



Municipalities

Newfoundland and Labrador

Our people • Our place • Our potential

ALL ABOUT MNL

**A POCKET GUIDE FOR
MNL MEMBERS**

2013 - 2014

Our people • Our place • Our potential





Municipalities

Newfoundland and Labrador

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WELCOME

On behalf of the Board I am taking this opportunity to welcome you to MNL, and to inform you about a few of our initiatives and plans.

The purpose of our organization is to assist your municipal council in achieving and sustaining strong and effective local government, thereby improving the quality of life for all the people of this province.

This pocket guide is a condensed resource that explains the structure and internal workings of our organization and how we can support you throughout the year and how to get in touch with us.

We thank you, our members, for your continued support. We look forward to talking with each of you in the months ahead. We encourage all of you to contact us, not only for matters of representation, but also for your suggestions and comments. Also, if there is any way to improve our membership services, please let us know.

We wish everyone a prosperous year as we work together to improve and build a more sustainable structure of local government in Newfoundland and Labrador.

Churence Rogers, President

Your Role

You are a vital asset to MNL and the municipal sector. As local municipal leaders you play an important role in our organization. In support of our governance and by either running for our board of directors or voting for the appropriate candidate you help set our policy direction and strategy. You are also an important ambassador for MNL and from time to time we will call upon you to publicly endorse our advocacy efforts through media relations and social media activities.

GOVERNANCE

MNL is a provincial organization governed by a team of 11 Board of Directors that includes our President, Vice Presidents, representation from six regions across the province, Avalon, Central, Eastern, Labrador, Northern and Western, as well as a Small Towns and Urban Municipalities directors. The City of St. John's has its own appointed representative.

We need your voice on provincial and national issues affecting our communities. It is through our Board, committees and regional meetings that you will have the opportunity to bring your local and regional perspective to our discussions.

Your commitment to this organization is invaluable, we benefit from your insight as a municipal leader.

ADVOCACY

During Advocacy Days, held every winter in St. John's the MNL Board of Directors meet with MHAs. Advocacy Days are key to building our provincial-municipal partnership and sharing our concerns directly with government decision-makers and representatives of all parties in the House of Assembly. You support our advocacy efforts by contributing to our discussions on policy and strategic directions through your attendance and feedback at MNL regional meetings and events.

An important part of your advocacy role is to be aware of and promote our priorities and key messages. For Advocacy Days and other advocacy activities we'll equip you with the key messages, background information and other resources you need to help drive our agenda forward.

PROGRAMS

Our provincial programs address environment initiatives, youth engagement in municipal politics, local economic development, climate protection, municipal benchmarking, regional government, municipal fiscal framework and more. We invite you to help us to promote our programs to municipalities in your region and to your networks.

Your feedback is always welcome.
Please send your thoughts and
comments to:
gwoodfine@municipalnl.ca

MEDIA RELATIONS

As a provincial organization, it's important that MNL delivers a consistent message that is heard and understood across the Newfoundland and Labrador.

You are a respected public official whom the media will reach out to for comment and insight on issues affecting cities and communities. In this capacity you are well positioned to deliver and amplify our message to local and regional media outlets in your area, including newspapers, radio and TV stations, and web-based news and current affairs.

SOCIAL MEDIA

We encourage you to join MNL's growing online community and support our social media work and campaigns. By getting involved, you can build your community's profile within MNL, show how your local priorities connect to national challenges and help drive MNL's core message into the public arena. As an MNL champion, you can help mobilize other members and help lead the municipal movement. Here's how to get started...

On Twitter:

@MunicipalNL	@ChurenceRogers
@TidyTownNL	@GailWoodfine
@CraigPollett	@ChristineCave

On Facebook:

Like our MNL Facebook page. Once a week, visit our MNL Facebook page. Like and share our news releases, official statements, and other content of interest to your friends and followers.

MNL COMMITTEES

MNL is currently seeking enthusiastic and motivated individuals for upcoming openings to its 2013 advisory committees. MNL Advisory Committees are volunteer groups that provides advice, guidance, and recommendations to MNL's Board of Directors on matters relating to that particular portfolio .

Please consider participating on one or more of the following MNL committees. An expression of interest form must be completed and forwarded to the MNL office by February 1, 2013.

A brief description of each committee can be found on the Expression of Interest form. Each committee will have assigned responsibilities associated with MNL's strategic plans and objectives. These items are included in each committee's work-plan and are also highlighted at the end of each committee's description.

MNL Committees:

- Advocacy and Communications
- Convention
- Events and Engagement
- Membership Development
- Small Towns Advisory
- Sustainable Development
- Structure and Services
- Tidy Towns

UPCOMING EVENTS

2014 MNL Regional Meeting Schedule

- Avalon - Jan 31 - Feb 1
- Eastern - Feb 7 - 8
- Labrador - Feb 12
- Western - Feb 28 - Mar 1
- Central - March 21 - 22
- Northern - March 28 - 29
- Municipal Symposium - May 1 - 3

FCM UPCOMING EVENTS

FCM Board of Directors Meetings

Ottawa, ON

November 26-29, 2013

Thunder Bay, ON

March 5-8, 2014

FCM Sustainable Communities Conference

Charlottetown, PEI

February 11-13, 2014

FCM Annual Convention and Trade Show

Niagara Falls, ON

May 30 - June 2, 2014

GENERAL INQUIRIES

Do you have a question or
comment? Contact us at
1-800-440-6536

HOW TO REACH US

We're here to help. If you have any questions or comments, we're just a phone call or email anyway.

CHURENCE ROGERS, PRESIDENT

Tel.: 682-6533

Email: president@municipalnl.ca

CRAIG POLLETT, CEO

Tel.: 753-6110

Email: cpollett@municipalnl.ca

ADMINISTRATION AND EVENTS

Christine Cave

Tel.: 753-6821

Email: ccave@municipalnl.ca

ADMINISTRATIVE ASSISTANT

Diane Kennedy

Tel.: 753-6820

Email: dkwhalen@municipalnl.ca

COMMUNICATIONS/PUBLIC RELATIONS

Gail Woodfine

Tel.: 753-6822

Email: gwoodfine@municipalnl.ca

COMMUNITY COOPERATION

Robert Keenan

Tel.: 753-6820

Email: rkeenan@municipalnl.ca

CORPORATE FINANCE/FACILITIES

Ruby Piercey

Tel.: 753-6099

Email: rpiercey

MEMBERSHIP DEVELOPMENT

Stephen Quinton

Tel.: 753-6820

Email: squinton@municipalnl.ca

MEMBERSHIP SERVICES

There are many benefits to being a member of MNL. From financial advantages including procurement of goods for your municipality, to insurance products such as the Municipal General Insurance to group home and auto coverage for members and staff of municipalities, MNL lowers costs and provides real financial benefits to their members. Equally important are the other services offered. Human resources advice, professional development training for councillors, and legal referral services are among a large list of services that benefit our members.

For more in depth information please contact your Membership Services Officer - Steve Quinton, squinton@municipalnl.ca

Membership Services Include:

- Government Purchasing Authority
- James Hiscock Memorial Scholarship
- trio - Municipal Employee Benefits
- Municipal General Insurance Program
- Home/Auto Insurance Program
- Parliamentary Procedures Advice
- Community Cooperation Office
- Enterprise Rent-A-Car
- World Lynx - Bell Mobility
- Telephone Legal Referral Service
- MNL infoNOTE/Municipal News
- CareerBeacon.com job postings
- Human Resource Telephone Advice
- Le Grow's Travel
- Tire & Fuel Program
- Provincial Airlines

Torngat Awards

The Torngat Municipal Achievement Award is an MNL initiative that recognizes the exemplary efforts of member municipalities in serving their residents and improving quality of life in their community and in the province as a whole in the following themes:

- Economic Development
- Environment Sustainability
- Innovation in Rural Cooperation
- Excellence in Governance
- Municipal Awareness



Tidy Towns

Tidy Towns is a program offered to municipalities in Newfoundland and Labrador through MNL. This program is committed to fostering civic pride, environmental responsibility and beautification through community participation and the challenge of a provincial competition.



We're looking forward to working with you and all municipalities in Newfoundland and Labrador. Good luck and all the best for a productive and rewarding Year!

- Your MNL team

