



Our people • Our place • Our potential

Corporate Headquarters

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Company Profile

Municipalities Newfoundland & Labrador (MNL) is the voice for local government in the province. Members depend on MNL as a reliable source for information and a supporter of the needs of our residents and communities.

Municipalities Newfoundland and Labrador:

- Provides programs and services of common interest to members
- Provides a united approach on issues affecting municipal governance
- Advances the ambitions and goals of member communities by developing a shared common vision of the future
- Serves as the voice of municipal government and represents its members in matters affecting them or the welfare of their communities
- Furthers the establishment of responsible government at the community level

Major initiatives for MNL include:

Economic Development

Since 1999, Municipalities Newfoundland and Labrador has partnered with the Atlantic Canada Opportunities Agency in the delivery of educational and informational workshops on regional economic development to municipal leaders across the province. These efforts have been successful in raising the level of awareness and activity on the part of municipal leaders and have resulted in municipal government playing a stronger role in development than would otherwise have been the case.

In 2009, MNL piloted a new approach to engage municipalities in economic development. Bringing these workshops to communities will help councils adapt their business practices to be as development friendly as possible. MNL believes that real change comes from within a community and this new approach will help municipalities integrate economic development goals into their daily operation.

The innovative use of study tours, case studies and a highly interactive workshop format that is led by municipal leaders themselves instead of outside experts or professional facilitators has brought the initiative some praise and attention. The partnership was highlighted in the Organization for Economic Cooperation and Development (OECD) Territorial Review of Canada and the workshop program has been adopted for use in the Territory of Nunavut.

Economic Crisis Response Program

There are few more traumatic events in the life of a municipal council than the loss, or potential loss, of a major employer. MNL's Economic Crisis Response Program is a toolkit for municipalities that is designed as a guide or roadmap for municipal councils facing economic vulnerability. It provides a step-by-step guide to action for councils so they can manage the situation rather than letting it manage them. Councils can integrate this material into their existing planning processes and regular meetings.

Community Cooperation

Community Cooperation was launched in 2003 as an initiative of the MNL Board of Directors. The centre conducted the first provincial census of municipal governments and survey of elected officials in 2003 and again in 2007. The completion of both the 2007 Municipal Census and the Councillor Survey has the potential to significantly influence municipal policy development.

MNL also conducted case study and comparative research on regional cooperation in the municipal sector and made presentations to communities throughout the province.

In 2008, MNL assisted in the creation of the newest joint council in the Bonavista North area and facilitated multiple sessions on community partnerships around the province.

In 2009, MNL completed the Municipal Sustainability Self-Assessment Tool Kit, which was completed by more than 90 percent of the municipalities in the province. The Self-Assessment helped raise awareness of issues around community sustainability and was designed as the first step in the Integrated Community Planning Process.

Rural Urban Interaction NL Understanding and Managing Functional Regions

The Rural-Urban Project is the initiative of the Canadian Rural Revitalization Foundation (CCRF), and it brings together rural Canadians, researchers, policy makers, and rural and regional development practitioners to share lessons in advancing rural revitalization across Canada and internationally. In Newfoundland and Labrador, the CCRF has partnered with Municipalities Newfoundland and Labrador, Memorial University, and Dr. David Freshwater of the University of

Kentucky for a province-wide examination of “functional regions” - the collection of both rural and urban communities which interact for various purposes. This involves an examination of labour market areas, service sharing centres, and regions with a shared identity.

MNL’s Community Cooperation is a catalyst for developing viable and sustainable communities in Newfoundland and Labrador, actively supporting regional cooperation through the provision of information, research, analysis, training, facilitation and advisory services.

President’s Task Force on Municipal Sustainability

MNL created The President’s Task Force on Municipal Sustainability on June 5, 2004 to come up with an answer to the budget woes of hundreds of towns and cities across the province. The Task Force believes that municipal sustainability is about more than money and considers that how municipal services are delivered contributes greatly to the degree to which any given municipality is sustainable.

Vision Statement

The purpose of Municipalities Newfoundland & Labrador is to assist communities in their endeavor to achieve and sustain strong and effective municipal government, thereby improving the quality of life for all the people of this province.

Company History

Municipalities Newfoundland & Labrador was formed in 1951 as an umbrella organization mandated to represent municipal government interests, and as a vehicle for municipal leaders to share information and resources. MNL represents the 281 cities and towns in Newfoundland and Labrador that service 89 per cent of the population and their more than 2,000 leaders.

The MNL Annual Convention and Trade Show is one of the largest conventions in the province. Corporate sponsors look to MNL as a good investment and a means to access 281 municipalities throughout Newfoundland and Labrador.

Board of Directors

Mayor Harry Hallett, President MNL
Mayor Brian Button, Vice-President MNL
Councillor Lucy Stoyles, Avalon Director
Mayor Betty Fitzgerald, Eastern Director
Mayor Allan Hawkins, Central Director
Mayor Neville Greeley, Western Director
(Vacant), Labrador Director
Mayor Ernest Simms, Northern Director
Councillor Debbie Hanlan, St. John's Director
Mayor Churence Rogers, Small Towns Director
Deputy Mayor Keith Keating, Urban Municipalities Director

Staff

Craig Pollett, Executive Director
Robert Keenan, CCRC Program Officer
Christine Cave, Administrative Officer
Ruby Piercey, Financial Officer
Sharon King, Communications Officer
Gail Woodfine, Marketing Officer
Diane Kennedy, Clerk/Receptionist

Web Site

www.municipalitiesnl.com