



The Lobbying Process

The what, when, where and how of the AMM's lobbying activities – month by month

For most people, January 1 marks the official start of the New Year. But where the AMM's lobbying activities are concerned, the real start of the year is December 1. This is when our annual lobbying really begins – immediately following Convention, armed with a list of newly-carried resolutions.

DECEMBER

- One of the first things we do is send a letter to each applicable provincial department outlining these resolutions. Once we receive a response we can begin to form the direction our lobbying will take for the year. December is also when we send in requests for our annual meetings with Provincial Cabinet Ministers. We aspire to meet with each and every Minister at least once per year.

JANUARY

- Early January is traditionally strategic planning time, and the AMM Board meets over two days to discuss the issues and plan for the year ahead.

FEBRUARY

- February marks the beginning of the actual Minister meetings. These can make for some busy days. The AMM met with a total of seven ministers in February, which may not sound like many –

but those meetings took place over three days. In fact, four meetings were held on one day! To prepare for each meeting AMM staff prepares a position paper that is presented to the Minister following the meeting. This position paper covers the top departmental issues discussed in greater detail, along with any general issues that we raise with every Minister, regardless of department. This year the general issue is, not surprisingly, the need for alternate revenue.

- We also begin our many other meetings in February, with groups and organizations such as the RCMP, Keystone Agricultural Producers (KAP), Manitoba Association of School Trustees (MAST), and many others.

MARCH

- March boasts the first official “event” in the AMM year – Mayors, Reeves and CAOs meetings. These take place in each region, during which the AMM updates the membership on current issues and hears back on issues that are affecting municipalities.
- Provincial Budget Day also takes place in March. The AMM builds a media strategy leading up to budget day and participates in the budget lock-up allowing for a complete review of the budget prior to its release. Budget Day is the AMM's single biggest media day.

APRIL

- April is now one of AMM's busier months. While the two-day Municipal Officials Seminar is not a lobbying activity, Lobby Days – typically taking place the following week – definitely is. During Lobby Days, the AMM board meets with NDP MLAs (usually as a group), and PC and Liberal MLAs (usually individually). The intent of Lobby Days, now in its 5th year, is to make sure ALL MLAs, not just those in Provincial Cabinet, are aware of municipal issues.

MAY

- In May, the AMM participates in an annual dinner meeting with senior staff from Manitoba Conservation and Water Stewardship. The intent of this meeting is to ensure senior bureaucrats are aware of municipal issues.

JUNE

- June, of course, brings June District Meetings. These are an opportunity to update the membership on issues and hear first-hand the issues affecting our members. Presentations on key policy issues are another important part of June District Meetings.

JULY/AUGUST/SEPTEMBER

- The summer months (July, August and September) allow an opportunity to

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finish up meetings with Ministers and other organizations before the busy autumn season descends.

OCTOBER

- In October, another dinner meeting takes place, this time with senior staff from Manitoba Intergovernmental Affairs. The department may be different, but the intent is the same – to enhance awareness of municipal issues with senior bureaucrats. October also brings our annual meeting with the Minister of Finance where the AMM presents its municipal budget priorities.

NOVEMBER

- November is extremely busy for the AMM as it culminates late in the month

with the Annual Convention. This is a key lobbying tool for the AMM, as several dynamic resolutions sessions ensure major issues are front and centre with the government and the media.


- Coinciding with Convention is the AMM annual meeting with the Premier and Provincial Cabinet. This typically takes place immediately prior to the annual Ministerial Forum.

And that's not all! Throughout the year, the AMM also:

- ✓ Works through the Federation of Canadian Municipalities (FCM) and their Lobby Days with the Federal Government;
- ✓ Holds regular meetings with key civil servants on a multitude of issues; and

- ✓ Holds frequent meetings with the Minister of Intergovernmental Affairs.

So there you have it – the AMM's lobbying process in a nutshell. Our system works very well and allows for many valuable opportunities to push municipal issues to the forefront. While some issues move ahead quickly and others see slower progress, all current issues – as dictated by our membership – are given due process at various points throughout the year.

If you have questions about the AMM's lobbying activities, please contact **Tyler MacAfee**, Director of Policy & Communications, at 204-856-2362 or tmacafee@amm.mb.ca. 



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