

Town of Norman Wells
Agenda
Committee of the Whole #20-03
Wednesday, February 19th, 2020, 12:00 – 1:00pm
Council Chambers, Town of Norman Wells

1. **Call to Order**
2. **Declaration of Conflict of Interest**
3. **Review and Adoption of Agenda**
4. **Delegation**
5. **Topics**
 - a) **Community Plan Roll-out: January 15, 2020 - Completed**
 - Role definition for Council, Planning Committee and staff
 - RFP formation
 - Determination of what Council wants out of this process
 - b) **Gas Tax Allocation: January 29, 2020 - Completed**
 - What should we be spending our funds on, needs/wants and priorities
 - c) **Advocacy Efforts: February 19, 2020**
 - All season road
 - Cost of living in Norman Wells
 - Cost of transportation and air
 - Education/health
 - Importance of the North to the rest of Canada
 - d) **Landfill and Solid Waste Management: March 4, 2020**
 - Bylaw formation inclusive of tipping fees, defined hours of operation
 - Remediation of existing landfill Goal: creation of landfill space
 - Future landfill plan
 - e) **Reserve Fund Dedications: March 18, 2020**
 - History of our reserves
 - Asset Management Plan
 - What reserves are a priority now and into the future
 - What funding levels should we be aiming for short and long term
 - Bylaw amendments, new and rescinding of those no longer relevant and creation of requisite policies i.e.: internal borrowing policy

f) Town Clean-up/Beautification with Town as Example: April 1, 2020

- Clean-up of Courtier lot
- Green spaces
- Roads maintenance standards
- Thorough ditching
- Utilidor brushing

g) Economic Development: April 15, 2020

- Business incubation
- Culture
- Marketing
- Tourism

h) Recreation and Green Spaces: May 6, 2020

- Jackfish expansion
- New recreation facilities i.e.: soccer pitch, basketball court, skateboard park
- Park and green space development
- Playground development

i) Community Programming: May 20, 2020

- Evaluation of existing programming, costs, capacity, effectiveness
- What role does Council feel the Town should play in community needs?
 - Direct provision
 - Facilitation
 - Fund broker
 - Grants support and/or application
 - Networking
 - Subsidy

j) Water: June 3, 2020

- Public education campaign
- Water conservation options/audits/education

k) Bylaw/Policy Updates: Ongoing

- This will be ongoing

6. Adjourn

**Town of Norman Wells
Working Agenda
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Committee of the Whole: Advocacy

“A combination of individual and social actions designed to gain political commitment, policy support, social acceptance and systems support for a particular goal or program.”

Advocacy promotes and reinforces a change in policy, program or legislation. Its primary aim is winning support from relevant others through creating a network focused on a common goal.

Mayor and Council have made advocacy for those issues which impact Norman Wells and the North a priority. The issues identified to date are:

- All season road
- Health care provision
- Mental health provision
- Ambulance service
- Funding access at the Territorial and Federal levels
- Climate change: coastal erosion, drainage
- Canadian North service and costs
- Economic and Tourism development supports
- Cost of living in the North: food and gas/fuel
- Education

Effective advocacy involves identifying the issue, developing solutions, building support, and bringing issues, solutions, and political will together to ensure that the desired change takes place. Finally, it involves monitoring and evaluating the entire process.

We ask that each Councillor choose one advocacy issue that Council has identified as a priority and fill out the attached Advocacy Plan form to the best of your ability. Council will then be prepared to have a meaningful discussion about our advocacy efforts moving forward.

Developing an Advocacy Plan

Step 1: Identify and understand your issue

What does the problem look like?	
What is your issue?	
Whom does this issue affect?	
What's the scale of this issue (national, local, community)?	

Step 2: Identify specific problems to address

Where is there still work to be done on this issue?	
1	
2	
3	
4	
5	

Step 3: Identify a point of action

Brainstorm some ideas about the kinds of changes you'd like to see around this issue, and then narrow down your suggestions to just one or two ideas.

Step 4: Identifying your advocacy target

Which agency or governing body has the authority to make the change and/or provide the funding you are seeking?

Step 5: Gathering background information

What are the facts, statistics, anecdotes, and stories that demonstrate the need for this work?

Step 6: Identifying your personal strengths

What unique skills, insights, connections, or resources can you/Town contribute to your team's goals?

Step 7: Developing an advocacy plan

What are your advocacy goals?

- 1.
- 2.
- 3.
- 4.
- 5.

What are the steps you need to accomplish to meet these goals?

- 1.
- 2.
- 3.
- 4.

What organizations or individuals could act as partners with you to accomplish these goals?

- 1.
- 2.
- 3.
- 4.

Step 8: Tracking and accounting for outcomes

What is your timeline for accomplishing your goals?		
Goal	Assigned to	Estimated completion date
1		
2		
3		
4		
5		

What are the metrics or qualitative outcomes you are looking to achieve by the end of your advocacy plan? How will you know you have achieved your goals?