

**THE REGIONAL MUNICIPALITY OF NIAGARA  
COMMITTEE OF THE WHOLE  
MINUTES**

**COTW 1-2020  
Thursday, February 27, 2020  
Council Chamber  
Niagara Region Headquarters, Campbell West  
1815 Sir Isaac Brock Way, Thorold, ON**

Committee: Bradley (Regional Chair), Bellows, Butters, Bylsma, Campion, Chiocchio, Darte, Diodati, Disero, Edgar, Fertich, Foster, Gibson, Greenwood, Heit, Huson, Insinna, Ip, Jordan, Junkin, Redekop, Rigby, Steele, Ugulini, Villella, Whalen, Witteveen, Zalepa

Absent/Regrets: Easton, Gale, Nicholson, Sendzik

Staff: D. Barnhart, Executive Officer to the Regional Chair, H. Chamberlain, Director, Financial Management & Planning/Deputy Treasurer, T. Harrison, Commissioner/Treasurer, Corporate Services, Dr. M. M. Hirji, Acting Medical Officer of Health, A. Jugley, Commissioner, Community Services, V. Kuhns, Acting Director, Economic Development, A.-M. Norio, Regional Clerk, H. Talbot, Financial & Special Projects Consultant, R. Tripp, Commissioner, Public Works/Acting Chief Administrative Officer

---

**1. CALL TO ORDER**

Regional Chair Bradley called the meeting to order at 6:35 p.m.

**2. DISCLOSURES OF PECUNIARY INTEREST**

There were no disclosures of pecuniary interest.

**3. PRESENTATIONS**

**3.1 Sponsorship Revenue Education**

Brent Barootes, President & CEO, Partnership Group- Sponsorship Specialists, provided information respecting Municipalities and Corporate Sponsorship. Topics of the presentation included:

- Consultant Background Information
- Region's Strategic Priorities
- What is Sponsorship?

- What are Canadian Municipalities Doing?
- Niagara Region versus St. Catharines Projects
- Steps, Process, Outcome and Timelines

3.2 Feasibility Study and Future Business Modelling Case at the Niagara District Airport (NDA) and Niagara Central Dorothy Rungeling Airport (NCDRA) (Report ED 3-2020 Agenda Item 6.1)

This presentation was not provided at the meeting due to the consultant being unavailable and will be brought to the Committee of the Whole meeting being held on April 2, 2020.

4. **DELEGATIONS**

There were no delegations.

5. **ITEMS FOR CONSIDERATION**

5.1 CAO 6-2020

Government Relations Advocacy Priorities 2020-2022

Gina van den Burg, Government & Stakeholder Relations Specialist, and Daryl Barnhart, Executive Officer to the Regional Chair, provided information respecting Government Relations: Advocacy Priorities 2020-2022. Topics of the presentation included:

- Why is Government Relations and Advocacy Important?
- The Importance of Speaking with 'One Voice'
- Consistency is Key
- Consultation Process
- Scoring Criteria for Priority Identification
- Six Priority Areas
- Specific Advocacy Opportunities and Issues
- Niagara Region Specific Issues
- Niagara Week 2020
- Recommendations to Council

Moved by Councillor Ugolini  
Seconded by Councillor Gibson

That Report CAO 6-2020, dated February 27, 2020, respecting Government Relations Advocacy Priorities 2020-2022, **BE RECEIVED** and the following recommendations **BE APPROVED**:

1. That Regional Council **ENDORSE** the list of priority advocacy issues outlined in Report CAO 6-2020 that incorporate the shared priorities of the local area municipalities;

2. That Regional Council **ENDORSE** the list of priority advocacy issues outlined in Report CAO 6-2020 that are specific to Regional operations or jurisdiction; and
3. That staff **BE DIRECTED** to plan and execute a “Niagara Week” event occurring May 25 - 27, 2020 in collaboration with the 12 local area municipalities and the local business community.

The following friendly **amendment** was accepted by the Regional Chair and the mover and seconder of the motion to add the following clause:

***4. That staff BE DIRECTED to provide a report incorporating the comments and feedback received respecting Government Relations Advocacy Priorities 2020-2022 for the Committee of Whole meeting being held on April 2, 2020.***

The Regional Chair called the vote on the motion as amended, as follows:

That Report CAO 6-2020, dated February 27, 2020, respecting Government Relations Advocacy Priorities 2020-2022, **BE RECEIVED** and the following recommendations **BE APPROVED**:

1. That Regional Council **ENDORSE** the list of priority advocacy issues outlined in Report CAO 6-2020 that incorporate the shared priorities of the local area municipalities;
2. That Regional Council **ENDORSE** the list of priority advocacy issues outlined in Report CAO 6-2020 that are specific to Regional operations or jurisdiction; and
3. That staff **BE DIRECTED** to plan and execute a “Niagara Week” event occurring May 25 - 27, 2020 in collaboration with the 12 local area municipalities and the local business community;
4. That staff **BE DIRECTED** to provide a report incorporating the comments and feedback received respecting Government Relations Advocacy Priorities 2020-2022 for the Committee of Whole meeting being held on April 2, 2020.

**Carried**

**Councillor Information Request(s):**

Councillors provided the following feedback on the Government Relations Advocacy Priorities:

- consider focussing on one or two items that are key
- consider an annual advocacy strategy review
- develop a strategy to speak to the intended audience that reinforces we are working together with the local area municipalities
- use this an opportunity to "sell" Niagara
- provide additional information respecting climate change with respect to flooding and what we are requesting
- stress the importance of infrastructure funding
- include sustainable long term funding for local governments as a discussion point

**6. CONSENT ITEMS FOR INFORMATION**

**6.1 ED 3-2020**

Feasibility Study and Future Business Modelling Case at the Niagara District Airport (NDA) and Niagara Central Dorothy Rungeling Airport (NCDRA)

This report will be brought to the Committee of the Whole meeting being held on April 2, 2020.

**7. OTHER BUSINESS**

**7.1 Hamilton100 Commonwealth Games 2030 Bid**

Regional Chair Bradley advised Council that a letter was being prepared on behalf of Niagara Region, in consultation with the local area municipalities, to provide support for the Hamilton100 Commonwealth Games 2030 bid as they move forward in the bidding process.

**8. NEXT MEETING**

The next meeting is scheduled for Thursday, April 2, 2020 at 6:30 p.m. in the Council Chamber, Regional Headquarters.

9. **ADJOURNMENT**

There being no further business, the meeting adjourned at 9:30 p.m.

---

Jim Bradley  
Regional Chair

---

Ann-Marie Norio  
Regional Clerk