **What is the Municipal Marketplace Tradeshow?**

The Municipal Marketplace Tradeshow is held in conjunction with the annual convention. Only convention delegates and municipal employees can attend. There will be more than 200 exhibitors offering products and services relevant to municipal needs. Time is set aside for delegates to visit the exhibitors.

Please be respectful of the items that are given away at these booths. Only take your share, as the exhibitors only bring enough items for everyone that attends.

Remember to enter your name into the prize draws; SUMA delegates are lucky people, and you don't know what prizes you could take home! The ballot entry forms are contained within the handbook.

#### **Why are there security guards onsite?**

Security at Convention is for your peace of

mind, and to ensure that only registered delegates have access. Please be sure to wear your nametag all day long and bring your tickets to the evening events.

#### **What if I have more questions?**

All SUMA staff members can be identified by the red nametags we'll be wearing. Please don't hesitate to come over to say hello, or let us know how we can help you. We love to hear from our members! ■

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## THE POWER OF HOMETOWNS

# Policy Opportunities at Convention

For more than a century, SUMA has worked to understand and represent the interests of our members. We are always looking for new ways to engage with you, learn from you, and deliver victories for you. But we can't ignore the tried and tested ways, like our annual convention.

Each year SUMA members come together at convention to discuss your pressing issues. You get several opportunities to have direct input into SUMA's policy development and advocacy work — one of our core functions.

### Sector Meetings

The sector meetings on Monday afternoon will provide attendees with sector-relevant updates on key policy files. Delegates will have the chance to ask questions and provide suggestions for new policy priorities. This is your chance to engage with your sector and your sector's vice-president to share your concerns and issues.

### Annual General Meeting

Our formal AGM on Tuesday morning will include a report on our advocacy activities in the past year. Delegates will also have the chance to ask about advocacy priorities and our progress. Watch for the AGM package in your inboxes in December.

### Resolutions

The resolutions session is an important and high-profile chance to influence our policy direction. The deadline for Convention 2018 resolutions was November 15, and members will receive a package with the details in late December. Take the time with your council to prepare for the debate and votes at the Tuesday afternoon resolution session. This helps SUMA understand members' positions on issues, and allows us to share our top issues with the media.

Once resolutions are passed on the convention floor, they help guide our priorities for the next year.

### Dialogue Sessions

Wednesday morning's dialogue sessions with provincial cabinet ministers are an excellent opportunity to ensure your voice is heard. SUMA has invited six members of cabinet and a representative from the RCMP to participate in this year's dialogue sessions. These sessions allow delegates to ask specific questions in a more focused way than the Bear Pit allows.

### Bear Pit

Wednesday morning's Bear Pit session is the final event of the convention and is often the highlight. Convention 2018 is just eight days after the vote for the new Saskatchewan Party leader, so it should be your first chance to ask the new Premier your questions.

Bear Pit allows delegates to ask questions about their priorities and get answers directly from provincial decision-makers. Media outlets follow this session closely, so it's another great chance to shine a light on municipal issues.

### Meetings with Government

On top of scheduled events, SUMA members may be able to arrange meetings with cabinet ministers or government officials. If you are interested in meeting with a particular minister during Convention, contact their office directly.

### Meeting with Board Members and Staff

For all four days of Convention, you also have the chance to get to know SUMA Board members and staff. We are here to represent you, and we want to get to know you, your issues, your challenges, and most importantly — your successes. While we may not have time for a formal meeting at Convention, we would love to chat informally, exchange contact information, and plan to connect following the event.

There are many opportunities to influence SUMA's policy and advocacy work of SUMA at our annual convention. This is an opportunity for you, and a necessity for us. Active engagement of our members is how we amplify the voice of Saskatchewan's hometowns. ■



# Power Your Convention with Eventbase

The Eventbase app is once again available for SUMA convention delegates, so you can power your own Convention 2018 agenda.

## Get Ready Before Convention

Don't wait until the last minute to check out the app. It's available for iPhone, iPad, Blackberry, and Android users; download it though your device's app store today.

Once you've downloaded Eventbase, open the app and search for SUMA. Watch for the blue SUMA logo! When you tap the SUMA logo, you go to the basic information about Convention, including a short description and the dates. Tap Launch Event Guide, and you're off to the races.

In the event guide you'll find a full schedule, which means you have the most up-to-date information about when and where events are happening at Convention. We will be adding information as soon as it's available, so if you can't find the information now, it should appear soon.

The schedule gives you basic information, and if you tap on an event, you'll get all the available details, from date and time to room number and a description of the session or event. Again, these sorts of things will be updated from now until

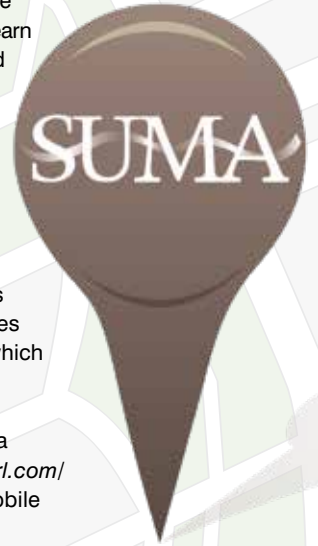
Convention, so this is a perfect way to make sure you are always in the know.

As we confirm speakers, watch the Speakers section to read bios, and learn more about who will be speaking and leading sessions.

## Make It Your Own

Once you're ready to power your Convention agenda, it's time to customize. When you select the stars next to events you plan to attend, it gathers all your favourites in the (surprise, surprise!) Favourites section. Voila, your own agenda, which you can change at any time.

If you can't get the app for your phone — or you just prefer to use a mobile website — visit [www.tinyurl.com/SUMAconventionapp](http://www.tinyurl.com/SUMAconventionapp) to use the mobile web version. ■



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## THE POWER OF HOMETOWNS

# Keynote Speaker: Doug Griffiths

After getting degrees in philosophy and education from the University of Alberta, Doug Griffiths spent several years teaching, and ranching with his family. Even with two degrees, Doug always said the best education and practical experience he ever got was growing up on the farm. It taught him practical lessons about life, built in him a strong work ethic, and developed in him a deep understanding of what it takes to be

successful and how the wrong attitude can ensure failure.

Doug went on to have a successful 13-year career in provincial politics and complete his MBA. In 2015, he went back to what he really loved — helping build better communities.

Now, as the president of 13 Ways, Doug leads a team of community builders and community therapists (a term more accurate than you may imagine). They work with people all over North America to help find the way to a brighter future for communities. Doug's best-selling book, *13 Ways to Kill Your Community* is often referred to as the "bible" for small community development, and the second edition was released in 2016.

Join us on Tuesday, February 6 for what promises to be a practical and inspiring keynote. ■



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# THE POWER OF HOMETOWNS

## Education Sessions

There will be many opportunities to learn at Convention 2018, from the informal learning experiences at meals and in the halls to the education and breakout sessions planned by SUMA staff.



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**Sunday, February 4**

**Education Sessions**

**E1/E7**

### **Power Up Your Council With Clear Roles**

A high-functioning municipal council has strong governance policies and practices. Problems crop up when council doesn't understand what governance is or what tools and resources are out there to help. This session will help you to build a more effective council through a better understanding of governance.

**E2/E8**

### **Spotlight on Solid Waste Standards**

Landfill rules and standards are a priority. Does your landfill make the grade? Get up to date on the Solid Waste Management Strategy, current standards, best practices — and what to avoid.

**E3/E9**

### **Zap the Risks at Special Events**

Every community has special events — from Canada Day fireworks to a parade honouring veterans. Municipal staff and volunteers see the risks of these public events piling up more each year. Join us for a session covering fireworks, vendor contracts, liability waivers, and sporting events, where administration and council members will learn how to mitigate these risks and more.

**E4/E10**

### **Be Prepared Before Disaster Strikes**

Nobody wants to imagine an emergency in their hometown, but you can't afford to ignore the possibility. Learn what your council and administration can do to minimize an emergency's effects on your residents, your infrastructure, and your environment.

**E5/E11**

### **Avoid a Power Surge with Effective Meetings**

Get the tools and ideas you need to help make every minute count in your meetings. Learn how to effectively prepare for and participate in meetings, whether you are acting as chair or a participant.



## E6/E12

### **Bolt Down Good Infrastructure with Engineers**

Well-designed-and-built municipal infrastructure projects ensure long-term lifespan, minimal maintenance, and satisfied communities. Learn how consulting engineers can help build the most cost-effective, workable design for your project.

### **Introduction to Convention**

Whether it's your first time attending a SUMA convention or you just need a quick refresher, this session is for you! You'll get an overview of how convention works from experienced SUMA Board and staff members. We'll talk about the agenda and what you can do to make the most of your Convention 2018 experience.

**Monday, February 5**

### **Education Sessions**

## E13

### **Sparkling Solid Waste Solutions**

Effective waste collection that meets residents' needs and your budget is no small feat. Move from struggle to success strategies in this session. Learn how regional cooperation, waste reduction, and recycling can help your municipality meet your solid waste needs.

## E14

### **Illuminating the Path to Reconciliation**

Saskatchewan's hometowns rely on strong relationships and a solid sense of community. Some of our neighbours, however, have been kept separate based on history, such as residential schools. All Canadians are called to walk the path to reconciliation. In this session, find out how embracing reconciliation helps build strong community ties, and the need for Indigenous and non-Indigenous people to come together.

## E15

### **Getting Ready to Flip the Switch on Cannabis Legalization**

July 1, 2018 is the target date for federal legalization of recreational cannabis. Is your municipality prepared? From zoning to inspections, from bylaw development to enforcement, there's a lot to think about. Learn about the opportunities to support and the pitfalls to avoid.

**Tuesday, February 6**

### **Breakout Sessions**

### **Cities**

#### **Plug In to Crime Prevention**

Municipalities across Canada are faced with the harm caused by crime and rising costs of enforcement. Despite the praiseworthy efforts of enforcement, investing in social development (families, children, young people) through evidence-based programs is the most cost-effective way to prevent crime. Many examples illustrate that municipalities are best positioned to work with local agencies and neighbourhoods to identify service needs and thus tackle the multiple causes of crime.

### **Towns and Villages**

#### **Shining a Light on Open and Transparent Government**

Open and fair meetings are an important part of civic engagement, and need to be balanced with the rules on sharing information. Avoid confusion by learning your duties in keeping your municipality accountable to residents.

### **Towns and Villages**

#### **Lightning Round: Open Forum on Council Operations**

Come prepared with your queries on things such as council operation, legislation, and human resources. Members will have an open forum to ask questions of SUMA policy and legal staff, and municipal advisors.

### **The North**

#### **Multiple Power Outlets: Alternative Energy Sources**

Reliable, affordable power is a struggle for Saskatchewan's northern communities. At the same time, alternative energy sources are gaining ground around the province. Join us to hear success stories from other municipalities in incorporating new energy sources to reduce costs, and even bring in new revenue. ■

## **READY TO BUILD COMMUNITY?**

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## Social Activities at Convention 2018

Convention is a busy few days, so delegates deserve a chance to take a load off and spend some informal time with their colleagues and peers. There is an activity on each night — come on down and enjoy yourself.

Kick off your SUMA Convention experience at the Welcome Reception on Sunday night from 8:00 p.m. to 12:00 a.m. in the AGT Lounge at the new Mosaic Stadium. You will have the chance to network with SUMA's Board of Directors and your fellow delegates while enjoying some football, light appetizers, and a cash bar. Once the Super Bowl has wrapped up, show off your dance moves when FOGDOG takes the stage to perform for the remainder of the night. Tickets for this event are \$40 and get you an entry for a chance to win a trip for two. Space is limited, so get your tickets today!



The Monday night hospitality night is sticking with the same format as previous years: Danceland DJs will be spinning the tunes at the DoubleTree by Hilton, and there will be a cash bar. The evening starts at 8:00 p.m., and you do not need a ticket for this event. Please join us.

Enjoy a buffet-style dinner and honour our award recipients at the President's Banquet and Awards Ceremony on Tuesday evening. Celebrate the dedicated service of municipal employees and elected officials, then get ready for a good laugh with Canadian comedian, Dave Hemstad. Dave is a three-time Canadian Comedy Award nominee who began performing on national television in 2002. In addition to his own half hour *Comedy Now Special* on CTV and his gala performance at the prestigious *Just for Laughs Festival* in Montreal, he has taped appearances for both the Halifax and Winnipeg Comedy Festivals for CBC. Dave is currently a regular on CBC's smash hit *The Debaters* for both television and radio. Tickets for this event are \$60. This is a great value for an evening filled with food and entertainment.

We look forward to seeing you there. ■





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Learn more about participating in MMSW's program at booth #109-111 or at [MMSK.ca](http://MMSK.ca).

## SUMAssure AGM

The SUMAssure Annual General Meeting will be held on Sunday, February 4 from 4:20–5:20 p.m. at the Queensbury Convention Centre in Regina. It is important that **all** SUMAssure subscribers have one representative who will act as a voting delegate to ensure we have quorum.

Subscribers can expect to elect two positions to the SUMAssure Management Board, receive a review of the reciprocal financials, learn about a new grant available to subscribers, and appoint an auditor. The floor will be open for subscribers to raise insurance-related topics for discussion, and SUMAssure representatives will be on hand to answer questions.

This meeting will be closed to the general public as it is intended for SUMAssure subscribers only.

If you are interested in learning more or joining the SUMAssure Management Board, please contact Governance Manager **Tania Wendling** at 306-525-4379 or [inquiries@sumassure.ca](mailto:inquiries@sumassure.ca).

Subscribing municipalities will receive formal notice of the Annual General Meeting in late December. ■

It is important that all SUMAssure subscribers have one representative who will act as a voting delegate to ensure we have quorum.

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## THE POWER OF HOMETOWNS

# Transportation Information

SUMA and the City of Regina are pleased to provide shuttle bus service for SUMA delegates at Convention 2018.



Information with approximate departure times and bus stop locations will be posted in the lobby of selected hotels.

### Downtown:

DoubleTree by Hilton  
Delta  
Ramada  
Hotel Saskatchewan  
Wingate by Wyndham

### South Regina

Travelodge  
Executive Royal Hotel

For those attending Sunday education sessions, a continuous shuttle circuit from hotels will begin at noon and continue as required.

Monday to Wednesday shuttles will run delegates to the Queensbury Convention Centre in the morning and return them to hotels in the afternoon. Bussing will be provided for the Sunday evening Welcome Reception and the Tuesday evening President's Banquet from the same hotels.

There will **not** be a continuous shuttle service during the day Monday to Wednesday. Bussing will also **not** be provided for the Hospitality Night at the DoubleTree by Hilton.

Parking is available at the Queensbury Convention Centre free of charge for those wishing to drive.

**Please do not park along the barricades where the bus drops delegates off; you could be ticketed and/or towed.**



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## Municipal Marketplace Tradeshow

One of the largest tradeshows of its kind in Canada, the Municipal Marketplace features more than 200 booths with products and services that municipalities use each day. Convention 2018 will mark our first year with the tradeshow in the new International Trade Centre. The building is about the same distance from Queensbury as the old location, and connects the buildings at Evraz Place. So, you can get there — without your jacket — on foot, with your own mobility aid, or in a wheelchair available onsite.

Several SUMAdvantage partners participate. It is a great time to stop by, learn about their products and services, and find out about the great savings available through our partners.

The Municipal Marketplace is especially helpful to those employees involved in purchasing for your municipality. They are invited to attend the tradeshow free of charge. There is time on the agenda set aside for delegates to visit the tradeshow both days, and it is open the following hours: **Monday, February 5 — 8:00 a.m.–3:30 p.m.** and **Tuesday, February 6 — 7:45 a.m.–1:00 p.m.**

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## Peter Hooge, P.Eng. - Senior Project Manager



Peter Hooge is a Senior Project Engineer in the Saskatoon office.

"Peter has established an exceptional reputation due to his client service, project delivery, and attention to technical details. He is considered an industry expert in water supply and treatment" advises Paul Pinder, GM of AE's SK/MB Operations.

Peter says, "A career in consulting engineering and project management over the past 30 years has given me the opportunity to be involved in a variety of interesting projects, working with great people, and learning from some very knowledgeable and skilled mentors along the way, all in the interest of public safety."

Contact Peter at [hoogep@ae.ca](mailto:hoogep@ae.ca) or call him at 306-653-4969.





## THE POWER OF HOMETOWNS

# Strengthening Local Government Leadership with MLDP



Municipal Leadership  
Development Program

Once again, the Municipal Leadership Development Program (MLDP) will have workshops available the day before SUMA's Annual Convention kicks off.

The MLDP workshops were developed exclusively for elected and appointed municipal leaders in Saskatchewan. It addresses issues and challenges facing municipal officials at the local level. Mayors, councillors, and municipal staff will strengthen local government leadership through the learning opportunities MLDP offers.

MLDP will offer five full-day workshops, each starting at 9:00 a.m., on Saturday, February 3 at the DoubleTree by Hilton in Regina.

Registration opens on Friday,

December 15, so secure your spot and maximize your professional development opportunities for Convention 2018.

### Community and Land-Use Planning

This module covers many areas around community and land-use planning: the roles and responsibilities of council, administration and the public; the creation, adoption, and amendment process for Official Community Plans and zoning bylaws; the subdivision process; servicing agreements; the development and permits process; the development appeal board process; enforcing bylaws; the building permit process; and regional planning.

### Human Resources in the Municipal Workplace

This highly interactive session gives participants an overview of the labour market, council and administration's role in human resources, and the legislative framework around it. You'll also learn how to deal with conflict, more about the hiring and dismissal processes, the importance of orientation and motivation, and how to manage performance.

### Municipal Economic Development Fundamentals

This module helps find answers to key questions about economic development: What is it? Who are the players? What role can the municipality play? What kind of returns can we expect?

### Public Relations and Communications for Municipalities

The module teaches you how to effectively communicate with your ratepayers as well as the media. Learn how to become proactive in your public relations activities. Get tips on public speaking and techniques used by print, radio, television, and other media.

### Strategic and Financial Planning for Municipalities

Learn how council and staff plan for municipal success by setting strategic priorities, developing action plans, and building the financial framework to achieve the desired outcomes.

If you can't make it before Convention 2018, the same five workshops will be offered again on Tuesday, March 13 at Regina's Queensbury Convention Centre to coincide with the annual SARM convention.

Visit the MLDP website at [www.mldp.ca](http://www.mldp.ca) for more information and to register. ■

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Developed a community brand to retain and encourage tourism business in and around Carrot River.

## Third Place

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## The Solar Power of Hometowns

Tiffany Wolf, Communications Advisor — SUMA

Convention 2018 is all about the power of hometowns, but that doesn't mean all SUMA members have the power they need. SUMA's resolutions database includes several from our northern members touching on the difficulties they face with existing power infrastructure. This lack of reliable power and vulnerable infrastructure complicates emergency situations, and limits economic diversification.

But the Northern Village of Green Lake launched a solar project this year to counter these problems, while bringing in revenue for the village. They installed 96 solar panels on the roof of their community hall, and hope to expand the project to cover most of the village's electrical power needs.

The ribbon cutting for the project was on May 24, 2017; it was fully operational within weeks. It was raining the day the panels were brought online, which disappointed the electrician onsite; he had hoped to see what the 31.5-kilowatt system would bring in. But on that first rainy day, even with the facility in use, the panels covered the hall's power needs. The village is part of the small power producer program with SaskPower and selling the excess power they produce — that revenue is helping cover the start-up costs on the solar system.

All told, it cost about \$137,500 to build the system, but between grants, refunds, and selling back excess energy, it should be paid for within seven years. With a 25-year warranty, that gives the village at least 18 years to spend money that would have gone to their power bill on other priorities. "It's a win-win situation in a lot of ways," said Mayor **Ric Richardson**.

The idea had been in the works for several years, and Richardson suggested to council that they attend a 2015 First Nations Community Energy Forum in Saskatoon. The information that came back from that forum got "wholehearted support" from council, said Richardson, and they contracted with Urban Systems to explore their opportunities.

A feasibility study and business plan was put before council for renewable energy structures. Though there were several options, council found solar to be the best choice. The initial cost was lower, and left them the opportunity to expand the operation as time and money allow.

The village received more than \$90,000 in grants for the project: around \$55,000 came from the Canada 150 Community Infrastructure Program, and they get a 20 per cent rebate from

SaskPower that amounts to about \$20,000. Those first two funding options were enough for council to agree to move forward, and they contracted with a Saskatoon company to install the system.

Luckily enough, Richardson got another call while at the SUMA convention, from Bullfrog Power. The Ontario engineering firm, which had sponsored that 2015 energy forum, was calling to tell him the village was approved for a \$20,000 grant.

Though it helped that input costs were much lower than council had first expected, support for the project carried through council changes in the 2016 election, and never lagged in the community, said Richardson.

"We didn't have any detractors, but a lot of supporters. I think it's a credit to the community that everyone was looking in this direction."

There are also hopes that the project will result in employment and economic development opportunities for the region, and educational opportunities for youth in the community. Richardson said it was important to have good news stories like this to build upon, and that potential spin offs include training opportunities for installation and maintenance programs.

The move to sustainable energy also reflects the cultural values of the village, which is predominantly Métis. In the media release announcing the solar plant, Richardson said, "This form of development demonstrates a clear connection to the ecological values of our Heritage and Culture." He is hopeful that his community is blazing a trail others will follow.

"If other communities take the initiative," he said, "It can be better toward power reliability, and more ecologically and environmentally responsible." He sees a lot of opportunity for these initiatives in northern Saskatchewan, where they are far from most power production. By producing power close to where it's used, the village is offsetting roughly 25 tons of carbon emissions compared to production methods such as coal.

Richardson is proud to be leading on this project, both as a Métis community, and as a municipality. He believes municipalities have a role in responding to climate change, and sees a connection between the project and a Convention 2017 SUMA resolution calling on urban municipalities to lead on carbon reduction strategies.

"We have to adapt to (climate change)," he said. "So just trying to use old technologies that contribute to the problem is not the way (forward).... We want to show the province that there are ways to do this."

As with many issues, municipalities are on the front lines but need the support from other orders of government, and Richardson says this is no different. "I believe that incentives have to be part of the response," he said, because Green Lake's solar project fits with federal and provincial commitment to renewable, sustainable energy.

Hometowns have seen the benefits of solar power and

Be it further resolved that urban municipalities assume a leadership role in adopting carbon reduction strategies.

- Convention 2017 SUMA resolution



leading the way on carbon reduction. The Town of Lumsden, the City of Saskatoon, and the Town of Ponteix are all on track to integrating solar power into their operations. And Green Lake sees this as just the first phase of its plans for solar. Richardson says their strategic plan has always had a responsibility to environmental issues, and solar energy offers benefits to his community without the negative environmental impact.

As solar power grows in Saskatchewan hometowns, Richardson has a simple hope for other municipalities: "We hope that everyone has a sunny day!" ■

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## THE POWER OF HOMETOWNS

# The Power of Bylaws: Responding to New Challenges

Steven Dribnenki, Policy and Legal Advisor — SUMA

Taxis going through liquor drive-thrus. Urban goats. Medical marijuana dispensaries.

Every day, hometowns respond to new and emerging issues to maintain public health, public safety, and community standards. These issues often fall to municipalities to deal with because of gaps in federal or provincial legislation or responsibilities, or because the issue is of local interest. The three issues above are recent examples of municipalities successfully passing bylaws on diverse issues.

### The Growing Power

Only recently have municipalities been empowered to act in this way. Municipal powers were previously limited to those specifically granted in legislation, in what is called Dillon's Rule (from a legal text: *Dillon's Municipal Corporation*). Municipalities could not act unless permitted.

Over the last 25 years, however, this rule became the exception. It eroded as courts took a more deferential look at municipal decisions, and legislation was amended to enable municipalities to act. In *Shell Canada Products Ltd. v Vancouver (City)*, [1994] 1 SCR 231, a powerful dissent by then-Justice McLaughlin turned the rule on its head, calling for courts to respect the need for municipalities to reflect local values, and allow municipal responses to an expanding range of responsibilities.

Provincial legislatures followed suit, with Saskatchewan including section 6 in *The Cities Act*, *The Municipalities Act*, and *The Northern Municipalities Act, 2010*, which required courts to broadly interpret the power of a municipality to pass bylaws. In other words, a municipal decision should stand unless it clearly exceeds jurisdiction by impeding federal or provincial powers, or having been enacted in bad faith or with an improper purpose.

### Can't Drive-Thru for That (No Can Do)

Innovations in business can provide opportunities to grow the economy, but sometimes they pose greater risks than reward. Confusion about jurisdiction can make municipalities reluctant to act, but taking a fact-based approach helps your case.



In *Duffield v Prince Albert (City)*, 2015 SKCA 46, the court upheld a city bylaw prohibiting passage of taxicabs through off-sale drive-thru liquor outlets. The applicants, hotel owners who sold liquor using a drive-thru service, argued that the bylaw impeded the province's regulation of the sale of alcohol. The court found council's objective was to regulate the taxicab business and mitigate safety risks to taxicab operators. Evidence included complaints of minors obtaining alcohol and taxicab drivers concerned about intoxicated passengers demanding drivers purchase alcohol for them. The court also noted the "softer scrutiny" that Section 6 calls for, and that there was no conflict between the bylaw and provincial legislation. The Supreme Court of Canada denied leave to appeal the Court of Appeal decision, giving this decision added significance and weight.

This decision shows how municipalities can fill in the legislative gaps to promote public health and safety goals, and the court's inclination to respect local autonomy at a greater level than the past. The city gave evidence that the bylaw responded to a public health and safety concern. Given this, the court was inclined to respect the activity.

### Getting Urban Goats

Residents may complain municipal decisions "get their goat" (that is, irritate them). But municipalities should avoid going after goats — literally and metaphorically — without consulting with affected residents.

In *Friske v Arborfield (Town)*, 2017 SKQB 297, the court upheld the town's bylaw prohibiting owning farm animals in town. The applicants bought goats after learning there was no bylaw, and spoke at a later meeting at the invitation of council. After considering the submissions, council decided to pass a bylaw. The court, upholding *Duffield*, found no bad faith or ulterior motive, in particular noting the town consulted with the residents and gave notice to the applicants.

By consulting with residents, giving prior notice, and providing the opportunity to make submissions, municipalities show they made a reasoned decision considering all the facts. The last thing a judge wants to see is a municipality going after their residents just to "get their goat."

### Dispensing with Dispensaries

Medical marijuana dispensaries have popped up across Canada. While medical marijuana has been legal since 2000 and recreational marijuana will be legal in 2018, medical marijuana dispensaries remain illegal and municipalities can prohibit them.

In *Abbotsford (City) v Mary Jane's Glass and Gifts Ltd.*, 2017 BCSC 237, the court upheld the city's business licensing and zoning bylaws in relation to medical marijuana dispensaries. The city prohibited business licenses to be granted to dispensaries



and zoning did not permit dispensaries where the dispensary was located. The court noted that the federal *Access to Cannabis for Medical Purposes Regulations* do not allow access to medical marijuana through dispensaries, so there was no conflict between federal law and municipal bylaws. The court also held that dispensaries engage issues of health, safety, nuisance, youth exposure, land-use conflicts, impact on local economy, and neighbourhood character — all issues properly within the municipal jurisdiction for community planning.

This case is another example of filling in the gaps of federal legislation. It is important to note that marijuana law is changing. Take care to follow any federal and provincial legislation, and follow changes closely. That said, zoning bylaws and smoking bylaws are areas within municipal jurisdiction that your community can use as tools to plan for the future.

Courts and legislatures across Canada are accepting that hometowns need the power to quickly respond to emerging issues and new risks. The deferential approach, as opposed to hard and fast rules, fosters municipal innovation in responding to local issues and respect for local governance.

Take care when using these powers, ensuring that municipal decisions are fact-based, fair, and line up with federal and provincial legislation, and these powers will remain important tools for your community. ■



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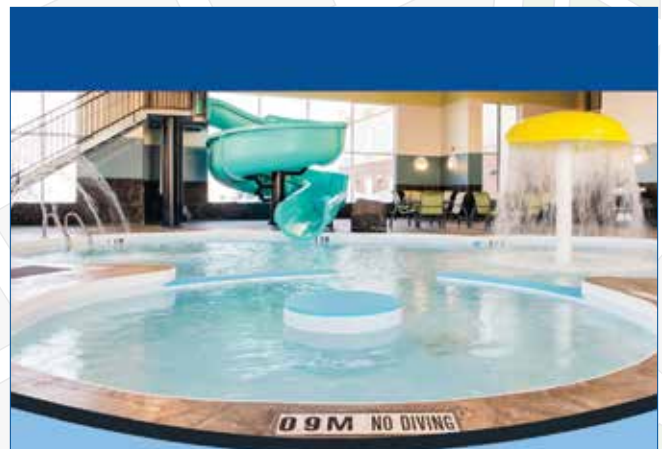


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## The Power of Composting in Saskatchewan

Joanne Fedyk, Executive Director, and Lisa Howse, Compost Education Coordinator — Saskatchewan Waste Reduction Council (SWRC)

Most Saskatchewan municipalities now have recycling options for blue box materials such as paper, plastics, glass, and tin. Provincial programs exist for recycling specific products, such as electronics, tires, oil, paint, and beverage containers. After these are removed from landfill, what is left? Mostly organics.

Organic materials — food and kitchen scraps, grass clippings, leaves, garden plants and wood — now make up the bulk of residential garbage. Saskatoon's 2016 waste assessment shows food and yard materials are 58 per cent of single-family waste and 40 per cent of multi-family waste.

Keeping organics out of the landfill can be a powerful tool for municipalities. In addition to extending landfill life, it reduces the production of methane, a powerful greenhouse gas.

Composting breaks down organic materials into a useful soil amendment. Unlike many recycling processes, composting can be done locally, and with resources most municipalities have on hand: a loader (or even a bobcat), some space, and ideally, access to water.

So, if it's that easy and it can divert that much waste, how many municipalities are doing it? The Saskatchewan Waste Reduction Council (SWRC) used its recycling/composting database and a phone survey to find out:

Municipality type	Compost programs	%	Depot only	Curbside only	Both
Cities	13/16	81%	7	1	5
Towns	84/149	56%	72	4	8
Villages	46/317	15%	44	2	0
Total	144/483	30%	123	7	13

**Table 1: Saskatchewan Composting Programs by Community Size and Program Type**

Thirty per cent of Saskatchewan urban municipalities have residential composting programs. The larger the urban municipality, the more likely it is to offer composting: 81 per cent of cities have programs, while only 15 per cent of villages do.

All the programs except Lloydminster's run seasonally, closing in winter. Of the 20 curbside programs, six collect weekly, seven biweekly, and seven monthly or less frequently.

Material	# of programs
Yard — grass, leaves, plants	142
Food — no meat, dairy, grease	40
Food — all	1
Branches	71

**Table 2: Materials Accepted by Municipal Compost Programs in Urban Saskatchewan**

It's not surprising that the most common material in Saskatchewan compost programs is yard waste (grass, leaves and plants), as it is the easiest to handle — adding in food can cause problems with excess moisture, odours, and pests. To

reduce odours and pests, 40 municipalities accept vegetable-based food, but avoid meat and dairy. Larger branches and wood need to be chipped before they can be composted. A few communities chip their wood, but most of the ones we spoke to collect wood separately and burn it under permit.

Give away	74
Sell	4
Municipal landscaping	25
Landfill site maintenance	25
Landfill cover	11
Burning	10
Nothing (leave it sit)	44

**Table 3: End Use for Finished Compost**

When composting is used as a waste diversion strategy, it is easy to forget that it also creates a useful product. Finished compost is a valuable soil amendment. It adds organic matter to soil, increases its water holding capacity, and acts as a low level, slow-release fertilizer.

Saskatchewan municipalities most often give away their finished compost to residents and community groups. The next most common use is — nothing — just letting it sit. Other uses include municipal landscaping or construction projects, landfill site maintenance, landfill cover (especially for contaminated compost materials) and a few sell it. Ten municipalities burn all their collected organics.

Although home composting also keeps organic waste out of the landfill and doesn't require any municipal collection or processing, very few communities have ongoing programs to encourage it. Humboldt and Saskatoon provide a rebate (Humboldt - \$30, Saskatoon - \$20) to residents who buy a backyard bin. Meadow Lake and Moose Jaw sell compost bins to residents at a reduced price.

Some communities have home composting how-to information on their websites. Saskatoon provides comprehensive home compost support through volunteer Compost Coaches who are trained and coordinated by the SWRC.

### **The Full Meal Deal — Lloydminster**

In 2013, Lloydminster rolled out weekly curbside organics pick up for single-family households. Their program accepts all food waste, including the usual fruit and vegetables — but also meat, bones, cooking oil, dairy products, and soiled paper. It also accepts pet waste, ashes, corks, dryer lint, and soap along with the typical yard waste. The materials are picked up by a contractor and delivered to composting facilities in Alberta that can handle the full range of organic waste.



### **A Village Program: Prud'homme**

(Population: 167)

Prud'homme established its compost program more than eight years ago. The village accepts yard waste and branches/trees at its transfer station. Residents are supportive of the program and of the need to minimize the materials going into the transfer station bins. Yard waste is made into compost using a static pile, while branches and trees are chipped. The village gives away the finished compost and sells wood chips to residents. Some wood chips are also used for landscaping heritage sites in the village.

### **A Town Program: Nipawin**

(Population: 4,401)

Nipawin's program has been going since 1998. Every week from May to October, town residents put out their yard waste and kitchen scraps in a garbage can, a bag, or an organics cart purchased from the contractor. Nipawin's contractor picks up the materials and takes them to the town compost site. The town uses a loader to mix the materials into windrows and to turn them occasionally. The finished compost is mainly used by the town's parks and recreation department, but is also available for residents to take free of charge.

### **A City Program: Saskatoon**

(Population: 246,376)

Saskatoon has two compost depots where residents and contractors drop off yard waste and trees from May to November. The city also offers biweekly green cart curbside pickup to residents for \$55 per season. In 2016, 6,300 households signed up for the program. In addition to yard and garden waste, the green cart program also accepts kitchen scraps. In 2016, Saskatoon processed about 13,700 tonnes of organic materials.

They use a windrow system and a Vermeer 616 pull-type compost turner. Wood is chipped and used in the compost piles as well as being used for mulch. Finished compost is mainly used for landscaping city parks and greenspaces, and they are piloting a self-loading area for residents to take away compost.

While most composting in Saskatchewan is being done by municipalities, some businesses are also getting into the game.

GFL Environmental (formerly PV Waste Solutions) in Regina and Titan Carbon Smart Technologies in Craik have composting operations. GFL collects and processes food and yard waste for businesses and residential customers in Regina and surrounding communities. Titan receives commercial food waste from Saskatoon and other areas. At least one other business has plans in the works which will significantly increase the capacity to process organics in the province.

Composting programs can divert significant amounts of waste and produce a useful product for anyone involved with soil (gardeners, municipal landscapers, farmers and other businesses). Seventy per cent of Saskatchewan hometowns don't have programs and many of those that do could use some renewed attention. Now that recycling programs have a partial funding mechanism and are more firmly established, it's time to take another look at organics. ■



A Vermeer 616 compost turner used by the City of Saskatoon.



Photos courtesy of Saskatchewan Waste Reduction Council.



# Getting Standing Ovations for Your Community

Corey Poirier

Whether you sit on a municipal council or work in the municipal administration, one thing is certain: you have customers.

Whether they are direct (community members, councils, committees, visitors) or indirect customers (co-workers, managers, employees, fellow council members), every interaction results in a customer experience — for better or worse.

The question becomes: Does your customer experience need some revving up or is it exceptional already?

A study by the award-winning DiJulius Group showed that 79 per cent of the companies studied provided a level of service that, according to their own customers, is average — at best.

After speaking to and working with thousands of organizations and individuals, and interviewing many high achievers on our radio show, I can share this with you: Your approach to customer service will have a major impact on whether your municipality succeeds in the long term, and it takes up to 12 positive experiences to recover from one bad experience.

How does one go about creating a positive customer experience to get a standing ovation from each customer? Here are five ways.

### Truly Make It About Your Customer

Take the time to learn about your (direct and indirect) customers' true needs, passions, and wants. Then find a way, every day, to **truly** make it about your customer. As Dale Carnegie wisely said: "You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you."

### Involve Your Customer

When a musician, or comic, asks the audience questions, they are aiming to involve their customers. In much the same way, you can get your customers involved by asking them questions designed to learn more about them and give them a stake in working with you. It can't be manipulative, but if you truly care to know more about your customer, you will make sure they are involved in every interaction with you.

Another way you can involve your customer is by allowing them to feel safe in offering feedback and/or suggestions for improvement.

### Be in the Moment

In the iPhone, Android, voice mail, and email world we live in, customers are longing for people who are truly focused on them during each and every interaction.

In my interviews with everyone from **Arlene Dickinson** of CBC's *Dragon's Den*, to **Jack Canfield** of *Chicken Soup for the Soul*, to Olympian **Silken Lauman**, there was a common trait: I wouldn't even know they owned a phone. They remained fully in the moment with me during our entire conversation even though each of them is certainly juggling more than most.

If you want to build a lasting relationship with your customers do all you can to stay present when you're interacting with your customers — or anyone, for that matter. Resist the temptation to multi-task and juggle many things once.

### Deliver the Unexpected (AKA: The 'Wow')

If you want to get a standing ovation from your customers, you'll need to find a way to leave them saying "wow" after interacting with you. My mother's mail lady used to create 'wows' by bringing a dog biscuit for my mother's dog — she even left biscuits in the mailbox when my mother was out of town. On the first Mother's Day her customer's children were out of town, my ex-girlfriend brought her customer flowers. One of my clients will drop off customers' repaired computers if the customers can't pick it up themselves. These are all examples of ways in which people are wowing their customers daily.

How could you begin wowing customers, starting today? It could be as





*Your approach to customer service will have a major impact on whether your municipality succeeds in the long term, and it takes up to 12 positive experiences to recover from one bad experience.*

simple as sending them a personal note or sending a text to ask how they are doing.

#### **Serve with Passion**

The fifth step is simply the act of serving your customers with passion, including a passion for your customer's outcome. Your customers will be able to tell if you are passionate about the work you do and passionate about their outcome. If you serve with passion, you'll automatically have more loyal customers and fewer challenges than those who don't.

My hope is that you will look at your own approach to customer service and interactions at some point in the next 30 days. They may already be first class, but there may be areas for improvement. If there are, try implementing one strategy for each of the five steps above for 21-66 days — the amount of time it takes to create a habit.

Until then, here's to your greater success.

#### **About the Author:**

*Corey Poirier is a repeat TEDx speaker, successful entrepreneur, and bestselling author. He is also the host of the top-rated Conversations with PASSION radio show, founder of The Speaking Program, and has been featured in multiple television specials. A columnist with Entrepreneur and Forbes magazines, he has featured on CBS, CTV, NBC and ABC, is a Forbes Coaches Council member, and is one of the few leaders featured twice on the popular Entrepreneur on Fire show. He has also interviewed over 4,000 of the world's top leaders.*

*One of his most recent talks took him to New York City where he had the extreme pleasure of speaking to at-risk youth at the Brooklyn Navy Yard Boys & Girls Club. You can learn more about Corey at [www.thebookofwhy.com](http://www.thebookofwhy.com).*

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# Get Your Community Ready to Attract Business Investment

Justin Redekop, Provincial Agri-Business Specialist — Saskatchewan Ministry of Agriculture

Saskatchewan has a tremendous opportunity to add value to the agricultural commodities produced here. Companies are attracted to communities that have prepared in advance for these value-added business opportunities. Business investment in towns helps sustain and grow the community through economic activity, support for local businesses, creation of jobs, and population retention and growth.

### What is Value-Added Agriculture?

Value-added agriculture is an activity that increases the value of products above commodity price levels. It involves processing or modification of the raw commodity. Examples include businesses such as a canola crush facility that separates the oil from the seed, a cheese-making operation, a hog-slaughtering plant, or a food ingredient manufacturer.

### What Are the Opportunities?

The Ministry of Agriculture remains committed to making Saskatchewan a global leader in bio-sciences and value-added production. Over the past few years, consumer values and needs have changed the market for value-added products, leading to more opportunities for Saskatchewan. The Ministry of Agriculture established a Value-Added Unit to speed up processes, and support host communities and proponents in helping these projects succeed.

An example is the recently announced construction of a facility in Vanscoy that will extract the protein from peas. The Value-Added Unit worked closely with the company and the Town of Vanscoy to bring this project forward. The proponent of the pea protein facility worked with many government agencies, private financiers, and the Value-Added Unit to navigate regulatory issues. The success of this project can be used as a blueprint to bring other value-added agricultural projects to communities across Saskatchewan.

### How the Value-Added Unit Helps

The unit's goal is to capture the economic value beyond primary production through value-added processing and innovation. The unit targets four key areas to enhance these opportunities:

#### *Research and Research Commercialization*

The Ministry of Agriculture supports a strong value-added academic research community in Saskatchewan through ongoing funding of innovative and novel research projects and partnerships that develop value-added applications for Saskatchewan crops.

#### *Trade and Market Development*

The unit targets efforts to increase the exports for Saskatchewan processors and ensure Saskatchewan products have the most opportunity for growth around the world.

#### *Investment Attraction*

The unit provides direction to bring industry to the province. The Unit collaborates with trade organizations to work with investors and proponents across Canada and around the world interested in establishing value-added businesses in the province.

#### *Competitiveness*

The unit makes the process of establishing a business or facility as smooth as possible. This work includes helping with site selection and working with local investors, crown corporations, farmers and suppliers, and municipalities. The unit engages the partner municipalities in the process as early as possible to ensure key stakeholders are involved and informed.

### Best practices for municipalities

Many value-added agricultural projects require electrical, water and natural gas infrastructure. Developers are averse to delays and uncertainty. Municipalities that are seeking to attract value-added development can establish or plan utility corridors that are development ready. The unit will help regions that are interested in preparing for investment in their community by helping you identify your strengths and opportunities.

Value-added facilities need to be on sites that are zoned for industrial use. In some cases, the process of rezoning land to industrial use can delay projects significantly, making the site less desirable.

If your municipality wants to make land more attractive to value-added agricultural projects, you should plan for appropriate zoning, and mitigate potential land-use conflicts when preparing development plans.

### What's next?

The opportunity for value-added agricultural processing is large in Saskatchewan. The Value-Added Unit gets frequent inquiries about where the best place to locate a new operation is. Several factors are considered, including local supply of commodities used in the facility, transportation and utility infrastructure, and site availability.

I will be contacting urban municipalities to discuss their interest in attracting investment in value-added businesses to their community. If your community is already seeking these growth opportunities, please contact me at [justin.redekop@gov.sk.ca](mailto:justin.redekop@gov.sk.ca) or by phone at 306-933-8116. ■





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# The Power to Address Homelessness Begins at the Root

Shawn Fraser, Director of Partnership Initiatives — YMCA of Regina

As a child growing up in small-town Saskatchewan through the 1980s and '90s, the concept of homelessness was completely foreign to me. Any notion I might have had about the topic surely came from television. Ask six-year-old Shawn about homelessness and I probably would have conjured up images of someone walking down a railroad track, red handkerchief made into a bindle stick.

The fact is that I never once knew of meeting a single homeless person during my small-town upbringing, and the most sincere thought I could likely muster about homelessness would have been a caricature.

Fast forward to present day where my children have a much more tangible understanding of homelessness. We live in Regina and my children regularly see homeless people wandering our back alley. They know many kids at school whose families struggle with finding stable and affordable housing. They've seen people sleeping in the park near our house.

So why the difference? Is homelessness more widespread now than it was a generation ago? Why is homelessness so much more evident in our urban centres?

It turns out that the high rate of homelessness we now see in communities across Canada is a modern issue. Due in part to changes in our economy (the increased prevalence of low-paying and unstable jobs), coupled with government divestment in social services, health, and affordable housing, the number of homelessness people in Canada has grown immensely since the early 1980s.

While homelessness was once a rarity in even the largest of Canadian cities, it is estimated that around 235,000 Canadians will experience homelessness this year alone. That means, on any given night, about 35,000 people in Canada will be without a home. That's more people than live in Moose Jaw.

As for the prevalence of homelessness in our larger cities, Regina's 2015 Point In Time (PiT) count of homelessness may offer some insight.

The PiT Count was funded by the Government of Canada's Homelessness Partnering Strategy and made possible with the help of 34 non-profit organizations and more than 150 community minded volunteers. On the evening of May 15, 2015 volunteers systematically walked Regina's streets, conducting surveys and tallying heads of those sleeping outside. The count had full participation from Regina's 12 shelters that were operating at the time.

In all, the count identified 232 people who were either living on the streets or in the shelters of Regina on that one night.

Of those surveyed in Regina's first ever PiT Count of homelessness, a whole 80 per cent identified as not being

originally from Regina. A majority of those specifying where they came from indicated they were from another community in Saskatchewan.

One of the important lessons learned from the PiT Count was that, while homelessness often plays itself out in the streets and shelters of our larger urban centres in Saskatchewan, the root causes of homelessness — things like mental or physical health challenges, addictions, trauma, and most pervasively a lack of or dysfunction of traditional supports like family, neighbours, work, school, or faith communities — can and do happen in any of our communities, big or small. A mental illness affects someone the same way in Val Marie as it does in Saskatoon. An alcohol addiction affects a family in Carrot River the same as it does in Regina.

Ending homelessness in Saskatchewan is possible. Making that dream a reality means addressing the root causes of homelessness in the communities where they occur. With that in mind, the YMCA of Regina, on behalf of the Government of Canada's Homelessness Partnering Strategy, is releasing the following call for proposals.

### **The Government of Canada's Homelessness Partnering Strategy:**

#### **Call For Proposals in Rural and Remote Saskatchewan**

The YMCA of Regina (Community Entity) and the Rural and Remote Advisory Board (RRAB) through the Government of Canada's Homelessness Partnering Strategy (HPS) will be accepting funding applications for projects, which aim to alleviate or avoid the ill affects of homelessness in rural and remote Saskatchewan.

Eligible activities include:

- Capital Investment
- Housing First
- Support Services
- Coordination of Resources and Leveraging
- Data Collection.

Rural and remote communities are defined as off-reserve communities with a population of 25,000 or less. This includes nearly all SUMA members.



### Champion Community

Through the Homelessness Partnering Strategy, we will also be accepting funding applications for Champion Communities in rural or remote Saskatchewan to take a united approach in combating homelessness. This would require collaboration and partnerships between community leaders and organizations. 'Champion Community' applications must exhibit the following:

- Broad community support
- A clearly defined homelessness issue to be addressed
- Measurable goals and outcomes
- The ability to leverage other resources to support the project

The total amount of funding available is approximately \$481,005.00 for the 2018-2019 fiscal year. The application will be released **January 3, 2018 and close February 2, 2018**. Funding is available for projects operating between April 1, 2018 and March 31, 2019.

For more information please contact Pamela Reimer, Director of Homelessness Partnering and Housing First Initiatives, YMCA of Regina at [pamela\\_reimer@regina.ymca.ca](mailto:pamela_reimer@regina.ymca.ca) or by phone at 306-757-9622 ext. 234. ■

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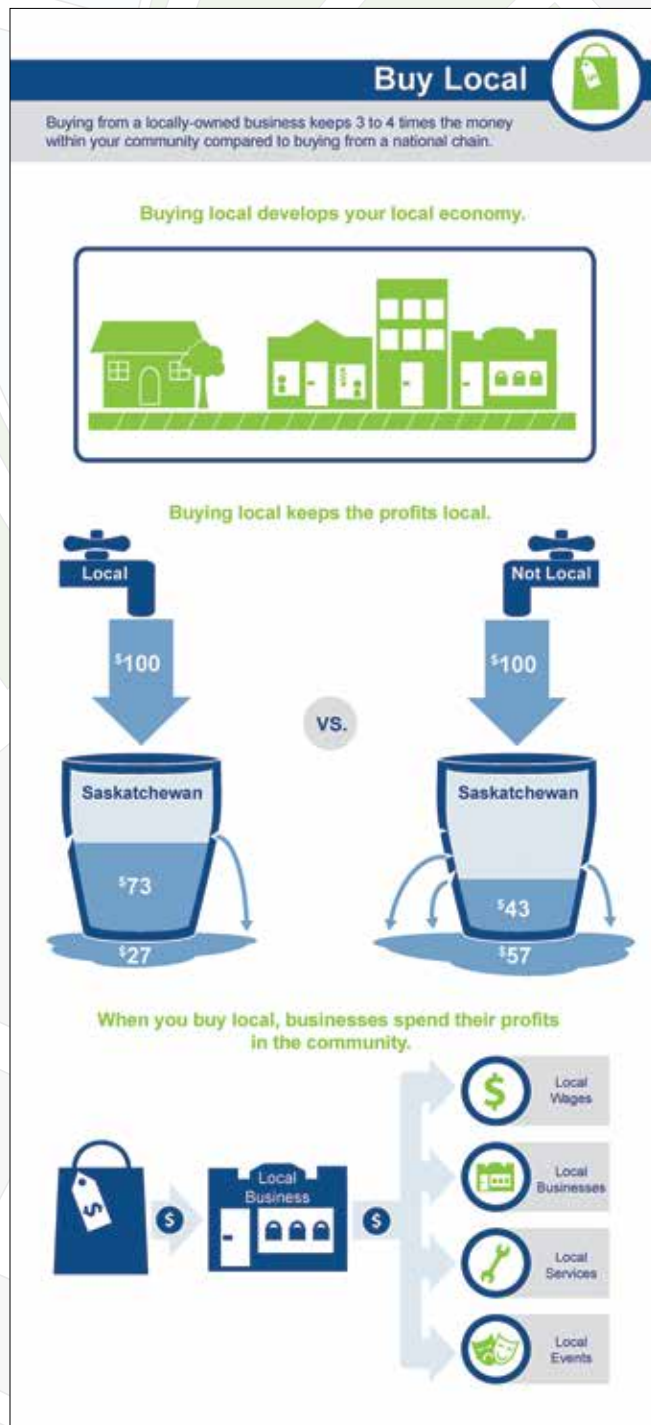
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Lindsay Thorimbert, Communications Advisor — Affinity Credit Union



Every story starts with a hometown. It doesn't matter if you're from Carnduff, Kamsack, Shellbrook, Shaunavon, Saskatoon or Regina — your hometown is a big part of who you are. It's where memories are made, where a sense of community is built, and it's the backdrop to your life. A hometown's a powerful place — it doesn't matter if you're just setting down roots or if you've been there for years.

Hometowns make a big difference in peoples' lives. When a new business opens in town, it creates jobs. Those jobs put money into the pockets of your friends and neighbours — money they spend on food, clothing, housing, and all of the other necessities of life. When you buy locally, you reinvest money back into the community, supporting local businesses, who in turn pay others in your community. That moving money keeps your hometown vibrant, active and strong.

Buying local does more than support the businesses and people around you — it benefits you too! This is especially noticeable for small towns. Shopping at the local grocery store helps guarantee that service is going to stick around in your community. You support the people nearest you and, in return, your community gets a much-needed service. Talk about a win-win.

In 2016, Saskatchewan's small businesses employed 21.1 per cent of the population and paid more than \$6.2 billion in wages and salaries. This accounts for 25.7 per cent of Saskatchewan's total payroll according to the Saskatchewan small business profile released by the Government of Saskatchewan.

Of course, locally owned businesses don't pay more taxes than those with owners who live far away, but they do add an extra bump to the local economy. That bump might come as a supply chain with more steps located here at home, or it could be business services sourced locally instead of from somewhere a few provinces over. Either way, secondary economic benefits like these can have a big impact. Local ownership helps keep more wealth in your community. It may not come directly into municipal coffers as tax dollars, but it can translate into a dynamic local economy delivering more commercial services to the people who live in your town.

Affinity Credit Union is a local option for your banking needs. They're like the local coffee shop down on Main Street, except they deal in loans, deposits and financial advice instead of dark roast, muffins and decaf. Like your local coffee shop, Affinity has all the services offered by the big banks, but they deliver these services with their minds set squarely on the needs of local people and communities.

That's why, in 2016, Affinity gave away 5.7 per cent of its pre-tax profits as donations, sponsorships and grants to 1,637 different organizations in Saskatchewan — Affinity Credit Union is proud and excited to be the title sponsor for the 2017 Saskatchewan Municipal Awards. That local focus is also the



reason Affinity handed out more than 100 scholarships to Saskatchewan students last year.

Affinity is owned by its members, so it doesn't have corporate shareholders looking to profit off its operations. Instead, Affinity's profits are exclusively used for the benefit of its more than 136,000 member-owners in our province. Affinity's profits stay here in Saskatchewan where they're used to improve services, reduce fees, and make local communities better. Because it's focused squarely on Saskatchewan, Affinity only thrives when our local communities thrive. Like you, Affinity has an interest in seeing your hometown grow and flourish — it's what their success is built on and it's part of their mission to build a better world for everyone, every day.

Of course, there's a lot more to supporting local communities than donations and sponsorships. The real magic Affinity brings to local communities happens in the business it conducts every single day. The money you deposit into your Affinity account doesn't just sit there, it gets reinvested back into your community. In 2016, Affinity invested 89 per cent of its members' deposits back into Saskatchewan. That's more than \$4 billion given to Affinity members as loans. These are loans people use to buy homes and cars, go to school, open a business, and do any number of things that fire up our local economy.

It's not just Affinity's profits that stay local; it's also their people. Every Affinity employee lives and works in Saskatchewan, which means when you call into the Affinity Contact Centre at 1.866.863.6237, the person at the other end of the line comes from a community near you. It also means Affinity takes Saskatchewan's needs to heart in every decision they make. ■

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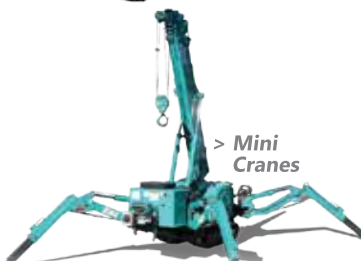


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# Make a Date with SUMA

Don't let the first half of this issue fool you; SUMA has more than just Convention in the works. We will update the Event Listings on our website as we finalize details for most events. You can find the listing under the News and Events menu on [www.suma.org](http://www.suma.org) to get the most up-to-date information.

## SUMA Webinar

We are excited to be offering another SUMA webinar. Join us from the comfort of your own office for "The Importance of Wetlands," presented by Dr. Pascal Badiou, from Ducks Unlimited Canada. The event listing on our website will include all the details, including a link to register.

## Mark Your Calendar

Tuesday, November 28, 2017 from 10:00 a.m.–11:00 a.m

## Municipal Leadership Development Program (MLDP)

We covered the MLDP in depth on page 28, but would be remiss if we didn't include the sessions again here. Registration for both sessions will open on December 15, 2017. Visit the MLDP website at [www.mldp.ca](http://www.mldp.ca) for more information and to register.

## Mark Your Calendar

### Community and Land Use Planning

February 3, 2018: DoubleTree by Hilton, Regina

March 13, 2018: Queensbury Convention Centre, Regina

### Human Resources in the Municipal Workplace

February 3, 2018: DoubleTree by Hilton, Regina

March 13, 2018: Queensbury Convention Centre, Regina

### Municipal Economic Development Fundamentals

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### Public Relations and Communications for Municipalities

February 3, 2018: DoubleTree by Hilton, Regina

March 13, 2018: Queensbury Convention Centre, Regina

### Strategic and Financial Planning for Municipalities

February 3, 2018: DoubleTree by Hilton, Regina

March 13, 2018: Queensbury Convention Centre, Regina

## Convention 2018

We hope you'll join us for SUMA's 113<sup>th</sup> convention in Regina, February 4-7 at the Queensbury Convention Centre. Be sure to make the most of the experience by taking in the social activities too!

Kick off your SUMA Convention experience at the Welcome Reception in the AGT Lounge at the new Mosaic Stadium. Space is limited, so be sure to add the \$40 tickets to your registration.

Enjoy a buffet-style dinner and honour our award recipients at the President's Banquet and Awards Ceremony. After the formal program, get ready for a good laugh; Canadian comedian, Dave Hemstad will be joining us. Get these tickets when you register; \$60 is a great value for a night of food, fun, and laughs.

## Mark Your Calendar

### 113<sup>th</sup> Annual SUMA Convention:

Sunday, February 4 – Wednesday, February 7, 2018 at Queensbury Convention Centre

### Welcome Reception:

Sunday, February 4, 2018 from 8:00 p.m.–12:00 a.m. at Mosaic Stadium

### President's Banquet and Awards Ceremony:

Tuesday, February 6, 2018 from 7:00 p.m.–10:30 p.m. at Queensbury Convention Centre

## Town and Village Sector Meeting

The 2017 combination of the Town and Village Sector Meetings was a hit, and members told us to keep the format. We are still working on nailing down dates, times, and content, but past years have included networking, member-led discussion, and a pre-meeting workshop, open to all sectors.

Watch Urban Update and the Event Listings on our website as we finalize details.

## Mark Your Calendar

Town and Village Sector Meeting — May 2018: Regina ■



## Membership Drive Reminder

Keep your eye on your mail, because the SUMA membership drive will be kicking off again soon. Your 2018 invoice should arrive in the mail around the same time as this edition of *Urban Voice*.

The package includes plenty of valuable information, from a celebration of SUMA's accomplishments in the last year to details on the programs and services we offer to make your life easier (and cheaper!). You'll also see a listing of all our programs — both those you take advantage of and those you haven't yet.

The fee structure for 2018 remains the same as last year, but since they are based on population data, the new census information may mean changes in your total fee.

If you have any questions about membership, don't hesitate to get in touch with the SUMA office. We are here to serve. ■





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# Vice-President of Cities

## BOB MALONEY

Tiffany Wolf, Communications Advisor — SUMA

*The SUMA Board of Directors profiles are a chance for SUMA members to learn more about individual Board members. Read on to find out about their work — in their careers and on the SUMA Board — and watch the next Urban Voice for another installment.*



**B**ob Maloney was already a familiar face in Yorkton, as the news anchor at the local CTV station, when he first ran for council in 2003. Council was considering upgrades and renovations to their aquatic centre and Agriplex building, and Maloney felt strongly that Yorkton needed it.

So, when then-mayor **Phil Devos** came to him with the idea, Maloney threw his name in the ring. He served nine years as a councillor before he was elected mayor in 2012. After his re-election in 2016, the Saskatchewan City Mayors' Caucus elected him their Chair, and he became SUMA's Vice-President of Cities.

Saskatchewan has changed a lot since 2003, and Maloney sees the increase in activity making its way to council tables. "Council dockets used to be very thin," he said. "Now there is a lot more happening, a lot more decisions, a lot more challenges."

The challenge is part of what drew him to municipal politics. He was approached to run provincially when he was a councillor, but says it never appealed because the bureaucracy of a provincial government is hard to move. Municipal politics was a different story — "There are only seven people on council!" — and being on the SUMA Board is another chance to make a difference.

"You can effect change," he said. "There are very few things in life where you can actually effect change."

That doesn't mean the job is easy. Within just a few months of joining the SUMA Board, Maloney was heavily involved in this spring's post-budget advocacy efforts. He's been part of difficult conversations, emphasizing consultation, and recognizes win-win solutions are sometimes hard to reach.

"We're all trying to do the right thing, even when we disagree," he said. "Getting everybody on the same page can be tough. You make the best decisions you can, and hope they work out."

Finding that unified voice can be a struggle around the council and Board tables, but Maloney said he thinks the variety of life experiences are an important part of these positions. That life experience "allows you to make pragmatic, logical decisions, and advance the cause," he said.

"It's challenging times," he said. "The challenge for small communities is to stay relevant and still manage to get something done."

Yorkton has certainly managed to get things done in Maloney's years on council. The Gallagher Centre — the recreational facility that he believed so strongly in — is a feather in the city's cap from his perspective, as is their new fire hall. Even some challenges have helped bring about improvements. After severe flooding in 2010, Yorkton spent \$20 million on flood proofing, with all funds coming from the city. Though there is more work to be done, Maloney is proud of what his city has accomplished.

"It was a real —" he laughs at his own incoming pun, "watershed moment for our community." The challenges to infrastructure continue, as all municipal leaders recognize, and Maloney said SUMA's work will be critical to Saskatchewan hometowns as we face tough times together.

SUMA has always been a member-driven organization, and in his short time on the Board, Maloney says he's seen the Association ratchet up our efforts to respond to member needs. Because he believes the grassroots should be heard, Maloney wants members to know they can engage the Board — at SUMA events or just by picking up the phone.

"We've got a group of people working pretty hard to advance the cause of the organization. People don't understand the breadth of issues and depth of the work."

That shared purpose to improve Saskatchewan hometowns is part of what makes his position on the Board so satisfying for Maloney. From the acumen of fellow Board members to the hard work of the staff, it's the people who make a difference, he said.

"Times are difficult, but facing those challenges with good people makes it a lot easier." ■



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## Vice-President of Towns

# RODGER HAYWARD

Tiffany Wolf, Communications Advisor — SUMA

*The SUMA Board of Directors profiles are a chance for SUMA members to learn more about individual Board members. Read on to find out about their work — in their careers and on the SUMA Board — and watch the next Urban Voice for another installment.*



Daytime phone calls with Rodger Hayward are usually accompanied by the white noise of driving; thank goodness for hands-free technology. He does more than his share of driving — visiting customers all over northeast Saskatchewan, or travelling to meetings and events as either the Mayor of Naicam, or SUMA's Vice-President of Towns. His youngest son once told someone his dad's job on council was to go to meetings. "I was away a lot," he said.

And there are plenty of miles on Hayward's odometer, literally and metaphorically; Rodger has been on council for more than 20 years, and is in his fifth un-challenged term as mayor. "I might be comfortable (in my role) by next year," he joked. There have been lots of challenges and victories during his tenure, but he counts Naicam's fiscal situation as one of his council's proudest achievements. "Coming through the full gamut of having a lot of debt...to a place where we are debt-free, I think is a big accomplishment," he said. "But there's a heck of a lot more work to be done, too."

The work never seems to be done for municipal leaders, between projects and meetings and the constant changes in the sector. The demands on municipal government are growing, and Hayward said it's one of the biggest changes he's seen.

"It's actually getting tougher to be a municipal politician," he said. "(New) legislation, different rules, what we must be accountable and responsible for has really grown, I feel. There's a lot of pressure on municipal governments...even on the smallest council, the things we have to do and budget for."

Part of the challenge for Hayward has been representing

his sector at the SUMA Board table. He has nearly eight years' experience on the Board, but finding the balance among competing interests and divergent needs can still be tough. "The best part (of being VP of Towns) is representing all the towns. The hardest part is representing all the different sizes of towns."

The idea of representing other hometowns on the SUMA Board appealed to Hayward not long after he joined council. He said he liked what SUMA was doing, and was interested in being involved at a higher level, but his young family was a priority. When the Northeast Regional Director position opened up in March 2010, Hayward said the time seemed right, and he took his chance.

Deciding to run for a spot on the Executive Committee was a tougher choice. He was appointed to the VP of Towns position by the Board after the 2012 election, and took his time deciding whether to run at Convention 2013. He knew it meant extra work and time, but in the end, "the pros outweighed the cons."

He was right about the extra work and time, especially recently. While this spring's advocacy campaign has raised SUMA's profile as a respected organization across the province and the country, it relied heavily on the dedication of Board members. "This last year, we've spend a lot of time on the road, on the phone, at the Legislature, and thinking about it in our own offices," he said.

That dedication, time and thought helps SUMA bring a unified voice to advocacy, negotiation, and relationship building. Being a strong voice — even in difficult times — has allowed SUMA to represent members well. Hayward pointed to the revenue sharing agreement, which SUMA helped negotiate as the Municipal Operating Grant, and has publicly defended several times since. "It's envied by every (municipal) organization around the country," he said.

Of course, there is always room to grow, and show members the ways we work on their behalf. Hayward says the SUMA Advantage program is an unsung piece of SUMA work that he wishes hometowns knew more about, and took better advantage of, because it's designed for the benefit of w all members.

The theme of good people working together is common at SUMA, and it comes up often when talking to Board members. For Rodger, it's the best part of being involved with SUMA.

"Just to be part of a great team, with a common goal — to make our province the best that we can." ■

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On January 1st, SAMA implemented the 2017 Revaluation which saw property values in the province updated in relation to the January 1, 2015 base date.

SAMA has already begun maintenance work for 2018, and timely delivery of maintenance will be a major priority for the Agency moving forward.

SAMA is also currently working with municipalities to resolve inquiries and appeals that have arisen from the 2017 Revaluation.

For more information on SAMA or Saskatchewan's assessment system please visit our website at [www.sama.sk.ca](http://www.sama.sk.ca).

Contact SAMA by phone at: 1-800-667-7262,  
or by email: [info.request@sama.sk.ca](mailto:info.request@sama.sk.ca).

## Michelin's value-added services go a long way

For this issue, we chatted with sales representative **Lori Doerksen** to find out more about the offerings from Michelin Tires.

### Q - What kind of tires do you offer that are in high demand with municipalities?

A - Michelin offers tires for trucks, passenger cars, construction, landscape, waste, off-the-road, and many other uses which are used by municipalities. But, without question, our Michelin XSnoplus tire is our most popular and widely used tire on municipal graders. More and more municipalities are using their loaders primarily for snow removal so the Michelin XSnoplus is a great all-season traction tire.



The all-season MICHELIN® Radial tire designed for use on graders and loaders where exceptional traction on snow and ice is required.

- All-season use with exceptional treadwear and traction
- Exceptional maneuverability on ice and snow
- Minimal chain usage

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In addition, the Michelin X Multi D is a heavy truck drive tire that offers excellent scrub resistance with no compromises to traction. The Michelin XDS2 is Michelin's best heavy truck drive-axle radial for deep snow and mud traction.

### Q - Are there any unique services Michelin or yourself offers SUMA members that set your apart from the rest of the suppliers?

A - Yes, absolutely! Michelin prides itself on the fact that we offer added-value services along with our tires. For example, I offer inspections on heavy equipment tires for customers to help them maximize their tire life. We also have training that we can provide onsite. As an example, I have been working with several cities in Saskatchewan to provide yearly inspections to help find ways of saving money, ensuring that the right tire is being used for the right job (such as landfills) and helping forecast when new tires will be needed (for budgeting).

### Q - Which Saskatchewan retailers carry Michelin tires?

A - I would recommend contacting SUMA or me for retail options for SUMA members. We have retailers in all regions of the province specializing in different products (such as grader tires), and we are constantly building our network.

### Q - Michelin has been a SUMAdvantage partner for quite some time now. In your experience, why do you believe in the program?

A - That's a great question that I love to get asked! I believe SUMAdvantage is a great partnership since this allows its members to use the group buying power to take advantage of the best prices available. Obviously, the more members that participate, the better the prices we can offer. This also helps the member save time and money since they can trust that they are getting the

best price without having to shop around (which they are still more than welcome to do). My goal is to make it as easy as possible for municipalities to buy tires and to help them save money.

### Q - How do SUMA members ensure they are getting SUMAdvantage rates when ordering tires?

A - SUMA members merely need to mention SUMAdvantage when they are buying their tires from their local Michelin dealer and provide the name of their city or municipality.

### Q - Are there any new tires or services being offered in the coming year?

A - Michelin relies on research and development teams that constantly work on improving products and developing new ones. One product that really stands out is the Michelin Tweel for skid steer loaders, mowers, UTV's and golf carts. The MICHELIN X TWEEL airless radial tire is a single unit, replacing the current tire/wheel/valve assembly. It performs like a pneumatic tire, but without the risk and costly downtime associated with flat tires.



### Q - Who do municipalities call if they have questions?

A - They can call or email me or SUMA for more information or any questions (including prices).

**Lori Doerksen**  
306-291-2199  
[lori.doerksen@michelin.com](mailto:lori.doerksen@michelin.com)

**Lisa Rawlings**  
306-525-4466  
[mktgcoordinator@suma.org](mailto:mktgcoordinator@suma.org)





Following is a list of our SUMAdvantage programs by category. To learn more about a program, visit the SUMA website.

If you need additional information, please contact SUMA's Marketing Coordinator, **Lisa Rawlings**, at 306-525-4466 or email [lrawlings@suma.org](mailto:lrawlings@suma.org).

#### OFFICE AND MUNICIPAL ELECTIONS

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Office Products	Staples Business Advantage	877-272-2121	<a href="http://www.eway.ca">www.eway.ca</a>
Shipping Labels	SUMA	306-525-3727	<a href="http://www.suma.org">www.suma.org</a>

#### PUBLIC WORKS, PARKS, AND LEISURE

Cat and Dog Tag Licensing and Animal Control	Ketchum Manufacturing Inc.	306-525-3727	<a href="http://www.suma.org">www.suma.org</a>
Flysask	SUMA	306-525-3727	<a href="http://www.flysask2.ca">www.flysask2.ca</a>
Fuel Supply	PFA Canada	800-807-3750	<a href="http://www.pfacanada.ca">www.pfacanada.ca</a>
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Mosquito Control	Evergro (Div. of Crop Production Services)	800-661-2991	<a href="http://www.cpsagu.ca/pages/evergro.aspx">www.cpsagu.ca/pages/evergro.aspx</a>
Municipal Tires	Kal Tire Ltd.	Contact nearest location.	<a href="http://www.kaltire.com/locations">www.kaltire.com/locations</a>
Municipal Tires	Michelin	306-525-3727	<a href="http://www.suma.org">www.suma.org</a>
Natural Gas	Connect Energy Partnership	866-934-6918	<a href="http://www.connectenergy.ca">www.connectenergy.ca</a>
Solar Pool Heating	Kelln Solar	888-731-8882	<a href="http://www.kellnsolar.com">www.kellnsolar.com</a>
Traffic Signs	ATS Traffic Saskatchewan	800-214-1477	<a href="http://www.atstraffica.com">www.atstraffica.com</a>

#### HOTEL AND VEHICLE RENTAL

Fleet Management and Vehicle Rental	Enterprise Rent-a-car	800-736-8227	<a href="http://www.enterprise.ca">www.enterprise.ca</a>
Regina Hotel and Convention Host Hotel	DoubleTree by Hilton (Regina)	306-525-7580	<a href="http://www.doubletree.com">www.doubletree.com</a>
Regina Hotel	Travelodge Regina	306-586-3443	<a href="http://www.travelodgeregina.com">www.travelodgeregina.com</a>
Saskatoon Hotel	Holiday Inn Downtown (Saskatoon)	306-986-5000	<a href="http://www.holidayinn.com">www.holidayinn.com</a>
Saskatoon Hotel	Home Inn & Suites (Saskatoon)	306-657-4663	<a href="http://www.homeinnsaskatoonsouth.ca">www.homeinnsaskatoonsouth.ca</a>

#### FINANCIAL

Borrowing and Financing	BMO Bank of Montreal	Contact nearest branch location.	<a href="http://www.bmo.com/main/business">www.bmo.com/main/business</a>
Building Valuations	Suncorp Valuations	800-764-4454	<a href="http://www.suncorpvvaluations.com">www.suncorpvvaluations.com</a>
Credit and Debit Merchant Services	First Data	204-479-2997	<a href="http://www.firstdatacanada.ca">www.firstdatacanada.ca</a>

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