

2025 UMNb ADVOCACY DAYS PROGRAM

PROGRAM SUBJECT TO CHANGE AT ANY NOTICE - Last updated March 12 2025

WEDNESDAY MARCH 26, 2025

8:30 am - 12:00 pm Registration

10:00 - 11:00 am

Session 1: UMNb Welcome and Briefing

Kick-off Advocacy Days with an informative session led by UMNb. This briefing will update members on key priorities and advocacy goals. We will discuss the objectives of the agenda, how to approach engagement, with decision-makers, and how municipalities can work collectively to drive meaningful change for their communities.

Presenters

*Mayor Brittany Merrifield, President, UMNb
Dan Murphy, Executive Director, UMNb*

11:00 - 11:15 am

TRANSITION

11:15 am - 12:15 pm

Session 2: Fiscal Reform Update - Department of Environment and Local Government

Join us for an update with the Department of Environment and Local Government on the fiscal reform process. Following the presentation there will be a Q&A.

Presenters

*Charbel Awad, Deputy Minister, Department of Environment and Local Government
Jennifer Wilkins, Assistant Deputy Minister, Department of Environment and Local Government*

12:15 - 12:45 pm

Lunch presented by MC Advisory and McInnes Cooper

12:45 - 1:15 pm

Partner Session: Best Practices for Recruiting and Hiring Municipal Staff by MC Advisory and McInnes Cooper (MC)

Attracting and retaining talented staff is crucial for municipal effectiveness. This session will be co-presented by MC Advisory and MC. MC Advisory will explore the workforce challenges in NB municipalities, highlight innovative recruitment strategies and discuss important considerations related to onboarding and retention. MC will compliment the conversation by highlighting the do's and don'ts of recruitment hiring to ensure you are not only attracting the right candidates but also conducting a fair, transparent, and legally sound hiring process. Together, we will provide practical insights and actionable strategies to help municipalities navigate current labour market challenges and build strong, resilient teams.

Presenters

*Chris Pelkey, Associate, McInnes Cooper
Tanya Tynski, People & Culture Lead and Senior Advisor, MCA*

1:15 - 2:15 pm	Leaders Conversation Series: David Coon, Leader of the Green Party <i>Join Green Party Leader David Coon as he shares the party's perspective on key issues affecting municipalities across the province. This session offers an opportunity to engage in a dialogue about solutions and how we can empower communities to build a strong province.</i>
2:15 - 2:30 pm	Networking Break
2:30 - 3:30 pm	Leaders Conversation Series: Glen Savoie, Leader of the Official Opposition <i>Join Progressive Conservative Party Interim Leader Glen Savoie as he shares the party's perspective on key issues affecting municipalities across the province. This session offers an opportunity to engage in a dialogue about solutions and how we can empower communities to build a strong province.</i>
3:30 - 3:45 pm	TRANSITION
3:45 - 4:45 pm	Leaders Conversation Series: Premier Susan Holt and Local Government and Service New Brunswick Minister Aaron Kennedy <i>Join Premier Susan Holt and Local Government Minister Aaron Kennedy as they share the party's perspective on key issues affecting municipalities across the province. This session offers an opportunity to engage in a dialogue about solutions and how we can empower communities to build a strong province.</i>
4:45 - 6:15 pm	Free Time
6:15 - 8:30 pm	UMNB Reception: Connect & Engage with our provincial colleagues <i>Join us for an evening of networking with over 30 New Brunswick MLAs and senior provincial staff. This is a valuable opportunity to build connections, discuss key municipal priorities, and strengthen relationships with provincial leaders. Don't miss out!</i>

THURSDAY MARCH 27, 2025

7:00 - 8:00 am	Breakfast presented by Strategic Steps Inc.
8:00 - 8:30 am	Partner Session: Making Civics Civil Again by Strategic Steps Inc <i>Incivility in the municipal sector is on the rise. Whether it's social media attacks, public meeting outbursts, workplace harassment, or online threats - the impact on morale, productivity, and personal well-being is real. Join us to discuss what's behind this trend and to get practical strategies to navigate difficult interactions while fostering a culture of respect and safety</i>

Presenter

Craig Pollett, Vice President, Atlantic

8:30 - 9:30 am

Session 5: Advocating on a National Level: Federal Priorities & Municipal Engagement

Tariffs, a new municipal growth framework and a federal election on the horizon join UMNB and the Federation of Canadian Municipalities (FCM) for an engaging session on how municipalities can play a role in advocacy efforts in New Brunswick to influence the Canadian context.

The discussion will focus on key priorities for municipalities, including the need for a new framework that empowers local governments to deliver on the pressing needs of their communities. The session will also include an update on FCM's work regarding Canada-US Relations. This session will provide an opportunity for participants to ask questions and have a discussion on federal priorities going into this next election.

Presenter

Mathieu Bélanger, Executive Director, Policy & Public Affairs, FCM

9:30 - 10:00 am

Networking break

10:00 - 11:30 am

Session 6: Healthcare in New Brunswick: Challenges, Opportunities, and the Role of Municipalities

Join us for a timely discussion on the state of healthcare in New Brunswick communities. This session will address topics such as collaborative care clinics, workforce shortages and access to services while exploring how municipalities can collaborate with UMNB and GNB to improve healthcare delivery in our province.

Panelist:

Dr. John Dornan, Minister of Health

11:30 - 12:30 pm

Shaping our Future: Engaging Members on Key Municipal Priorities

Member feedback is key to the work of UMNB. Members will have the opportunity to provide input on key municipal challenges, share insights, and help shape UMNB's advocacy efforts over the next year.. Through focused discussions, we'll explore solutions, and identify priorities. We'll also take time to recap what we've heard over the last two days, ensuring that our conversations build on key themes and insights.

Thank you Sponsors!
Merci aux commanditaires !

