

**TO: Mayors, Wardens, Councillors and CAOs, All Units**

**FR: Amy Pugsley Fraser, Communications Advisor**

**RE: NOVEMBER 13 COMMUNICATIONS UPDATE**



- Lyme Disease Workshop
- Conference Media Mentions
- Municipal Awareness Week
- Weekly Communications

- **Conference on Lyme Disease**

A two-day conference on Lyme disease will be held this weekend (November 16-17) at the Bridgewater Cineplex.

The goal of the new **Lunenburg Lyme Association** is to bring together the many stakeholders (physicians and other health care providers, Lyme researchers, scientists, and patients) to seek common ground and learn from each other.

The Sunday Nov. 17 session - 9 a.m. to 1 p.m. - is for the general public.

Registration for Sunday's "Lyme 101" session:

<https://www.eventbrite.ca/e/bridgewater-lyme-conference-2019-lyme-101-for-the-general-public-registration-72542722235>

The Saturday Nov. 16 session - 9 am to 1 pm is for medical and other health care professionals. Registration for Saturday's "Lyme SOS" session:

<https://www.eventbrite.ca/e/bridgewater-lyme-conference-2019-lyme-sos-for-health-care-professionals-registration-68012095007>

## • Conference Media Mentions

NSFM wrapped up the 114<sup>th</sup> annual conference and AGM last Friday after three full days of events at the Westin Nova Scotia Hotel.

This year, the conference program featured close to 20 sessions and workshops that covered the full scope of municipal responsibilities.

NSFM's new president **Pam Mood, Mayor of Yarmouth**, was elected president and **Emily Lutz, Deputy Mayor of Kings County**, was elected vice president.

**Waye Mason, Councillor for HRM**, is now the immediate past president.

Did you miss out on the event? During the week, several sessions and speakers were highlighted in local and regional media, and a few were picked up by publications in Newfoundland and PEI.

We also pulled in record numbers on our social media channels including **Facebook** (where we reached 1730 people with one post) and **twitter**, where we picked up as many impressions in four days as we normally do in one month (23K).

Our conference hashtag **#NSFM2019** was trending on local twitter feeds on Thursday morning, just as Tim Houston, leader of the Progressive Conservative party and Nova Scotia's Official Opposition, was on stage.

Major highlights from our conference appeared in the Municipal Information Network, a national online round up of Canada's municipal news.

Here are a few of the NSFM stories that resonated with reporters and appeared in the local dailies and weeklies that cover our member municipalities on a regular basis:

**Yarmouth Mayor Pam Mood Elected President of NSFM** – *The Chronicle Herald, The Canadian Press, CJLS Radio Yarmouth Y95.5, Yarmouth Vanguard, Annapolis County Spectator, Digby County Courier, Truro Daily News, New Glasgow News, Kings County Register/Advertiser, Hants Journal, Cumberland News Now, Cape Breton Post, Nova News Now, Shelburne County Coast Guard.*

**More Female Leaders, Collaboration Pushed at NS Municipalities Meeting** – *The Chronicle Herald, Nova News Now, Annapolis County Spectator, Shelburne County Coast Guard, Digby County Courier, Truro Daily News, Hants Journal, Kings County Register/Advertiser, Cumberland News Now, Cape Breton Post, Yarmouth Vanguard, New Glasgow News, Halifax Today.*

**Property Tax CAP Favours Nova Scotia's Wealthy** – *The Chronicle Herald, The Western Star (Newfoundland), The Telegram (Newfoundland), The Guardian (PEI), Journal Pioneer (PEI), The*

*Halifax Examiner, Municipal Information Network (national), Hants Journal, Cape Breton Post, Yarmouth Vanguard, Kings County Register/Advertiser*

**Nova Scotia's Coastal Communities Want Help Now with Rising Seas** - *The Chronicle Herald, The Western Star (Newfoundland), The Telegram (Newfoundland), The Guardian (PEI), Journal Pioneer (PEI), Cape Breton Post, Yarmouth Vanguard, Kings County Register/Advertiser, Annapolis County Spectator, Shelburne County Coast Guard, Digby County Courier, New Glasgow News, Cumberland News Now, Truro Daily News, Nova News Now.*

**N.S. Municipalities Want New Recycling System Within Nine Months** – *CBC Nova Scotia*

## • **Municipal Awareness Week**

Municipal Awareness Week will be held November 17-23, 2019.

The week promotes the importance of municipal government in people's daily lives, and encourages participation in council meetings, public hearings and committees.

It also celebrates the dedicated mayors, wardens, councillors and staff who are essential to the effective governance of municipalities.

If you're holding an event or recognizing the week in any way, drop us a line so we can share the news.

## • **Weekly Communications**

We've heard from you - through our survey this summer and in your talks with **CEO Juanita Spencer** throughout the year – that the NSFM office was sending out too many emails, bulletins and alerts.

A few weeks ago, we streamlined our communications and are now funneling them into one weekly update, called the **Monday Memo**.

It contains noteworthy items, event highlights, and News You Can Use in one weekly package sent directly to your email inbox.

Be sure to check your email on Mondays. We post an alert to the NSFM twitter feed when it's sent out, so give us a follow **@nsfedmuni**. If you missed an issue, you can find archive Monday Memos on the **Members Updates** portion of the NSFM website by clicking on :

<https://nsfm.ca/communications/member-updates.html>

*This is a special **Wednesday communications update** for Nov. 13 owing to Monday's Holiday.*

*The next **Monday Memo** will be sent out to all members on Nov. 18.*