

Report ITR-CS-03-14

To: Chair Pringle and Members of Corporate Services Committee
From: Geoff Hogan, Director of Information Technology
Meeting Date: May 13, 2014
Subject: **MISA 2016 Annual Conference**
Status: Recommendation adopted by Committee as presented per Resolution CS51-14 May 13, 2014; Endorsed by County Council June 3, 2014 per Resolution CC76-14;

Recommendation(s)

WHEREAS the Municipal Information Systems Association (MISA) has approached Grey County to host the MISA 2016 Annual Conference at Blue Mountain Resorts;

AND WHEREAS local municipal staff have much better access to education and networking sessions when professional development opportunities are nearby;

AND WHEREAS a conference with 700 attendees provides considerable economic benefit to Grey County;

NOW THEREFORE BE IT RESOLVED THAT report ITR-CS-03-14 be received;

AND THAT Grey County host the MISA 2016 Annual Conference at Blue Mountain Resorts in June 2016 with participation from MISA and the staff of selected Grey County lower tier municipalities.

Background

The Municipal Information Systems Association (MISA) hosts a number of conferences and events around the province each year. The Annual conference occurs in June of each year and currently attracts over 700 people with approximately 80 trade show booths. There are less than 10 conference facilities in the province that can host an event of this size, Blue Mountain Resorts (BMR) in Grey County is one of them.

In 2008 Grey County hosted a very successful annual MISA conference in collaboration with Peel, Hamilton, Guelph, Blue Mountains, Meaford and Owen Sound. Since 2008 BMR has added on to its conference facilities and increased its number of hotel rooms. BMR is extremely well suited to hosting the conference.

Recently MISA has recognized that the complexity of hosting a conference of this size is difficult for the host municipality. To address this issue the board has hired a full time events coordinator. The host municipality's responsibilities have been reduced considerably. The local host is responsible for:

- Picking facility
- Entertainment
 - Sunday Golf and alternate activity
 - Monday and Tuesday evening entertainment
- Program and speakers (with help/input of MISA events committee)
- On-site registration

The MISA events coordinator is responsible for:

- Logistics of conference facility – food, AV, etc.
- Tradeshow
- Sponsorship
- Overall event coordination

Financial / Staffing / Legal / Information Technology

Considerations

County and local municipal staff have the opportunity to participate in the professional development opportunities at the conference without the need for expensive travel or accommodation if the conference is hosted nearby.

There is no direct financial cost to the host municipality – all direct monetary costs are borne by the association and the conference. There is a requirement for some staff time during regular business hours during the planning phase and some significant staff hours during the actual three day event. The last time Grey County hosted the conference in 2008 there were significant hours expended, with the participation of the MISA events coordinator the expected time commitment is much less and is estimated at 0.25 of an FTE (averaged over a group of volunteers) in the year leading up to the conference.

Link to Strategic Goals / Priorities

The conference helps support the primary strategic goal of expanding the prosperity base.

Respectfully submitted by,

Geoff Hogan

Director of Information Technology