

Campaign School

November 9, 2019

Ardoise Community Recreation Center



Thinking about running in the March 7th election for the new Regional Municipality? Do you know if you meet all the qualifications to run? Have you thought about how you will run your campaign? Do you know what will be expected of you as a Councillor or the Mayor?

We'll cover all the topics you need to know and will answer all your questions at Campaign School. Check out the dates below.

- November 9 (9am-noon) Ardoise Community Recreation Center, 3 Ardoise School House Road, Ardoise
- November 20 (6-9pm) Avondale Community Centre, 50 Avondale Cross Road, Avondale
- December 4 (1-4pm) Hants County War Memorial Community Centre, 78 Thomas Street

To find out more about Campaign School contact our Returning Officer, Rhonda Brown at rbrown@westhants.ca or 902-798-8391 ext. 110.

Welcome and Introductions

- Windsor – West Hants
- Province of Nova Scotia
- You



Agenda

1. Candidate's Check List

- a) Qualifications
- b) Nominations
- c) Finances and Forms

2. The Campaign

- a) Part 1 – Getting Ready
- b) Part 2 – The Ground Game
- c) Part 3 – Get Out The Vote

3. The Job

- a) Municipal Authority
- b) Conflict of Interest
- c) Roles and Responsibilities
- d) Economic Development

4. General Questions



Candidate's Check-list

Region of Windsor and West Hants Municipality 2020 Election

What Will Be Discussed

- ▶ Election timeline for candidates
- ▶ Qualification and disqualification for candidates
- ▶ Nomination forms and process
- ▶ Campaign financing requirements
- ▶ Campaigning before Nomination Day
- ▶ Reality of Council life

NOTE: Detailed information will be available in the Candidate's Package on www.StrongerRegion.ca in the future or in hard copy upon request, when available.

Candidates Timeline

- ▶ February 3, 2020 – Earliest date to file Nomination forms by appointment
- ▶ February 12, 2020 – Nomination Day, by 5:00 pm and mandatory candidate meeting 6:30 pm
- ▶ February 13, 2020 - Deadline to Withdraw by 4:00 pm
- ▶ February 29, 2020, March 3, 2020 – Advance Polling Days
- ▶ March 7, 2020 – Election Day
- ▶ March 10, 2020 – Official Count
- ▶ March 14, 2020 – Deadline to remove signs and submit required forms to the Returning Officer
- ▶ March 17, 2020 – Last day to apply for a recount

Who Can Run in the 2020 Election?

- ▶ To run for the position of Mayor or Councillor you must:
 - ▶ be 18 years of age at the time of nomination
 - ▶ be a Canadian citizen
 - ▶ be a resident in the Regional Municipality (Windsor/West Hants) on or before August 11, 2019

You do not need to reside in the polling district of in which you wish to seek election.

Note: The Conseil Scolaire Acadien Provincial (CSAP) election for the Regional Municipality will be held in October 2020 during the regular municipal election period.

Who Can't Run in the 2020 Election?

- ▶ You cannot run in the election if you:
 - ▶ are a Federal, Provincial, school board elected official or a judge;
 - ▶ are a municipal employee (unless on a leave of absence)
 - ▶ This does not apply to volunteer firefighters, school board employees, volunteer members of a committee of council, or joint body of at least 2 municipalities where you've been appointed.
 - ▶ Have been convicted of bribery or a corrupt practice persons
 - ▶ have, within 5 years prior to nomination day, have been convicted of bribery or a corrupt practice contrary to the *Municipal Elections Act* or who have been disqualified from any office pursuant to the provisions of the *Municipal Conflict of Interest Act*

Nominations Forms

- ▶ The forms that must be completed for your nomination by are:
 - ▶ Nomination Paper (Mayor or Other Council Member) - Form 11
 - ▶ Certificate in Respect to Charges that are Liens/Taxes – Form 3, one from each municipal unit
 - ▶ Receipt of Nomination Deposit
 - ▶ Appointment of Official Agent (Form 17)
 - ▶ Oath or Affirmation of Official Agent (Form 17A)

Submit all the above to the Returning Officer or Assistant Returning Officer by 5 pm February 12, 2020 at either the West Hants or Windsor Office

Nomination Paper – Form 11

- ▶ You can only be nominated for one position so must choose either Mayor or Councillor
- ▶ Form 11 must be signed by 5 electors that can vote for you and are on the List of Electors. This means:
 - ▶ For Mayor – the 5 electors can live anywhere in the Regional Municipality
 - ▶ For a Councillor – the 5 electors must live in the District for which you intend to be the Councillor.

Note: It is wise to gather more than 5 electors in case one of them is disqualified.

- ▶ Complete the Consent and Oath or Affirmation of Candidate Section of Form 11 when submitting your form.

Certificate in Respect to Charges that are Liens/Taxes – Form 3

- ▶ You must ensure that all municipal charges (taxes and liens) that are due have been fully paid
- ▶ Obtain a Form 3 from both the Municipality of the District of West Hants and Town of Windsor
- ▶ Form 3 is required even if you do not own property or owe taxes
- ▶ Form 3 must be obtained before paying your Nomination Deposit

Note: These forms can be obtained when submitting your Nomination Paper at the West Hants or Windsor Office

Nomination Deposit

- ▶ A Nomination Deposit of \$200.00 is required if you plan on running in the election
- ▶ The deposit can be paid by:
 - ▶ cash
 - ▶ certified cheque or bank draft
 - ▶ postal money order

**Personal cheques and credit cards are not accepted*

Note: Payment can be made when submitting your Nomination Forms at the West Hants or Windsor Office.

Return of Nomination Deposit

- ▶ You are entitled to all or part refund of your Nomination Deposit if you:
 - ▶ removed all advertising material
 - ▶ returned all paper copies of the List of Elector and destroyed all electronic copies
 - ▶ submit required forms to the Returning Officer
- ▶ The full deposit is refundable if you:
 - ▶ have been elected or acclaimed, or
 - ▶ have received at least half the votes of the successful candidate, or
 - ▶ die before the election
- ▶ Half of the deposit is refundable to candidates polling less than half the votes of the successful candidate

Note: These tasks must be completed by March 14, 2020

Appointment of Official Agent – Form 17

- ▶ You can choose to act as the Official Agent, or you can appoint someone
 - ▶ If appointing someone else, they must take the Oath or Affirmation of Official Agent (Form 17A)
 - ▶ Your Official Agent does not need to live in the Regional Municipality
- ▶ If you choose to act as your own Official Agent, you can still choose to appoint someone before 5 pm on February 12, 2020
- ▶ Appointed Official Agents can be dismissed and replaced any time before March 7, 2020 by writing the Returning Officer

Duties of the Official Agent

- ▶ Can file Nomination Papers on your behalf and authorize your withdrawal
- ▶ Take and track your campaign contributions
- ▶ Files the Campaign Contribution Disclosure Statement (Form 40) after the Election
- ▶ Be present at the Polling Station and appoint Poll Agents to Polling Stations
- ▶ The Official Agent may need to be appointed before the filing of your Nomination Papers if you intend to accept contributions for your campaign

Submitting Nomination Paperwork

- ▶ All Nomination Papers and other Forms are due Nomination Day February 12, 2020 at 5 pm at either the Windsor or West Hants office.
- ▶ Nomination Papers and Forms may also be filed by appointment up to 7 business days prior to Nomination Day (as early as February 3, 2020).
- ▶ Once your Nomination Paper is accepted, it is public information.
- ▶ You can withdraw your nomination up to 4 pm on February 13, 2020.

Campaign Financing

- ▶ Election campaigns can be costly. Candidates may receive contributions to help cover the cost
- ▶ Only the Official Agent can accept contributions on behalf of the Candidate.
- ▶ All contributions need to be tracked by recording the name, civic address and value of the contribution
- ▶ Contributions totaling over \$50.00 by each person need to be disclosed after the election
- ▶ Anonymous donations cannot be accepted
- ▶ Contributions to a municipal election campaign do not qualify for tax receipts
- ▶ Contributions must be tracked separately from your personal finances and in a separate account

What is a Contribution?

- ▶ **Services** (valued at the normal charge that they would attract in the marketplace)
 - ▶ Except a person can donate, as long as the donation is not given as part of the person's employment their personal services, or vehicle
- ▶ **Money** (must be recorded)
- ▶ **Other property** (valued at its current market value as if you had to buy them)
 - ▶ The value of goods and services for sale or auction are recorded as the amount for which it sold, not the commercial value; the recorded donor is the person who gave the item.

Associations

- ▶ A group of people may form an Association to help promote your campaign. Typically called “Committee to Elect (Candidate)”
- ▶ An Association may accept contributions provided they have appointed an Official Agent by writing the Returning Officer
- ▶ The Association’s Official Agent must track contributions in the same manner as the Candidate’s Official Agent
- ▶ If the Association or Candidate receives contribution from a trust or fund which they do not control, the names of the contributors to the trust or fund must be provided at time of transfer

Financial Disclosure

- ▶ After the election, all Candidates and Associations must disclose all donors whose cumulative contributions exceed \$50.00
- ▶ Financial disclosure is done by using one of the following:
 - ▶ Candidate's Campaign Contributions Disclosure Statement (Form 40)
 - ▶ Association's Campaign Contributions Disclosure Statement (Form 41)
- ▶ The Official Agent will submit the appropriate Form to the Municipal Clerk by May 6, 2020
- ▶ Failure to file a financial disclosure statement is an offense

Campaigning Before Nomination Day

- ▶ You can start campaigning before Nomination Day
- ▶ If you are campaigning early and wish to accept campaign contributions, you **MUST** appoint an Official Agent and file the appointment with the Returning Officer
- ▶ If you plan to start campaigning early you should:
 - ▶ inform the Returning Officer, so she can verify if asked by the public
 - ▶ ensure you are aware of the advertising and signage rules
 - ▶ wear an identification badge when campaigning to residents, anyone working your campaign should also wear one

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Questions??

The background features abstract geometric shapes, primarily overlapping triangles, in various shades of green and blue. The shapes are layered, creating a sense of depth and movement. The colors range from light, airy greens to deep, dark blues. The overall composition is clean and modern, with a focus on geometric forms.

Campaign School

November 9, 2019

Ardoise Community Recreation Center

The Campaign...

The Campaign



- a) Part 1 – Getting Ready
- b) Part 2 – The Ground Game
- c) Part 3 – Get Out The Vote

Getting Ready

1. The Candidate
2. The Team
3. The Message



The Ground Game



1. Go Knock Doors
2. Social Media;
Earned Media;
Signs
3. Get On the Phone
4. Will They or Won't
They?

Get Out The Vote



1. Make a list and check it twice
2. Know your rights and restrictions at the polls
3. Celebrate and get back to work





Roles and Responsibilities

The Municipality, Council & Staff

Role of the Municipality

- Provide good government
- Provide municipal services and facilities as council deems necessary
- Develop and maintain safe and viable communities.

“Powers of a municipality are exercised by the council” – MGA 14 (1)



Role of Council

- Pass by-laws and govern
- Make policy decisions
- Approve budgets and set tax rates
- Support organizations and activities
- Promote municipality
- Provide direction to CAO
 - May request information from staff



Role of the Mayor/Warden

The Mayor/Warden shall:

- Preside at meetings of council

The Mayor/Warden may:

- Monitor the administration and government
- Communicate and make recommendations to council

Mayor/Warden only has one vote on council



Role of Individual Councillors

- Councillors are connection between constituents and Council
- Represent interests of entire municipality
- Prepare for meetings of Council
- Promote municipality

Authority derived from Council

CAO system

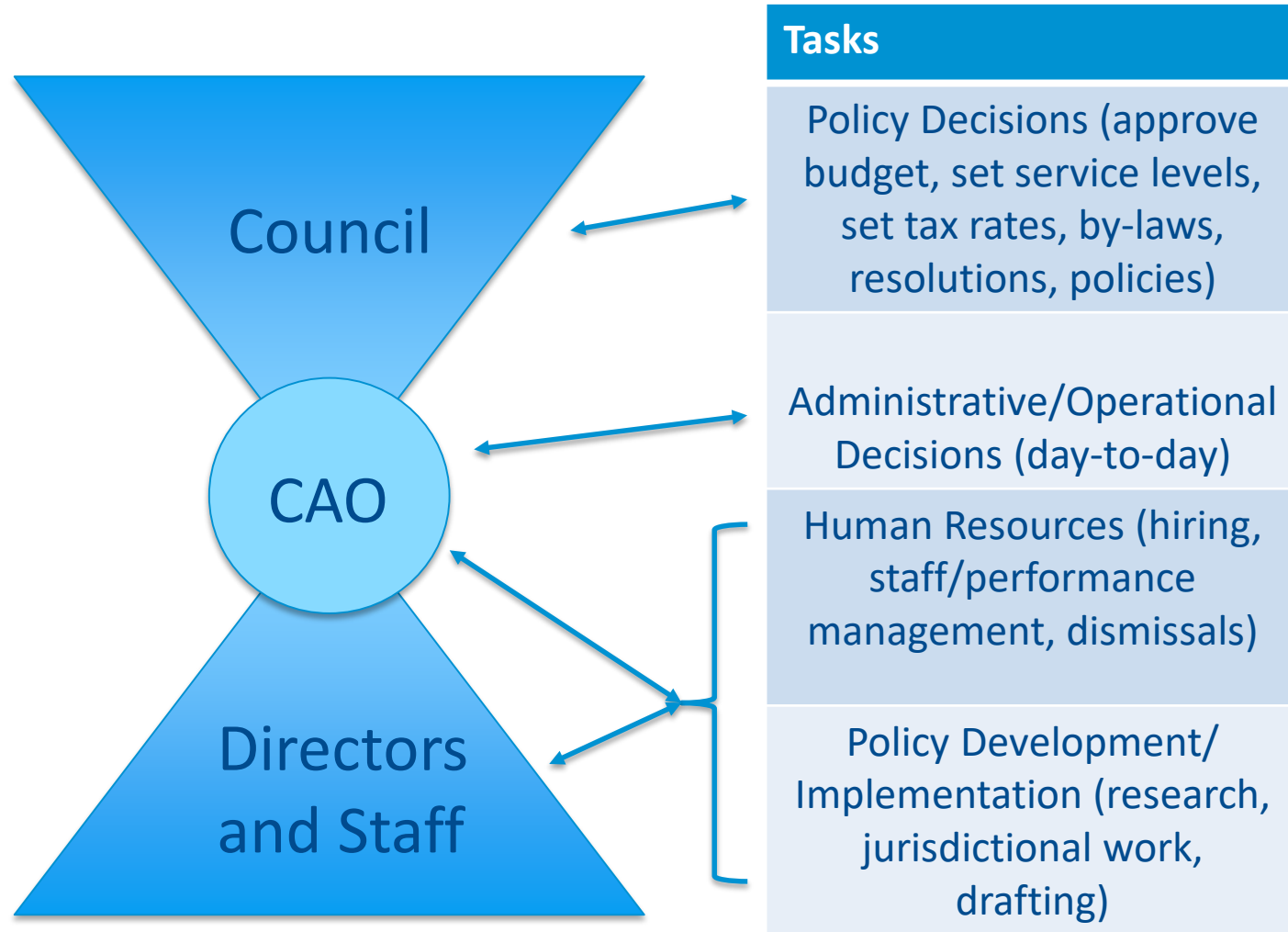
- **Municipalities may employ a CAO**
 - CAO is the only employee of Council
 - CAO is head of Administrative branch of Government
- **CAO shall:**
 - Manage municipal property; prepare/administer budget; recommend on draft by-laws and policies; carry out other duties as directed
- **CAO may:**
 - Attend all meetings of Council; Supervise staff/act as bargaining agent & Subject to Council policies
 - Make expenditures
 - Sell or lease municipal property
 - Establish departments
 - Set employment conditions of staff
 - Commence legal action

Municipal Staff

- Work for CAO
 - Take direction from CAO
 - Submit reports to CAO
 - Accountable to the CAO
- Where CAO advice to council differs from staff, CAO is obligated to share this information with Council (if in writing/formal)
- The Solicitor presents directly to Council



Roles and Responsibilities





Economic Development

A Quick Primer

What is Economic Development

- A policy intervention
- Goal: increase market productivity and grow the economy
- Different orders of government have different levers

Federal Government	Provincial Government	Municipal Government
<ul style="list-style-type: none">• Supply of Money• Interest Rates• Immigration Policy• International and Internal Trade Regime• Deficit spending	<ul style="list-style-type: none">• Labour market development• Energy and Resource Management• Programs and Services for Business• Deficit spending	<ul style="list-style-type: none">• Land Use Planning• Property Tax Policy• Permitting Process• Service Levels• Infrastructure Investment

Regional Enterprise Networks

- Feds stopped funding regional ED agencies in 2012
- Province recognized it needed a focused regional perspective and support to implement regional strategies
- RENs guide and navigate regional economic development while working with businesses
- **Three core activities:**
 - Develop and implement a regional economic strategy
 - Business attraction, retention and expansion
 - Inform partners about local business-climate conditions and regional challenges and opportunities

Who are the players/potential



Atlantic Canada
Opportunities
Agency

Agence de
promotion économique
du Canada atlantique



Creating the climate for business

- **Investment readiness**
 - Know what you've got (e.g., asset inventories and community profiles)
 - Know what you're good at (identify strengths and focus)
 - Have a plan (who is on first? Goal is a quick organized response)
- **Attitude**
 - Be welcoming
 - Say yes whenever possible (we're open for business!)
 - Celebrate success
 - Learn from failure
- **Partner**
 - Think regionally
 - Fill gaps, don't duplicate efforts

Where do municipalities fit?

- A municipality should know its:
 - Competitive advantage
 - Local workforce profile
 - Existing businesses and industries and their characteristics
 - Process to set up a business (bylaws and regulations)
 - Regional strategy
 - Community assets
- Land Use Planning
- Partner, partner, partner!



Questions & discussion



Municipal Decision-Making & Conflicts of Interest

Department of Municipal Affairs and
Housing

Local Government in NS

- 50 Municipal Units in Nova Scotia (does not include villages)
- Regional Municipalities – CBRM, HRM, Queens
- Rural Municipalities – Colchester County, Kings County, etc.
- Towns – Antigonish, Kentville, Truro, etc.
- Villages – Bible Hill, Chester, New Minas, etc.
- Rural vs Town – Towns own most roads within their boundaries
- Regional vs Rural – Regionals do not have any Towns or Villages within their boundaries
- Each type of unit has differing authorities and restrictions

Municipal Gov't in Canada

- As a result of our constitutional structure, Municipalities are “creatures of statute” – legal entities that exist only through the legislation (statute) that creates them
- Municipal governments are limited to making laws with respect to matters delegated by the Province
- In Nova Scotia, all municipalities (except HRM) & villages derive their authority from the *Municipal Government Act (MGA)*
- HRM is subject to the provisions of the *Halifax Regional Municipality Charter*

Municipal Authority

- If a Municipality wants to take an action, they must find the authority to do so in legislation
- *Presumption – a Municipality cannot act unless the legislation says they can*
- This includes decisions such as:
 - Spending money
 - Passing by-laws
 - Borrowing
 - Offering services
- Other jurisdictions have legislation that reverses this presumption

By-Laws, Policies & Resolutions

- Councils must make decisions by by-law, policy, or resolution (section 47)
- Council may exercise any of its authority by resolution unless a policy or by-law is required by legislation
- Council may exercise by by-law any power or duty that it may exercise by policy or resolution
- Council may exercise by policy any power or duty that it may exercise by resolution
- By-laws have more stringent statutory requirements than policies, and policies have more stringent requirements than resolutions

Voting Requirements

- **Quorum** – a majority of the maximum number of persons that may be elected to Council (section 20)
- *Note: The MGA & MCOIA provide some exceptions to the quorum requirements where there are vacancies or conflicts*
- **Voting** – a question arising at a council meeting shall be decided by a majority of votes *unless otherwise prescribed by statute* (section 21)
- **Abstention** – failure or refusal to vote is deemed to be a vote in the negative *unless otherwise specified in a policy*
- **Tied Vote** – in the event of a tie, the question is determined in the negative (i.e. status quo)

Municipal Conflict of Interest Act

- A conflict of interest (under the *MCOIA*) occurs when a matter before Council may have a **financial** impact on you, your immediate family members, a person living with you, or an organization that you are involved with
- The financial impact may be positive (gain) or negative (loss)
- The *MCOIA* dictates the rules with respect to the who, what, when, where, and how of **financial** conflicts of interest
- Applies to any entity exercising legislative authority with respect to a municipality and/or any entity for which a municipality must provide funds
- The *Municipal Government Act* only speaks to conflicts of interest in the context of municipal tax sales

Am I in a Conflict of Interest?

1. Could a matter before Council have a financial impact on me?
2. Could a matter before Council have a financial impact on an organization that I have an interest in?
3. Could a matter before Council have a financial impact on my spouse, immediate family member, or a person living with me?
4. Could a matter before Council have a financial impact on an entity or venture for which I intend to obtain a financial interest?

Exceptions to the Rule

- The MCOIA does not apply to any interest in any matter that a Councillor may have:
 - As an elector
 - By reason of receiving the same service as other residents
 - By reason of being appointed by Council to a board or committee
 - By reason of having a financial interest in common with electors generally
 - By reason of an interest that is so remote or insignificant that it cannot reasonably be regarded as likely to influence the member

What do I do if I'm conflicted?

- Disclose the interest ASAP
- Withdraw from the meeting
 - Public meeting: leave the Council table
 - Private meeting: leave the room
- Don't participate in the debate and don't vote
- Do not try to influence the decision in any way
- If you aren't at a meeting, but you have a financial interest in a topic discussed, you must disclose it at the next meeting
- It's not just about voting, it's about influence
- **If in doubt, sit it out!**

Questions?