



LOCAL GOVERNMENT LEADERSHIP ACADEMY

2019/20 ANNUAL REPORT

October 30, 2020

2019/20 LOCAL GOVERNMENT LEADERSHIP ACADEMY ANNUAL REPORT

Background:

Formed collaboratively in 2005 by UBCM, MFA, LGMA, BCA, MIA, local governments of BC and the Province of BC, the LGLA provides comprehensive, timely and dedicated leadership development opportunities throughout each electoral term in the interests of improving governance at the local level. An original endowment from each of the founding organizations, plus subsequent contributions, has enabled the LGLA to provide quality programming since its establishment.

LGLA's main offerings are the Elected Officials Seminars in the winter immediately following local government elections and a province-wide annual Leadership Forum in between election years. In addition, LGLA has held an annual Chief Executive Officer (Mayors/Chairs/Chiefs) Forum and periodic webinars with educational partners such as LGMA and MIABC.

LGLA has a presence at both the UBCM Convention and often at the spring Area Association conferences.

Challenges and Opportunities in 2020:

All organizations including LGLA were significantly impacted by the pandemic. LGLA has had to suddenly explore virtual opportunities to connect with its audience. As a result, there has been an increase in virtual engagement.

Webinars

LGLA has been working on creating increased on-line presence in between Forums.

In May we partnered with MIA BC in promoting a webinar on "Post Covid Re-Opening", with Don Lidstone presenting.

In June LGLA held a webinar with Jan Enns entitled "How To Rock Your Next Video Call", with on line registration and course fee of \$125 + GST.

Registration was seamless through CivicInfo, and the platform used was ZOOM's webinar add-on. The project broke even financially, with an income of \$1000.00 that covered the instructor fees (Jan Enns), the ZOOM Webinar Add On, as well as the CivicInfo and visa fees. The project gave LGLA chance to promote itself on Social Media. It also enabled LGLA to invite some important partners/staff free of charge.

LGLA successfully worked on another joint project with MIA BC's Marina Sen, entitled "Executive Roundtable on the Impact of Covid-19". Key partners - UBCM, LGMA, MIA BC, BC Assessment, MFA and CivicInfo were invited to talk about what risks or challenges each sector was facing in the wake of COVID-19 and how these affected local governments. The webinar took place in August

Social Media

LGLA has been stepping up the effort in social media platforms.

The attached marketing report details some of this work. In summary, LGLA has the following fully functioning social media tools:

-LinkedIn
-Twitter
-Facebook
-YouTube Channel
-MailChimp has close to 100 people subscribed. This platform has been used to launch “LGLA Today”, an electronic (bi-monthly) newsletter.

[2020 LGLA Leadership Forum held February 5-7, 2020 at the Radisson Airport Richmond](#)
LGLA was fortunate to have been able to stage a successful and uninterrupted, live Forum at the Radisson in Richmond, February 5-7, 2020, entitled “Inclusive Leadership: Respectful, Collaborative, Engaged”.

[2021 LGLA Forum Scheduled for February 3-4, 2021](#)

Work is under way for the 2021 LGLA Forum. At the LGLA Board’s July 8th meeting, the Board unanimously voted in favour of holding a virtual LGLA Forum in February 2021. The theme of the LGLA Virtual Forum (in line with the third year of the election cycle), is “Leading in Unprecedented Times: Drafting a Blueprint for the New Normal.”

[CEO Forum Originally scheduled for December 3-4, 2020 at the Radisson Airport Vancouver Hotel has been moved to April 29-30, 2021](#)

LGLA is working with Dr. Gordon McIntosh, Mike Harcourt, and Don Lidstone to bring Mayors and Chairs in BC together in person for the 9th CEO Forum. The CEO Forum, entitled “Wicked Civic Challenges” was scheduled for December 3-4 at the Radisson Airport Hotel in Vancouver, but has been moved to a new date: April 29/30, 2021. Maximum attendance including presenters: 50 people.

[2020 UBCM Convention](#)

LGLA has successfully participated in the 2020 UBCM Virtual Convention. LGLA had a virtual trade show booth, with direct access to the 800 delegates; great exposure for us.

Major sponsors and partner organizations in 2019-2020 included:

- Ministry of Municipal Affairs & Housing
- Municipal Finance Authority
- Municipal Insurance Association
- BC Assessment
- Destination BC
- Local Government Management Association
- Union of BC Municipalities
- Fortis
- CN Rail
- Young Anderson
- Lidstone & Company
- Port of Vancouver

BOARD/STAFF

Board

Councillor Laurey-Anne Roodenburg	President
Mayor Maja Tait	Vice President
Nicola Marotz	Representative from MMAH
Madeline McDonald	Representative from LGMA
Peter Urbanc	Representative from MFA
Charles Hamilton	Representative from MIA
Councillor John Jack, Huu-ay-aht	First Nation Representative (Director-at-Large)
Rodney Ravenstein	BC Assessment Representative (<i>Director-at-Large</i>)
Councillor Arjun Singh	Director at Large – Temporary MMAH Appointment

Staff

Gabi Vindisch is the Executive Coordinator as of September 9, 2019.

Pamela Lewis provided event support as contract Event Coordinator at the 2019 Leadership Forum.

LGLA CERTIFICATION

The following Certificates in Local Government Leadership were issued in 2019/20:

Level One

- 1) Councillor Dean Jantzen, City of Colwood
- 2) Councillor Maureen Nicholson, District of Peachland
- 3) Councillor Cyndi Lauze, District of Vanderhoof
- 4) Councillor John Manuel, Town of Golden
- 5) EA Director Lori Pratt, Area B, Halfmoon Bay, Sunshine Coast Regional District
- 6) EA Director Tony Rainbow, Area "D", Squamish-Lillooet Regional District
- 7) Mayor Maja Tait, Municipality of Sooke District

Level Two

- 1) Mayor Cindy Fortin, Cariboo Regional District
- 2) Mayor Diane Langman, Village of Warfield

Level Three

No Level 3 Certificates were awarded in 2019-2020

2019/20 FINANCES

LGLA's current assets include:

\$1,125,000 – restricted reserve funds (original endowment – in trust with UBCM)

\$ 391,830– unrestricted reserve funds (surplus funds earned since incorporation)

Please see Appendix – LGLA Financial Statements 2019/20 for details.

2020/21 GOALS

- Hold a successful Virtual Forum in February
- Hold a successful CEO Forum in April
- Continue to offer Webinars, continue to increase our online presence
- Increase interaction with Leadership Certification Applicants, and promote the Certificate Program
- Build relations with Area Associations

**APPENDIX A
LGLA FINANCIAL STATEMENTS
2019-2020**

**APPENDIX B
Marketing Report
June 2020**

Appendix A - Financial Statement

Financial Statements of

LOCAL GOVERNMENT LEADERSHIP ACADEMY SOCIETY

And Independent Practitioners' Review Engagement
Report thereon

Year ended June 30, 2020
(Unaudited)



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Canada
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INDEPENDENT PRACTITIONERS' REVIEW ENGAGEMENT REPORT

To the Board of Directors of Local Government Leadership Academy Society

We have reviewed the accompanying financial statements of Local Government Leadership Academy Society, which comprise the statement of financial position as at June 30, 2020, the statement of operations, statement of changes in net assets and statement of cash flows for the year then ended, and notes and schedule, comprising a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Practitioners' Responsibility

Our responsibility is to express a conclusion on the accompanying financial statements based on our review. We conducted our review in accordance with Canadian generally accepted standards for review engagements, which require us to comply with relevant ethical requirements.

A review of financial statements in accordance with Canadian generally accepted standards for review engagements is a limited assurance engagement. The practitioner performs procedures, primarily consisting of making inquiries of management and others within the entity, as appropriate, and applying analytical procedures, and evaluates the evidence obtained.

The procedures performed in a review are substantially less in extent than, and vary in nature from, those performed in an audit conducted in accordance with Canadian generally accepted auditing standards. Accordingly, we do not express an audit opinion on these financial statements.



Conclusion

Based on our review, nothing has come to our attention that causes us to believe that the financial statements do not present fairly, in all material respects, the financial position of Local Government Leadership Academy Society as at June 30, 2020, and its results of operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

KPMG LLP

Chartered Professional Accountants

Vancouver, Canada
October 26, 2020

LOCAL GOVERNMENT LEADERSHIP ACADEMY SOCIETY

Statement of Financial Position
(Unaudited)

June 30, 2020, with comparative information for 2019

	2020	2019
Assets		
Current assets:		
Cash (note 3)	\$ 627,092	\$ 639,446
Accounts receivable	6,455	27,238
Investments (note 4)	919,323	874,124
Prepaid expenses	1,000	-
	<u>\$ 1,553,870</u>	<u>\$ 1,540,808</u>
Liabilities and Net Assets		
Current liabilities:		
Accounts payable and accrued liabilities	\$ 7,040	\$ 10,325
Deferred revenue (note 5)	30,000	-
Due to the Union of British Columbia Municipalities	-	100,696
	<u>37,040</u>	<u>111,021</u>
Net assets:		
Internally restricted endowment (note 6)	1,125,000	1,125,000
Unrestricted	391,830	304,787
	<u>1,516,830</u>	<u>1,429,787</u>
	<u>\$ 1,553,870</u>	<u>\$ 1,540,808</u>

See accompanying notes and schedule to financial statements.

Approved on behalf of the Board:



Director



Director

LOCAL GOVERNMENT LEADERSHIP ACADEMY SOCIETY

Statement of Operations (Unaudited)

Year ended June 30, 2020, with comparative information for 2019

	2020	2019
Revenue:		
Elected official seminars:		
Registrations	\$ -	\$ 245,430
Sponsorships	-	109,200
	-	354,630
Leadership forum:		
Registrations	47,550	-
Sponsorships	102,000	-
	149,550	-
Investment income (note 7)	58,933	47,377
Total revenue	208,483	402,007
Expenses:		
Elected official seminars	626	347,956
Leadership forum	72,012	-
Other events	5,204	15,033
General administration (schedule 1)	43,598	21,169
Total expenses	121,440	384,158
Excess of revenue over expenses	\$ 87,043	\$ 17,849

See accompanying notes and schedule to financial statements.

LOCAL GOVERNMENT LEADERSHIP ACADEMY SOCIETY

Statement of Changes in Net Assets (Unaudited)

Year ended June 30, 2020, with comparative information for 2019

	Unrestricted	Internally restricted endowment	2020
		(Note 6)	
Net assets, beginning of year	\$ 304,787	\$ 1,125,000	\$ 1,429,787
Excess of revenue over expenses	87,043	-	87,043
	\$ 391,830	\$ 1,125,000	\$ 1,516,830

	Unrestricted	Internally restricted endowment	2019
		(Note 6)	
Net assets, beginning of year	\$ 286,938	\$ 1,125,000	\$ 1,411,938
Excess of revenue over expenses	17,849	-	17,849
	\$ 304,787	\$ 1,125,000	\$ 1,429,787

See accompanying notes and schedule to the financial statements.

LOCAL GOVERNMENT LEADERSHIP ACADEMY SOCIETY

Statement of Cash Flows (Unaudited)

Year ended June 30, 2020, with comparative information for 2019

	2020	2019
Cash provided by (used in):		
Operations:		
Excess of revenue over expenses	\$ 87,043	\$ 17,849
Items not involving cash:		
Change in fair value of investments	(24,199)	(10,189)
Changes in non-cash operating working capital:		
Accounts receivable	20,783	(25,928)
Prepaid expenses	(1,000)	11,500
Accounts payable and accrued liabilities	(3,285)	(2,464)
Deferred revenue	30,000	(80,000)
Due to/from related party	(100,696)	101,000
	8,646	11,768
Investments:		
Net redemption (purchase) of investments	(21,000)	540,240
Increase (decrease) in cash	(12,354)	552,008
Cash, beginning of year	639,446	87,438
Cash, end of year	\$ 627,092	\$ 639,446

See accompanying notes and schedule to financial statements.

LOCAL GOVERNMENT LEADERSHIP ACADEMY SOCIETY

Notes to Financial Statements
(Unaudited)

Year ended June 30, 2020

1. Nature of operations:

The Local Government Leadership Academy Society (“LGLAS”) is incorporated under the Societies Act (British Columbia) and its principal activity is to improve competencies needed to effectively manage and lead British Columbia’s communities through dedicated leadership development. LGLAS is a not-for-profit organization and is exempt from income and capital taxes.

LGLAS has a contract with the Union of British Columbia Municipalities (“UBCM”) for UBCM to provide support for secretarial and office services. No fees are payable by LGLAS to UBCM for these services.

2. Significant accounting policies:

The financial statements have been prepared in accordance with Canadian Accounting Standards for Not-For-Profit Organizations (“ASNPO”) under Part III of the CPA Canada Handbook - Accounting. LGLAS’s significant accounting policies are as follows:

(a) Revenue recognition:

LGLAS follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount received can be reasonably estimated and collection is reasonably assured.

Annual seminars, sponsorships, registrations and other revenues are recognized as revenue in the year when seminars and leadership training take place.

(b) Contributed materials and services:

Due to the difficulty in determining fair value, contributed materials and services are not recognized in the financial statements.

(c) Financial instruments:

Financial instruments are recorded at fair value on initial recognition. Freestanding derivative instruments that are not in a qualifying hedging relationship and equity instruments that are quoted in an active market are subsequently measured at fair value. All other financial instruments are subsequently recorded at cost or amortized cost, unless management has elected to carry the instruments at fair value. LGLAS has elected to carry its investments at fair value.

Transaction costs incurred on the acquisition of financial instruments measured subsequently at fair value are expensed as incurred. All other financial instruments are adjusted by transaction costs incurred on acquisition and financing costs, which are amortized using the straight-line method.

LOCAL GOVERNMENT LEADERSHIP ACADEMY SOCIETY

Notes to Financial Statements (continued)
(Unaudited)

Year ended June 30, 2020

2. Significant accounting policies (continued):

(c) Financial instruments (continued):

Financial assets are assessed for impairment on an annual basis at the end of the fiscal year if there are indicators of impairment. If there is an indicator of impairment, LGLAS determines if there is a significant adverse change in the expected amount or timing of future cash flows from the financial asset. If there is a significant adverse change in the expected cash flows, the carrying value of the financial asset is reduced to the highest of the present value of the expected cash flows, the amount that could be realized from selling the financial asset or the amount LGLAS expects to realize by exercising its right to any collateral. If events and circumstances reverse in a future period, an impairment loss will be reversed to the extent of the improvement, not exceeding the initial carrying value.

(d) Capital assets:

Capital assets are recorded at cost less accumulated amortization. Amortization is provided on a straight-line basis over the assets' estimated useful lives. As at June 30, 2020, there is nil (2019 – nil) net book value of capital assets.

(e) Use of estimates:

The preparation of financial statements in accordance with ASNPO requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the reporting period. Actual results could differ from those estimates.

3. Cash:

Cash includes \$487,560 (2019 – \$575,175) held in the Municipal Finance Authority pooled high interest savings account. For the year ended June 30, 2020, the average annualized yield was 2.14% (2019 – 2.46%). UBCM holds the cash in trust for LGLAS, and all beneficial interest and control of the cash and income earned thereon is with LGLAS.

4. Investments:

Investments are comprised of pooled investments held with the Municipal Finance Authority in bond funds. For the year ended June 30, 2020, the average annualized yield was 5.04% (2019 – 3.84%). UBCM holds the investments in trust for LGLAS, and all beneficial interest and control of the investments and investment income earned thereon is with LGLAS.

5. Deferred revenue:

Deferred revenue balance of \$30,000 (2019 - nil) consists of funding received in advance for the next fiscal period.

LOCAL GOVERNMENT LEADERSHIP ACADEMY SOCIETY

Notes to Financial Statements (continued)
(Unaudited)

Year ended June 30, 2020

6. Internally restricted endowment:

Upon its establishment, LGLAS received a \$1,000,000 start-up grant from the Province of British Columbia. Together with other contributions it received from members of the LGLAS and other organizations, the Board of LGLAS had internally restricted a sum of \$1,125,000 as an internally restricted endowment. As such the principal is to be maintained and cannot be used to fund current operations. The investment income is not restricted and is used to fund current operations. As at June 30, 2020, the internally restricted funds were invested in pooled funds (notes 3 and 4).

7. Investment Income:

Investment income is comprised of the following:

	2020	2019
Interest	\$ 34,734	\$ 36,787
Realized gains	-	401
Change in fair value of investments	24,199	10,189
	<u>\$ 58,933</u>	<u>\$ 47,377</u>

8. Financial instrument risks:

(a) Market risk:

Market risk is the risk that the fair value of future cash flows of a financial instrument will fluctuate because of changes in market prices. LGLAS invests in investments traded on the open market, and derived revenue in part, from income earned on pooled funds. As a result, LGLAS is exposed to fluctuations in the market value of these investments. There is no change in risk exposure from 2019 other than the potential impact of COVID-19 (note 10).

(b) Credit risk:

Credit risk refers to the risk that a counterparty may default on its contractual obligations resulting in a financial loss. For cash and accounts receivable, LGLAS' credit risk is limited to the carrying value on the statement of financial position. Management does not believe that the LGLAS is subject to any significant concentration of credit risk.

(c) Other risks:

LGLAS believes that it is not exposed to significant currency, interest rate, or liquidity risk arising from financial instruments.

LOCAL GOVERNMENT LEADERSHIP ACADEMY SOCIETY

Notes to Financial Statements (continued)
(Unaudited)

Year ended June 30, 2020

9. Contractor remuneration:

For the year ended June 30, 2020, no contractor for services recorded total annual remuneration of \$75,000 or greater. No remuneration was paid to any directors of LGLAS during the year.

10. Impact of COVID-19:

During the year, the COVID-19 outbreak was declared a pandemic by the World Health Organization, and has had a significant financial, market and social dislocating impact.

At this time, these factors present uncertainty over future cash flows, may cause significant changes to the assets and liabilities and may have a significant impact on future operations. An estimate of the financial effect is not practicable at this time.

LOCAL GOVERNMENT LEADERSHIP ACADEMY SOCIETY

General Administration Expenses
(Unaudited)

Schedule 1

Year ended June 30, 2020, with comparative information for 2019

	2020	2019
Miscellaneous	\$ -	\$ 18
Program manager fees	37,198	12,859
Supplies and printing	3,839	4,051
Telecommunications	1,547	2,964
Travel	1,014	1,277
	<u>\$ 43,598</u>	<u>\$ 21,169</u>

Local Government Leadership

Year End: June 30, 2020

Financial Statement Grouping

Prepared by EM	Revwd by KK	Reviewed by BM
9/17/2020	10/1/2020	

G1

Account	Prelim	Adj's	Rep	Rep 06/19	Amount Chg	%Chg
1-1100 LGLA - Coast Chequing	139,531.99	0.00	139,531.99	64,270.91	75,261.08	117
1-1105 High Interest Savings CIBC	487,560.29	0.00	487,560.29	575,174.81	(87,614.52)	(15)
10100 Cash/Bank indebtedness (FLIF	627,092.28	0.00	627,092.28	639,445.72	(12,353.44)	(2)
1-1200 Investments - LGLA Bond	892,922.19	0.00	892,922.19	848,379.91	44,542.28	5
1-1300 Investments - LGLA Intermed.	26,400.68	0.00	26,400.68	25,744.12	656.56	3
10200 Investments and marketable s	919,322.87	0.00	919,322.87	874,124.03	45,198.84	5
1-2000 Accounts Receivable	5,463.22	0.00	5,463.22	20,705.00	(15,241.78)	(74)
2-3500 GST Collected	(45.87)	0.00	(45.87)	0.00	(45.87)	0
2-3600 GST Paid	1,037.91	0.00	1,037.91	6,532.63	(5,494.72)	(84)
10300 Trade receivable	6,455.26	0.00	6,455.26	27,237.63	(20,782.37)	(76)
1-1500 Prepaid Expenses	1,000.00	0.00	1,000.00	0.00	1,000.00	0
10700 Prepaid expenses and deposit	1,000.00	0.00	1,000.00	0.00	1,000.00	0
2-2000 Accounts Payable	(4,540.07)	0.00	(4,540.07)	(7,824.62)	3,284.55	(42)
2-2100 Staff Salary Liability	(2,500.00)	0.00	(2,500.00)	(2,500.00)	0.00	0
20200 Accounts payable and accruec	(7,040.07)	0.00	(7,040.07)	(10,324.62)	3,284.55	(32)
2-2001 Due to/from General	0.00	0.00	0.00	(100,695.62)	100,695.62	(100)
20500 Due to related party	0.00	0.00	0.00	(100,695.62)	100,695.62	(100)
2-2500 Deferred Revenue	(30,000.00)	0.00	(30,000.00)	0.00	(30,000.00)	0
20800 Deferred revenue	(30,000.00)	0.00	(30,000.00)	0.00	(30,000.00)	0
3-2000 Unexpended Revenue	(1,429,787.14)	0.00	(1,429,787.14)	(1,411,938.00)	(17,849.14)	1
30400 Retained earnings	(1,429,787.14)	0.00	(1,429,787.14)	(1,411,938.00)	(17,849.14)	1
4-3300 Interest Income	(58,932.90)	0.00	(58,932.90)	(47,376.69)	(11,556.21)	24
40500 Interest income	(58,932.90)	0.00	(58,932.90)	(47,376.69)	(11,556.21)	24
4-0100 EOS Registrations	0.00	0.00	0.00	(245,430.00)	245,430.00	(100)
4-0200 EOS Sponsorships	0.00	0.00	0.00	(109,200.00)	109,200.00	(100)
4-1100 Forum Registrations	(47,550.00)	0.00	(47,550.00)	0.00	(47,550.00)	0
4-1200 Forum Sponsorships	(102,000.00)	0.00	(102,000.00)	0.00	(102,000.00)	0
40900 Revenue	(149,550.00)	0.00	(149,550.00)	(354,630.00)	205,080.00	(58)
6-0190 EOS CC Processing Fees	0.00	0.00	0.00	8,421.27	(8,421.27)	(100)
6-0195 EOS Civicinfo Reg Proc Fees	0.00	0.00	0.00	6,328.00	(6,328.00)	(100)
6-1190 Forum - CC processing fees	1,659.74	0.00	1,659.74	0.00	1,659.74	0
6-1195 Forum - CivicInfo reg service	1,232.00	0.00	1,232.00	0.00	1,232.00	0
60600 Fees	2,891.74	0.00	2,891.74	14,749.27	(11,857.53)	(80)
6-0100 EOS Catering	0.00	0.00	0.00	139,680.30	(139,680.30)	(100)

Local Government Leadership

Year End: June 30, 2020

Financial Statement Grouping

Prepared by EM	Revwd by KK	Reviewed by BM
9/17/2020	10/1/2020	

G1-1

Account	Prelim	Adj's	Rep	Rep 06/19	Amount	Chg	%Chg
6-0110 EOS Facilities	0.00	0.00	0.00	4,518.50	(4,518.50)	(100)	
6-0115 EOS Audio Visual	0.00	0.00	0.00	26,234.40	(26,234.40)	(100)	
6-1100 Forum Catering	25,457.82	0.00	25,457.82	0.00	25,457.82	0	
6-1110 Forum Facilities	5,069.90	0.00	5,069.90	0.00	5,069.90	0	
6-1115 Forum Audio Visual	12,419.35	0.00	12,419.35	0.00	12,419.35	0	
6-3150 Miscellaneous	0.00	0.00	0.00	18.00	(18.00)	(100)	
6-3155 Cathy Watson Memorial Award	388.65	0.00	388.65	257.52	131.13	51	
6-3160 Review Engagement	4,815.00	0.00	4,815.00	3,210.00	1,605.00	50	
60800 Office and general	48,150.72	0.00	48,150.72	173,918.72	(125,768.00)	(72)	
6-3120 General Telecommunications	1,546.75	0.00	1,546.75	2,964.09	(1,417.34)	(48)	
61300 Telephone	1,546.75	0.00	1,546.75	2,964.09	(1,417.34)	(48)	
6-0140 EOS Staff Travel	0.00	0.00	0.00	10,780.84	(10,780.84)	(100)	
6-1140 Forum Staff Travel	1,064.55	0.00	1,064.55	0.00	1,064.55	0	
6-3110 General Staff Travel	1,014.24	0.00	1,014.24	1,277.15	(262.91)	(21)	
61600 Travel	2,078.79	0.00	2,078.79	12,057.99	(9,979.20)	(83)	
6-0130 EOS Supplies/Printing	0.00	0.00	0.00	1,060.85	(1,060.85)	(100)	
6-1130 Forum Supplies/Printing	2,677.58	0.00	2,677.58	0.00	2,677.58	0	
6-3130 General Supplies/Printing	3,838.75	0.00	3,838.75	4,050.76	(212.01)	(5)	
62505 Materials and supplies	6,516.33	0.00	6,516.33	5,111.61	1,404.72	27	
6-0120 EOS Instructors Fees & Travel	625.76	0.00	625.76	72,847.84	(72,222.08)	(99)	
6-0145 EOS Program Manager	0.00	0.00	0.00	5,000.00	(5,000.00)	(100)	
6-0150 EOS Event Management	0.00	0.00	0.00	73,083.67	(73,083.67)	(100)	
6-1120 Forum Instructors/Facilitators	11,551.15	0.00	11,551.15	0.00	11,551.15	0	
6-1145 Forum - Event Mgt	10,880.00	0.00	10,880.00	0.00	10,880.00	0	
6-3100 Program Manager Fees	37,198.46	0.00	37,198.46	12,858.92	24,339.54	189	
6-3105 Board Coordinator	0.00	0.00	0.00	11,565.44	(11,565.44)	(100)	
62600 Salaries and benefits	60,255.37	0.00	60,255.37	175,355.87	(115,100.50)	(66)	
	0.00	0.00	0.00	0.00	0.00	0	
Net Income (Loss)	87,043.20		87,043.20	17,849.14	69,194.06	388	

Appendix B - Marketing Report



Marketing Report, June 3, 2020

Background

Even prior to the pandemic, the LGLA Board had started to investigate the possibilities of expanding LGLA's educational opportunities to bridge the gap between on site events such as the EOS series, the LGLA Forum and the CEO Forum. This report outlines what concrete steps we have taken since March 2020 to establish more of an on line presence to enable us to move in this direction.

Website

Contact forms on the website were updated to allow for a double opt in registration, and automatic collection of email addresses to enable us to conduct email campaigns. The building of our own audience is very important as we start collaborating with partner agencies on webinars (LGMA, MIABC). These partner agencies count on LGLA having its own distinct audience to disseminate information to. The larger our audience, the more valuable we are as partners. Currently we have just under 80 email addresses, mostly from the LGLA Forum database that we had access to through CivicInfo. (CivicInfo remains an important partner for LGLA to run its registrations through due to the ability of CivicInfo to collect precise information and to follow up with their Survey Pal platform).

Our LGLA email campaign system is set up through MailChimp. We can use **MailChimp** to send out simple email campaigns, invitations for events, newsletters, periodic updates.

This spring we migrated the LGLA website from an obscure company called Cloud Pockets to **GoDaddy**. Our webmaster, **Honeycomb Webworks** (Victoria company working out of the Tectoria Buidling downtown) was worried about the security of our web hosting company, and is much happier with the security offered by GoDaddy.

Facebook and Instagram



LGLA has its own Facebook, born 05/05/2020. It was important for LGLA to establish a Facebook presence alongside Twitter and LinkedIn. We have already been asked to promote Local Government awareness week, joint webinars with MIABC, and the Community Excellence Awards through Facebook. It will take a few months to build up page “likes”, but there is already noticeable traffic on our Facebook page. Next step is to set up the LGLA Instagram account, to completely round out our social media presence.

Webinars

In the past two months, LGLA has taken various steps to be able to enter the webinar market. We have conducted research by participating in various (mostly free) webinars, we have started to collaborate on promoting webinars, and are moving towards co-producing webinars, to eventually host our own on line event.

Webinars we have participated in for research purposes:

- | | |
|--|-------------|
| Campaigner - Using Email Campaign Themes - April 8 | Free |
| LGMA – Building Your Social Media - May 5 | \$125 + GST |
| ZOOM App Marketplace Competition – May 8 | Free |
| Adobeconnect – Best Practices for Virtual Event Design | Free |
| Survey Monkey Curiosity Conference – May 19 | Free |
| MIABC – Re-opening Local Government Services, May 20 | Free |
- this last one was a cooperative effort in terms of promoting the event:



MIABC – Re-Opening Summer Rec – June 3

Free

Next steps in building a webinar presence

1/ Co-Operation with MIABC – July..., 2020 – Date to be announced

Due to the success of the joint promotion of the May 20th webinar (250 participants and 41 registrations from Local Government), MIABC will be working with LGLA on a joint webinar project in July. LGLA will not only be participating in the promotion this time, but actually “moderating” the webinar through GoTo Webinars, which is the system used for the MIABC Think Tank Webinar series. The plan is to organize a panel discussion of the CEO’s from various local government associations such as the MIABC, MFA, BC Assessment, LGMA and CivicInfo to discuss some of the issues arising from the pandemic that they have encountered and that they should prepare for in the (near) future. We will be working with Marina Sen and Megan Chorlton on this project.

2/ How to Rock Your Next Video Call – June 25, Thursday, 10 am – 11:15 am

The idea for LGLA’s pilot project was developed with Jan Enns. She will be the host and key presenter of our June 25th Webinar. Registration is through CivicInfo, and the price structure is identical to the one Jan has done recently for LGMA. LGLA has its own ZOOM platform (free currently). The webinar will run through ZOOM, and a link will be sent to registered participants prior to the event. There will also need to be a tech run and an individual technical check in with registered participants, just to ensure that

a/ the email address they had given is the one they will be using for the ZOOM call, and

b/ that there are no technical or connectivity issues.

Based on the response to our pilot project, the LGLA Webinar committee will need to get together and evaluate the potential of this and other events in the future.

Note about Adobe InDesign

The creative work (logos, posters) are being done with Adobe CC Suite using InDesign, Photoshop, and Illustrator. LGLA does not have to outsource most of these creative projects as we have access to an account.



How To Rock Your Next Video Call

A ZOOM Webinar Event with Jan Enns

June 25
Thursday
10am - 11:15am

Register on line
@CivicInfo
\$125 + GST

lgla.ca