

# CHANGING LANDSCAPES

TOGETHER TOWARDS TOMORROW

## CONFERENCE HIGHLIGHTS

Memorable Key Note Speakers

Leading Edge Case Studies

Industry Experts

Invaluable Networking

...and much more!



**MFOA**

MUNICIPAL FINANCE  
OFFICERS' ASSOCIATION  
OF ONTARIO

Municipal Finance Officers' Association of Ontario  
**ANNUAL CONFERENCE AND AGM**  
September 20-22, 2017

## MESSAGE FROM OUR PRESIDENT

Dear Colleagues,

I am very pleased to extend an invitation to all of you who work in the Municipal Finance field, in many varied capacities, to attend the MFOA Annual Conference. I believe that there are tangible benefits to each of us in our daily responsibilities in attending the conference.

This year's conference is at the beautiful Blue Mountain Resort in the Town of The Blue Mountains with a theme of "Changing Landscapes: Together Towards Tomorrow". This is more apt than ever. In my 25 plus years in the municipal environment, I cannot remember a time when we were facing such rapid change in terms of public and council expectations, technology, reporting requirements, legislative change, and policy development. The conference strengths, as many know and appreciate, include excellent keynote speakers, expert exhibitors, helpful case studies, and tremendous networking opportunities.

One of our strengths as a collective group is our amazing willingness to go the extra mile to help a colleague find the resources and support they need, no matter the topic. Attending the annual conference is an opportunity to connect with others and give you exposure to a tremendous knowledge resource that you can take advantage of year-round!

I very much look forward to seeing you in the Town of The Blue Mountains.



President  
MFOA



### — 2016 Delegate Feedback —

"One of the best conferences I've ever attended. The sessions were all applicable and it felt more like a family reunion than a traditional conference."

- Paul Y., City of London

"This was my third MFOA conference and the best yet. I find that I come away with more every year. It is an excellent way to network with peers and to listen to a number of different approaches to issues and topics that are relevant to everyday life and work. It's great to hear other perspectives on issues that I deal with on a day to day basis."

- Paul D., Township of Hamilton

"MFOA Conference exceeded my expectations. Well planned sessions. High value conference. Well done, my new favourite conference!"

- Hazel L., Town of Bancroft

"Impressed by the depth of information provided. I came in expecting a mini-vacation. I left with enthusiasm and ideas."

- Mike M., Town of Newmarket

## KEYNOTE PRESENTATIONS



### Opening Keynote Speaker – Rex Murphy | Social Commentator, Editorialist & Distinct Canadian Voice

The one and only Rex Murphy is a trusted face and voice across Canadian media. His intellect and biting humour strike through the heart of profound political and social issues. Currently he writes and reports for CBC's The National and is a columnist in the National Post.

Audiences can expect to be simultaneously informed and entertained by Rex's provocative commentary. He knows what makes Canadians tick, and what drives our political and social affairs. Rex makes us important, reminds us we have culture beyond hockey. His thought-provoking, sometimes stinging commentary and original insights are delivered through a vocabulary to make Webster's consider updating. You will be informed, infuriated perhaps, but always fascinated.



### Closing Keynote Speaker – Judy Croon | “Relieving Work Related Stress With Humour”

Stress is a major cause of most illnesses, and humour is an amazing way to relieve it. Harvard studies show that when you are stressed, your brain shrinks. However, when you laugh, you relax; and when you relax, you learn. This hilarious and inspirational session explores seven stress-relieving ingredients: a positive attitude, perseverance, forgiveness, teamwork, family and friends, mental activity and physical activity.

#### Objectives:

- How to cope with information overload
- How to appreciate the incredible medical benefits of humour
- Discover how happiness is a mindset
- Increase your chances of surviving a heart attack by five times and increase your lifespan and quality of life by laughing
- Increase your brain's reasoning and decision-making
- Learn the surprising key to motivation and the most important gift you can give your child



**TUESDAY, SEPTEMBER 19, 2017**

**NEW! Tuesday Workshops**

**Maximize your Annual Conference Investment by attending a Tuesday workshop**

**Workshop 1**

**Long Range Financial Planning**

Municipalities are increasingly required to understand and quantify the long-range fiscal consequences of past and present decisions made by Council. Asset management plans, rate/fee studies, grant applications, debenture requests, and Financial Information Returns all require varying degrees of long-range financial analysis. This session will describe the key demographic, revenue and expenditure inputs required for preparing sound financial projections. The session will conclude with an interactive session identifying the top five must have financial performance measure outputs through the use of case studies. Case studies will include the Region of Peel, City of Leduc, City of Brampton and Town of Innisfil.

**Speaker:** Craig Binning - Partner, Hemson Consulting

**Workshop 2**

**Budgeting Approaches for Municipalities**

A variety of budgeting approaches and financial policies will be reviewed and discussed at the seminar. Municipalities across Ontario could utilize a variety of different budget approaches for Councils to assist in setting their annual property tax rates. Establishing financial policies that are "council approved" prior to the

approving annual budgets and tax rates is also another important measure/approach that could be utilized by Ontario municipalities. Several of the approaches and financial policies come with their own pros and cons along with their own unique challenges. Topics to be discussed include: Gross Expenditure/Revenue Based Budgeting, Net Based Budgeting, Departmental Based Budgeting, Service Based Budgeting, Zero Based Budgeting & Service Reviews, Key Financial Policies (Assessment Growth, Surplus, Debt), Multi-Year Operating & Capital Budgeting (4 year Budget/Rate Approval), Budgeting Approaches and Public Engagement.

**Speaker:** Larry Palarchio - Director of Financial Planning & Policy, City of London

**Workshop 3**

**Automating the FIR with CaseWare**

Completing the Municipal Financial Information Return (MFIR) template and assuring it agrees to your Financial Statements is time consuming & prone to error. See how to save weeks of time & reduce the risk of errors by auto-populating your MFIR spreadsheet with CaseWare.

**Speaker:** Jamie Black - President, F.H. Black & Company Incorporated



**WEDNESDAY, SEPTEMBER 20, 2017**

**Workshop & Updates Session**

● **Workshop: Asset Management - Keep Calm and “Reg.” On!**

Some municipalities are struggling to incorporate asset management planning into critical municipal processes such as the capital and operating budgets. Soon, municipalities will be required to prepare detailed reports on their AMP progress. Following an update from the Ministry of Infrastructure on the new regulation, this session will explore these requirements and how municipalities can address them.

**Updates Session**

Once again MFOA has put together a session where you can hear the latest and greatest updates pertaining to the topics of significant interest to municipal finance officers. We will provide updates on key changes that occurred in 2017, as well as current developments and what’s coming down the pipe in the near future. Don’t miss this one-stop session for your sector-relevant updates.

1. Ministry of Municipal Affairs
2. Ministry of Finance
3. Gas Tax
4. PSAB
5. and more!

**EXHIBITOR TRADESHOW**

**Opening Networking Reception and Exhibitor Tradeshow**

The Networking Reception and Exhibitors Showcase will be held in the Village Conference Centre, The Courts Tradeshow area. Meet the Sponsors and Exhibitors that make this event possible and learn about the latest products and services from the industry’s top names, all while enjoying a variety of hors d’oeuvres and drinks.

**Exhibitor Tradeshow Hours**

**Wednesday:** 12:00 pm – 5:00 pm  
7:00 pm – 9:00 pm  
**Thursday:** 8:00 am – 3:00 pm

**Hospitality Suite: Sponsored by Hemson Consulting Ltd.**



**THURSDAY, SEPTEMBER 21, 2017**

**Conference At A Glance**

- Exhibitor's Tradeshow
- OPENING KEYNOTE SPEAKER
- MFOA's Annual General Meeting
- Visiting Associations Update
- One Investment Program - Wine & Cheese
- Young Professional's Networking Social
- Gala Cocktail Reception
- MFOA's Awards Dinner & Entertainment
- After-Party! Sponsored by Watson & Associates



Qualifies for over  
**16 hours of CPD Credits!**  
(certificate available  
upon request)




**DEREK EDWARDS | COMEDIAN**

Identifying himself with the ordinary working guy, his comedic gift is making the ordinary extraordinary. Selling out concert halls across Canada, Derek Edwards can also be found many evenings entertaining at corporate events from conventions to conferences or banquets. A regular at the Just for Laughs Festival in Montreal, where he was recently hailed as a "virtuoso at the peak of his performance," Derek's delivers his comedy with polished style and impeccable timing. Derek Edwards is the only Canadian winner of the prestigious Vail International Comedy Competition, is a two time Gemini nominee and has been nominated numerous times as Best Standup Comic at the Canadian Comedy Awards. Derek's numerous TV credits include The New Red Green Show, A & E's Comedy on the Road, Just For Laughs, and CBC's Comics.



**CONCURRENT SESSIONS**

**THURSDAY, SEPTEMBER 21, 2017**

Please select your concurrent sessions below:

**Concurrent Sessions: 11:15 am - 12:15 pm**

- Session A:** Aligning Budgets with Strategy: How to Draft a Multi-year Budget that Aligns Organizational Strategy with a Fiscal Framework
- Session B:** Revenue Alternatives
- Session C:** HST: Pitfalls and Recovery Opportunities for Municipalities
- Session D:** Smart FIR

**Concurrent Sessions: 1:30 pm - 2:30 pm**

- Session E:** 5 Ways to Reduce Your Total Cost of Risk
- Session F:** PSAB Update and Asset Retirement Obligations
- Session G:** MPAC - Strategies for the Future
- Session H:** The Evolving Role of the Municipal Treasurer/CFO

**Concurrent Sessions: 3:00 pm - 4:00 pm**

- Session I:** Dashboards, Info-graphics, & Executive Summaries
- Session J:** Grants and Funding
- Session K:** Tax Sales - Lots of Changes!
- Session L:** Learn To Speak Softly - But Still Carry a Big Stick

**MFOA has identified 6 learning themes to help you target your learning needs.**

- Accounting, Auditing, Financial Reporting
- Budgeting, Revenue Sources
- Long Term Financial Planning, Asset Management
- Performance Management/ Measurement
- Risk Management
- Strategic Management/ Leadership



## FRIDAY, SEPTEMBER 22, 2017

### Conference At A Glance

- Economic Update
- CLOSING KEYNOTE SPEAKER
- Discussion Forums

Collaborate, discuss and engage in meaningful discourse with other similar-sized municipalities. Ask questions, share information and discuss issues affecting your municipality. This is an informal discussion forum designed to benefit you.

#### Discussion Forums: 9:15 am - 10:15 am

**Forum 1:** Population 1 - 10,000

**Forum 2:** Population 10,001 - 100,000

**Forum 3:** Population 100,000 +

#### Concurrent Sessions: 10:30 am - 11:30 am

- ● **Session M:** Communicating with Council
- ● **Session N:** Development Charges and Cost of Growth Analysis - Town of Whitby Case Study
- ● **Session O:** Performance Measurement: Macro to Micro and Back Again
- ● **Session P:** Climate Change



### DISCUSSION FORUM

Weigh in on the topics you want to talk about.

**CLICK HERE** to submit a specific question, topic or issue you wish to cover.





## REGISTRATION

Registration will take place in the Atrium of the Village Conference Centre:

**Wednesday, September 20, 2017** from 8:00 am to 9:00 am AND 4:00 pm – 5:00 pm

**Thursday, September 21, 2017** at 7:30 am to 8:30 am

PRICE FREEZE!	Register by June 30, 2017 and receive your EARLY BIRD MEMBER DISCOUNT		
		MFOA MEMBERS	NON MEMBERS
<b>NEW! Package 1</b> Two Day Conference + Two Half-Day Wednesday Workshops + One Half-Day Tuesday Workshop	<b>\$1,100 + HST BEST VALUE!</b>	\$1,150.00 + HST	\$1,545.00 + HST
<b>Package 2</b> Two Day Conference + Two Half-Day Wednesday Workshops	\$950.00 + HST	\$1,000.00 + HST	\$1,395.00 + HST
<b>Package 3</b> Two Day Conference + One Half-Day Workshop	\$925.00 + HST	\$975.00 + HST	\$1,200.00 + HST
<b>Package 4</b> Two Day Conference	\$725.00 + HST	\$775.00 + HST	\$925.00 + HST
<b>NEW! Package 5</b> Live Stream Two Day Conference – individual 2 – 5 people = 20% discount per person 6 – 9 people = 25% discount per person 10 + people = 30% discount per person	\$650.00 + HST	\$675.00 + HST	\$825.00 + HST
<b>COMPANION</b> Wednesday Opening Networking Reception	n/a	\$65.00 + HST	\$65.00 + HST
<b>COMPANION</b> Gala Dinner & Entertainment	n/a	\$145.00 + HST	\$145.00 + HST
<b>COMPANION</b> Breakfast & Lunch (Per day)	n/a	\$85.00 + HST	\$85.00 + HST

### REGISTRATION FEE

(MFOA HST Registration No. R122766876)

Registration fees include all business sessions for the two-day conference, opening reception Wednesday evening, breakfast, lunch and Gala Dinner and entertainment on Thursday; breakfast and lunch on Friday. Separate charges apply for the pre-conference workshops, and hotel accommodations.



## HOW TO REGISTER

### REGISTER ONLINE

**MFOA Members** can register with a valid username, password and credit card (VISA or MasterCard only).

**Non Members** can register by first creating a profile online, then proceed through the registration process.

Please make your concurrent selections when registering, as spaces fill quickly!

If you have any questions, please contact our Office Administrator Julie Turcsanyi at 416-362-9001 x 224 or [office@mfoa.on.ca](mailto:office@mfoa.on.ca)

### ACCOMMODATION

This year the conference will be held at the beautiful Blue Mountain Resort, at the Blue Mountain Village Conference Centre. **Conference registration DOES NOT include accommodation.** MFOA has secured preferred rates at Blue Mountain Resort starting from \$114 (+VAF &HST) and The Westin Trillium House-deluxe starting from \$199 (+VAF &HST).

#### Blue Mountain Resort

[CLICK HERE](#) to book your reservation directly or all the reservations line at 1- 877-445-0231. Please reserve by Friday August 18, 2017 to ensure rate availability, as rooms fill up quickly.

[Download](#) On-line Reservation Bookings Procedure

#### The Westin Trillium House, Blue Mountain

[CLICK HERE](#) to book your reservation directly or call the reservations line at 1-866-837-4192.



**NEW!** MFOA is pleased to offer a Live Stream option this year. Attend virtually from your desk!

[CLICK HERE](#)



## SCAM ALERT

Please note in past years we have had non-accredited organizations contacting individuals regarding the MFOA Conference. These companies may offer to help book your guest rooms for our conference at a discounted rate. MFOA is not affiliated with any of these groups. Please do not provide them your personal information or credit card details. MFOA has arranged room blocks directly with Blue Mountain Resort and The Westin Trillium House. You can book your room using the online link provided above or contacting the reservation line directly.

## LOCATION HIGHLIGHTS

### Experience an Ontario resort destination like no other!

Blue Mountain is a picturesque setting with the natural beauty of the Niagara Escarpment and Georgian Bay as a backdrop. The vibrant pedestrian Village at Blue Mountain has a delightful, traditional ambiance. Boutique shopping, expansive patios, and a variety of dining experiences offer enjoyment for you and your group in this unique setting. Our Events Plaza is a year-round showcase for live entertainment and festivals. The mountain is much more than Ontario's largest ski area. Hiking, ropes courses, cycling, golf and spa retreats are just a few of the activities you can explore.

Blue Mountain welcomes you to the preferred year-round getaway for guests visiting the Georgian Bay region. Ontario's only four season mountain resort offers over 1,000 accommodation units providing a variety of amenities and services perfect for creating your ideal getaway. Whether you are looking for comfort and value in the newly renovated Blue Mountain Inn, family sized accommodation slope-side or boutique-style suites for a couple's escape, Blue Mountain delivers variety and convenience resulting in a hassle-free stay.



**Free Time Activities** - Check out all that Blue Mountain has to offer. From sightseeing, to wine tasting, golfing, and kayaking, Blue Mountain Resort offers an abundance of activities to cater to a variety of interests. [CLICK HERE](#) to check out all the activities Blue Mountain has to offer.



### Unwind Wednesdays at Scandinave Spa – Blue Mountain

This multiple award-winning Ontario Spa offers the renowned Scandinavian Baths experience. Nestled in a natural forest, guests can enjoy the escape from their everyday world and enter into the serenity of the natural outdoor environment. The renowned Scandinavian Baths include a Finnish Sauna, Eucalyptus Steam Room, Thermal & Nordic Waterfalls, Hot Baths, Cold Plunges & relaxation areas. Visit [Scandinave Spa-Blue Mountain](#) for more information.



Come experience the challenging courses at The Golf Club at Lora Bay! Nestled in the Blue Mountains, overlooking Georgian Bay, The Golf Club at Lora Bay offers a playable round of golf that pays tribute to historic rural Ontario. The dramatic course design was dictated by the dynamic forested shoreline of brilliant Georgian Bay. Every hole, every bunker, every green, was intentionally sculpted to inspire players both visually and technically. Visit [Lora Bay Golf](#) for more information.

### PRE-CONFERENCE EXTENDED HOTEL STAY - SPECIAL OFFER:

Blue Mountain Resort is pleased to extend to you a special delegate rate 3 days prior and after your conference dates! From \$114 (+VAF & HST)\* per night valid for stays on Saturday September 16, Sunday September 17, and Monday September 18, 2017 AND Friday September 22, September 23 and Sunday September 24, 2017. To reserve, call 1- 877-445-0231 (Blue Mountain Resort) and advise that you are part of the **MFOA Annual Conference** event.

\*Rate is per room, per night, in select accommodation, subject to availability and advance reservation. Tax extra.



## ACCESSIBILITY

At Blue Mountain Resort, there are multiple accessible units available at Blue Mountain Inn, Village Suites, Mosaic Suite and the Westin. The Village Conference Centre meeting and conference rooms are fully accessible via ramp or elevator except the Reflections Room. Please contact [abigail@mfoa.on.ca](mailto:abigail@mfoa.on.ca) should you require any assistance to this matter before the conference.

## PARKING & RESORT SHUTTLE BUS

Outdoor surface parking at Blue Mountain Resort and The Westin Trillium House is complimentary. However, at The Westin underground parking charges are not included. Attendees will also have access to the complimentary shuttle buses. Please **DOWNLOAD** the map for parking locations and shuttle bus stops. **Village Entrance 2** is for Village Conference Centre or for those who book either Village or Mosaic accommodation. **Inn Entrance 3** is for those who book The Blue Mountain Inn accommodation.

## DIRECTIONS

Depending on where you are coming from, we have highlighted some recommended routes to help get you here. These routes may not be the fastest, however we feel that they are the simplest to follow. We have highlighted several key intersections from which you can travel.

- Toronto
- Hamilton
- Kitchener-Waterloo
- Owen Sound
- [CLICK HERE](#) for more location options.