



Administrative Report

To: Warden MacDonald and Members of Essex County Council

From: Katherine Hebert
County Clerk

Date: Wednesday, December 4, 2024

Subject: Request for Funding of Conferences Held Locally Policy – Review and Update

Report #: 2024-1204-LCS-R42-KH

Purpose

The purpose for presenting this Administrative Report – Request for Funding of Conferences Held Locally Policy – Review and Update (the "**Report**") to Council is to update the procedures and modernize the criteria contained in the said Request for Funding of Conferences Held Locally Policy (the "**Policy**").

Further, the information contained in this Report is intended to support the request that Council approve funding for hosting an exhibitor booth and purchasing related promotional materials for the annual Conference of the Association of Municipal Managers, Clerks, and Treasurers of Ontario ("**AMCTO**"), which is to be held locally in June of 2025.

Background

In 1995, Council approved the Policy. Since that time, there have been a limited number of requests for funding made under this Policy.

Discussion

In an effort to align the existing Policy with the current fiscal realities of participating in conferences as a sponsor and with the County's Strategic Plan, some updates are being proposed.

The main changes are with regard to the threshold amounts for which the requests for funding may be made, as well as to the addition of exhibitor booths as a qualified item for funding at a conference.

In recent discussions regarding the upcoming AMCTO conference being held locally, County Administration learned that the cost for an exhibitor booth greatly exceeds the amounts outlined in the current Policy.

For ease of reference, the current Policy is attached to this Report as **Appendix A**, and the suggested changes are attached in the proposed revised Policy attached to this Report as **Appendix B**.

Policy and Procedure Governance Framework

In 2021 Council adopted the County of Essex Policy and Procedure Framework, which outlined the method to be used for the administration of policies and procedures as well as the approval authority for these important guiding documents.

As part of the reconciliation of the County's existing policies against this new Policy and Procedure Governance Framework, the subject Policy of this Report, will now be reviewed by Council on the prescribed cycle of every four years at minimum.

Funding for Exhibitor Booth – AMCTO

Several members of County Administration are members of the AMCTO, as are members of Administration for the County's local municipalities. As a proactive approach, County Administration would like to apply to be an exhibitor at the AMCTO Conference being held in June of 2025 at Caesars Windsor.

AMCTO offers the following information regarding event sponsorship:

Sponsor or exhibit with us to meet and get in front of our over 2,200 members and a large network of senior-level Ontario municipal professionals. Each year, sponsorship and exhibitor opportunities are available at our annual conference and other year-round sponsorship opportunities include:

- *Focused members-only lunch and learn webinars*
- *Sponsoring one of our many topic and role-specific Forums*
- *Other custom sponsorship opportunities and activations*

Sponsoring and/or exhibiting is a great way to showcase your products and services, build new and collaborative partnerships, and connect with key municipal decision-makers who handle the day-to-day operations within their communities.

County Administration is further proposing a collaboration with local municipalities to offer an opportunity to share the booth space, and provide information and handouts regarding the promotion of local municipalities and

our region. Participation would be determined by each local municipality at their own discretion.

Financial Implications

As per the proposed revised Policy, the Chief Administrative Officer would provide a report to Council for consideration for any requested sponsorship of a locally held conference.

An exhibitor booth at the AMCTO Conference for 2025 costs \$2,900 and there would be additional costs associated with the procurement of County of Essex promotional items for the booth inventory at a cost of \$1,500. A portion of these costs have been presented in the 2025 County Budget, as the actual costs were only more recently made available.

It would be up to each local municipality that wishes to participate and utilize the booth space during the conference to determine whether to bring promotional material of their own, and to secure that promotional material themselves. There would be no charge to participating municipalities to share in the cost of the \$2,900 to be expended by the County to secure the exhibitor booth, with the County solely being responsible for that \$2,900 charge.

Consultations

During the review and amending of the Policy, and the drafting of this Report, the following members of County Administration were consulted:

- Sandra Zwiers, Chief Administrative Officer
- David Sundin, Director, Legislative and Legal Services/County Solicitor
- Crystal Sylvestre, Coordinator, Legislative and Legal Services

Strategic Plan Alignment

Working as Team Essex County	Growing as Leaders in Public Service Excellence	Building a Regional Powerhouse
<ul style="list-style-type: none"> <input type="checkbox"/> Scaling Sustainable Services through Innovation <input checked="" type="checkbox"/> Focusing “Team Essex County” for Results <input type="checkbox"/> Advocating for Essex County’s Fair Share 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Being an Employer with Impact <input checked="" type="checkbox"/> A Government Working for the People <input checked="" type="checkbox"/> Promoting Transparency and Awareness 	<ul style="list-style-type: none"> <input type="checkbox"/> Providing Reliable Infrastructure for Partners <input checked="" type="checkbox"/> Supporting Dynamic and Thriving Communities Across the County <input type="checkbox"/> Harmonizing Action for Growth <input type="checkbox"/> Advancing Truth and Reconciliation

Recommendation

That Essex County receive report number 2024-1204-LCS-R42-KH, Funding of Conferences Held Locally Policy – Review and Update and that amendments to the Funding of Conferences Held Locally Policy be adopted as presented; and,

That the request for funding for an exhibitor booth and promotional materials for the Conference of the Association of Municipal Managers, Clerks and Treasurers of Ontario (AMCTO), which is to be held locally in June of 2025, be approved.

Approvals

Respectfully Submitted,

Katherine Hebert

Katherine Hebert, County Clerk

Concurred With,

David Sundin

David Sundin, BA (Hons), LL.B., Director, Legislative and Legal Services/County Solicitor

Concurred With,

Sandra Zwiers

Sandra Zwiers, MAcc, CPA, CA, Chief Administrative Officer

Appendix	Title
A	Request for Funding of Conferences/Conventions to be Held Locally (Current Policy)
B	Request for Funding of Conferences Held Locally (Draft Proposed Policy)