



Committee of the Whole

Meeting Date: June 20, 2023

Submitted by: Paul Shipway, Acting Manager of Legislative Services/County Clerk

Subject: Middlesex Municipal Day

BACKGROUND:

Middlesex Municipal Day is an annual event where various key community partners and leaders make presentations and meet to celebrate Middlesex County and its stakeholders. Middlesex Municipal Day provides an opportunity for the many talented businesses, leaders, associations and municipal officials to network, collaborate and share innovative ideas and projects.

The Middlesex Municipal Association held its 74th Annual Meeting at the North Middlesex Community Centre on May 2, 2023.

Middlesex Municipal Day is funded from membership fees. The Middlesex Municipal Association membership roster consists of the following:

Municipality	Conservation Authority	Organization
Middlesex County	Ausable Bayfield Conservation Authority	Middlesex County Library Board
Municipality of Middlesex Centre	Kettle Creek Conservation Authority	Middlesex London Health Unit
Municipality of North Middlesex	Lower Thames Valley Conservation Authority	
Municipality of Southwest Middlesex	St. Clair Region Conservation Authority	
Municipality of Thames Centre	Upper Thames River Conservation Authority	
Township of Adelaide Metcalfe		
Township of Lucan Biddulph		
Township of Strathroy-Caradoc		
Village of Newbury		

ANALYSIS:

On April 23, 2015, Middlesex Municipal Association President Joel Blackmore made the following statement:

“As President of the Association I have given considerable thought over the past year to our organizational structure and the efficiency of our current decision-making model. As you know, currently we elect a new member to the association on an annual basis. Traditionally, our membership is comprised of past County Councillors. I have concluded based on my past experience serving on the Executive, as well as my past experience as a County Councillor and Warden that it may be more efficient to turn the duties of the association over to County Council.

The members of County Council are in a position to actively pursue speakers of relevance for our Municipal Day. As well, they are in a better position to determine which speakers will provide the most important content to our audience that will assist with emerging issues. They have the support and opportune time to meet during the year to prepare for Municipal Day. The financial statement would then be presented to County Council each year for approval. County Council will also recommend the annual fee to be paid by Municipalities and other members.

It is my observation that in recent years, due to the fact that many executive members are not in the country over the winter, the role of planning and organizing the event has already largely been transferred to the local host municipality along with staff from the county. My resolution would simply formalize what has become practice over the past number of years.

I am also recommending that each President be given the opportunity to work with the host Municipality in planning the event. After our current Executive list is exhausted the mayor of the Host municipality will chair the Municipal day.

I also gave consideration to the location of the Middlesex Municipal Day. I believe that we should continue to rotate the responsibility for Municipal Day through each Municipality, providing the opportunity for the Host to also show place their municipal facilities and communities.

My resolution would also ask county staff to create a list of host municipalities for the next eight years based upon our current schedule of past and upcoming Presidents and simply rotate the location on an annual basis.

I also think that County Council would find it prudent to continue to include the Middlesex-London Health unit and the Upper Thames Valley Conservation Authority as members of the MMA.”

The Middlesex Municipal Association subsequently passed the following resolution:

THAT a new member of the Middlesex Municipal Association Executive not be elected on an annual basis;

THAT the existing membership of the Middlesex Municipal Association shall remain in place and each year, the appropriate executive member shall Chair Municipal Day;

THAT the responsibility for establishing the agenda and speakers list for Middlesex Municipal Day be shared between the host municipality and County Council; and

THAT Middlesex County Council establish a schedule for the rotation of local municipal hosting responsibilities for Middlesex Municipal Day beyond the list of host municipalities associated with current Middlesex Municipal Association executive members.

On March 8, 2016, the Council of the Corporation of the County of Middlesex considered a PowerPoint presentation from CAO Rayburn concerning the April 23, 2015 Middlesex Municipal Association resolution. No formal action of County Council was taken.

The 74th Middlesex Municipal Association meeting marked the end of the current host municipalities list contemplated in 2015. A list of past hosts is attached hereto as Appendix 'A'.

In accordance with the 2015 Middlesex Municipal Association resolution of April 23, 2015, a schedule for the rotation of local municipal hosting responsibilities for Middlesex Municipal Day is as follows:

Municipality
Township of Lucan Biddulph
Township of Strathroy-Caradoc
Municipality of Southwest Middlesex
Municipality of Middlesex Centre
Village of Newbury
Township of Adelaide Metcalfe
Municipality of Thames Centre
Municipality of North Middlesex

FINANCIAL IMPLICATIONS:

Middlesex County pays a current annual membership fee of \$200.00. The Middlesex County Legislative Services team provides in-kind support to coordinate Middlesex Municipal Day in conjunction with representatives from the host municipality.

ALIGNMENT WITH STRATEGIC FOCUS:

This report aligns with the following Strategic Focus, Goals, or Objectives:

Strategic Focus	Goals	Objectives
Cultivating Community Vitality	Advance a diverse, healthy, and engaged community across Middlesex County	<ul style="list-style-type: none"> Promote and support community wellness Innovate social and community services
Strengthening Our Economy	Encourage a diverse and robust economic base throughout the county	<ul style="list-style-type: none"> Support opportunities to create a stronger and sustainable agricultural sector Create an environment that enables the attraction and retention of businesses, talent, and investments
Promoting Service Excellence	Innovate and transform municipal service delivery	<ul style="list-style-type: none"> Engage, educate and inform residents, businesses, and visitors of county services and community activities Collaborate with strategic partners to leverage available resources and opportunities Build organizational capacity and capabilities

RECOMMENDATION:

THAT the Middlesex Municipal Association host list for Middlesex Municipal Day, starting in 2024, be as follows, Township of Lucan Biddulph, Township of Strathroy-Caradoc, Municipality of Southwest Middlesex, Municipality of Middlesex Centre, Village of Newbury, Township of Adelaide Metcalfe, Municipality of Thames Centre, Municipality of North Middlesex;

AND THAT the Mayor of the host municipality chair and/or determine the chair of Middlesex Municipal Day;

AND THAT Middlesex County maintain the financials for the Middlesex Municipal Association, inclusive of setting annual membership dues to support Middlesex Municipal Day;

AND THAT Middlesex County staff support host municipality staff in planning Middlesex Municipal Day.

Attachment