

Alberta Municipal Enforcement Association

**Strategic Business Plan
2024-2027**

*“To Enhance and Promote the Profession of Municipal Enforcement
through Education, Training and Collaborative Interactions.”*

The AMEA Logo

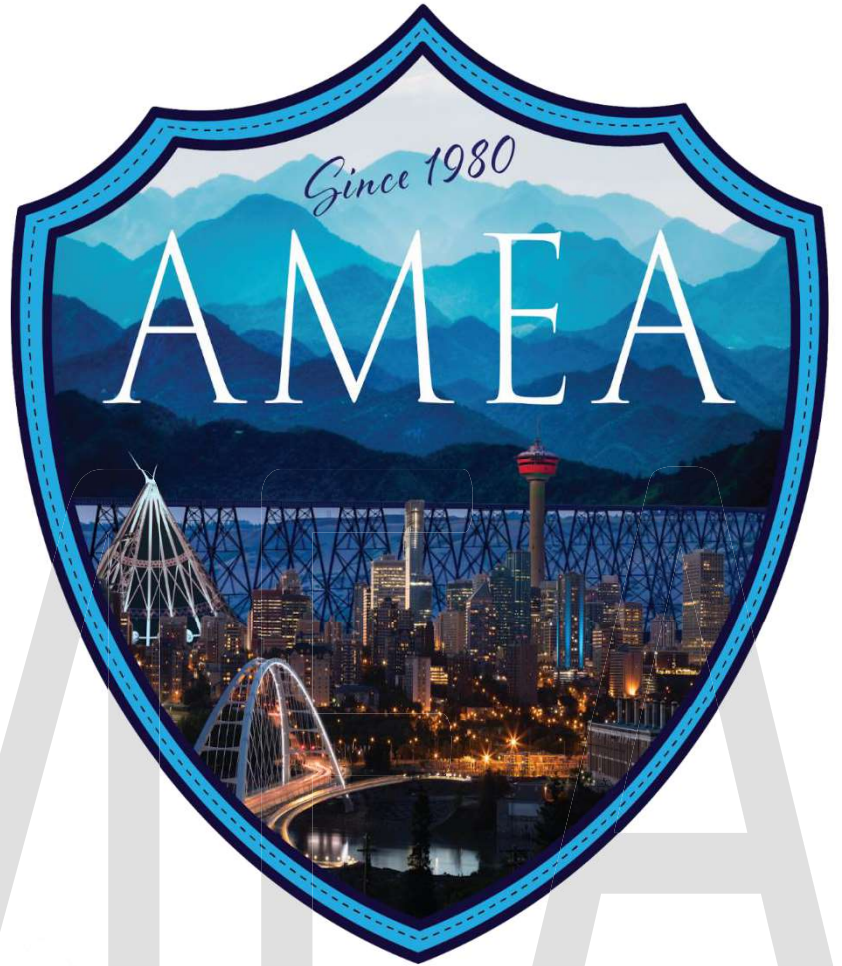
In 2024, the Executive Committee dedicated significant effort to creating a new logo for the Alberta Municipal Enforcement Association (AMEA). This logo embodies the essence of our membership and pays homage to the indigenous lands within our municipalities.

The design elements of the logo carry specific meanings:

- 1. Rocky Mountains:** These majestic peaks, which form Alberta's western border with British Columbia, symbolize our commitment to stewardship of the environment. They represent the vital role of enforcement in safeguarding wildlife, visitors, and the natural beauty of our province. We respectfully acknowledge that the Province of Alberta is situated on the traditional territories of several Indigenous peoples. These lands have been home to diverse communities with rich histories, languages, and cultures. We honor and recognize the following nations: **Treaty 6 Territory and the Treaty 7 Region:** This region has been a gathering place for Indigenous peoples throughout Alberta's History. Their enduring influence continues to shape our vibrant communities.
- 2. Albertan City Skyscape:** The outline of our urban centers draws attention to the vibrant communities across our Province. Here, enforcement officers play a crucial role in maintaining safety and security, allowing people to thrive in their daily lives.
- 3. Bridge and Roadways:** The road leading across the bridge signifies Alberta's extensive network of roadways, freeways, and highways. These arteries facilitate the movement of people and goods, contributing to accessibility, efficiency, and timely travel.

The carefully chosen colors hold additional significance:

- **Blue Background:** In the language of heraldic devices, this blue field represents loyalty and truth. It reflects our unwavering commitment to upholding the law and serving the public.
- **Black Borders:** These borders symbolize tenacity and constancy. They embody the dedication of our members to ensuring safety, security, and order within our communities.



A Message from the President

Dear Members,

As we embark upon the next phase of our journey, I am pleased to present to you the business plan that will guide the Alberta Municipal Enforcement Association (AMEA) for the next three years. This plan represents our commitment to upholding the values that have defined us thus far and outlines our vision for the future.

At the heart of our association lie four core values: **Professional Excellence, Empowerment, Collaboration, and Celebration of Success**. These values serve as the foundation upon which we build our leadership within our communities and organizations. We are dedicated to maintaining the highest standards of professionalism, ethics, and competence in all that we do. We encourage each member to embrace personal leadership and strive for excellence in both their professional and personal lives. We recognize the importance of collaboration and partnership, both within our association and with external stakeholders, as we work together to meet the needs of our communities and support our membership. And finally, we are committed to celebrating and acknowledging the exceptional service of our members and the successes we achieve together.

The goals outlined in this plan have been carefully considered by the executive team and deemed relevant to our current circumstances. However, it is important to acknowledge that external factors, such as the decision to remove the Level 2 Peace Officer program, may necessitate adjustments in the future. As we navigate these uncertainties, we remain steadfast in our dedication to serving our membership and providing the most current and relevant training and information available.

I invite each of you to review our Business Plan for 2024-2027 and provide your feedback and input. Your engagement is invaluable as we work together to shape the future of our association. I also extend an invitation to those who may be interested in joining the executive team to reach out to any of the current members. Serving on the executive is a rewarding experience and an opportunity to contribute to the continued success of AMEA.

As we reflect on our past achievements and look ahead to the future, I am filled with gratitude for the countless individuals who have volunteered their time and efforts to make AMEA what it is today. Together, we have built a strong and vibrant community, and I am excited to see what we will accomplish in the years to come.

Thank you for your continued support and dedication.

Sincerely,

President
Todd Nelson

AMEA Goals 2024-2027

GOAL 1

Bring together Municipal Enforcement Officers throughout Alberta for the purpose of mutual cooperation and assistance in the establishment of standards of enforcement in their respective fields.

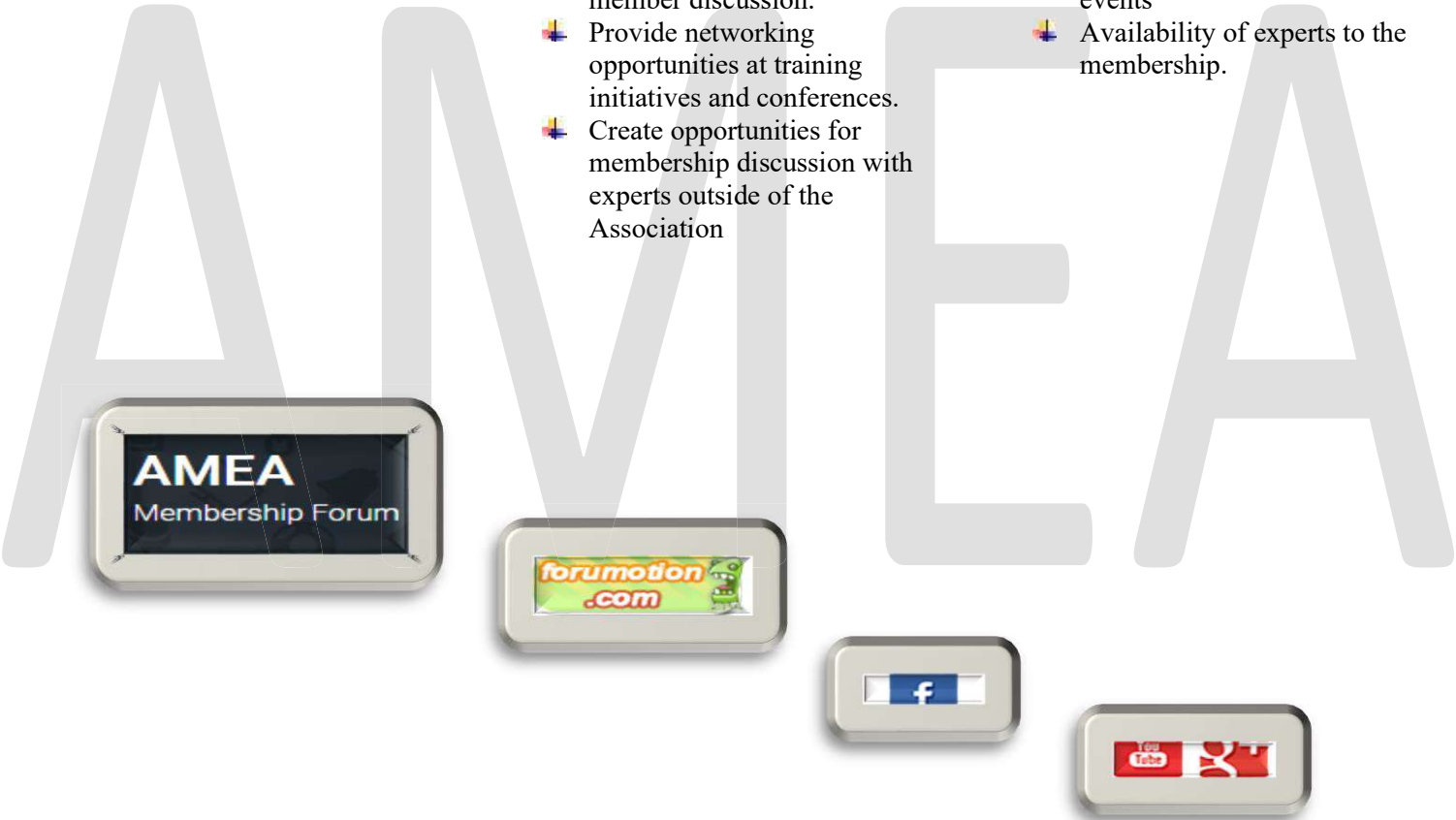
<u>Objective</u>	<u>Action Plans</u>	<u>Performance Indicators</u>
Facilitate the sharing of information between Municipal Enforcement Officer's (MEO) and Employer Organizations.	<ul style="list-style-type: none"> ✚ Encourage and promote the use of the website and forum. ✚ Solicit new templates and innovative bylaws to post on the members only documents section. ✚ Encourage open discussion at conferences through round table exercises. ✚ Encourage unofficial idea sharing through social interaction. 	<ul style="list-style-type: none"> ✚ Gauge the use of the forum and members only section for new bylaws and templates. ✚ Gauge attendance at conferences, training initiatives, and organized social activities.
Provide mentoring opportunities for new and existing members.	<ul style="list-style-type: none"> ✚ Create opportunities for unofficial mentoring for all members who are new to Bylaw Enforcement or when dealing with unique or challenging issues. ✚ Maintain avenues of contact where members can speak with one another. 	<ul style="list-style-type: none"> ✚ Monitor website usage and encourage forum involvement.
Create or collaborate in the creation of enforcement standards.	<ul style="list-style-type: none"> ✚ Collaborate with government agencies on the creation of bylaw templates and province wide initiatives 	<ul style="list-style-type: none"> ✚ Active participation in committees. ✚ Production of relevant materials from the committees and collaborations.



GOAL 2

To assist in the solution of common problems and internal or external enforcement related matters by means of open discussion and committee study.

Objectives	Action Plan	Performance Indicators
Facilitate committee study of common issues	<ul style="list-style-type: none"> ✚ Follow up committee recommendations with Executive discussion and implementation. 	<ul style="list-style-type: none"> ✚ Gauge effective committee study through results of meeting and productivity.
Provide forum for discussion.	<ul style="list-style-type: none"> ✚ Maintain website forum and documentation section for member discussion. ✚ Provide networking opportunities at training initiatives and conferences. ✚ Create opportunities for membership discussion with experts outside of the Association 	<ul style="list-style-type: none"> ✚ Attendance at networking opportunities and training events ✚ Availability of experts to the membership.



GOAL 3

To promote closer official and personal relationships between the Association Members, Law Enforcement Officials, and heads of Government Agencies.

<u>Objectives</u>	<u>Action Plan</u>	<u>Performance Indicators</u>
Liaise with other government and law enforcement agencies to further the objectives of the membership.	<ul style="list-style-type: none"> Utilize existing contacts and develop new contacts to facilitate good working relationships with law enforcement and government agencies. 	<ul style="list-style-type: none"> Invitations to participate in discussion. Development and maintenance of new and existing relationships.
To respond with immediate cooperation at any level in the event of a local or national emergency.	<ul style="list-style-type: none"> Provide the full resources of the AMEA to emergencies when called upon. 	<ul style="list-style-type: none"> Delivery of service when asked.



GOAL 4

To further and promote high ethical standards among the Members.

<u>Objectives</u>	<u>Action Plans</u>	<u>Performance Indicators</u>
Lead by Example	<ul style="list-style-type: none"> Members of the association shall conduct themselves with high ethical standards and professionalism at all times. Mentoring new and existing members to act with honesty, integrity and accountability. 	<ul style="list-style-type: none"> This topic shall be a part of the Executive Agenda before AMEA events.
Provide training that communicates the importance of ethics and accountability.	<ul style="list-style-type: none"> Stress to presenters addressing the membership that this is an issue that we want conveyed through every aspect of our training and work. Stress the importance of ethical behavior throughout AMEA events so that the privilege of attending conferences may be enjoyed for years to come. 	<ul style="list-style-type: none"> Ask that presentations include this as a common theme. Continued attendance of events by delegates. Low instance of negative occurrences that may reflect poorly on the Association and on the sponsoring employer.

GOAL 5

Further and promote the high standards of public relations for and on behalf of municipalities represented by the Members.

<u>Objectives</u>	<u>Action Plan</u>	<u>Performance Indicators</u>
Maintain good public relations through the media.	<ul style="list-style-type: none"> ✚ Maintain a Publicity Officer position on the Executive. ✚ Contact local media when hosting an AMEA event to showcase the work we do. ✚ Social Media page with professional content. 	<ul style="list-style-type: none"> ✚ Positive news stories about AMEA events and training courses.
Promote the AMEA through social media avenues that are available i.e. Facebook, twitter etc.	<ul style="list-style-type: none"> ✚ Provide access to a good quality website and social media feeds. ✚ AMEA will attend other conferences to promote the association. 	<ul style="list-style-type: none"> ✚ Up-to-date website content.
Promote Community Involvement.	<ul style="list-style-type: none"> ✚ Fund raise for charities at the AMEA events. 	<ul style="list-style-type: none"> ✚ Articles about fund raising through social media. ✚ Presenting donations in person.

GOAL 6

Provide a resource for membership and outside agencies to access common information that has been reviewed and approved by the Association.

<u>Objectives</u>	<u>Action Plans</u>	<u>Performance Indicators</u>
Provide information that has been approved by the Executive.	<ul style="list-style-type: none"> ✚ Executive will review educational materials, bylaws, and templates for distribution to the membership. ✚ Approved materials will be distributed via the document section of the website, the forum, , and training course materials. 	<ul style="list-style-type: none"> ✚ Members will advise the Executive if the information was useful or if there are issues with the materials.
Provide educational opportunities for members.	<ul style="list-style-type: none"> ✚ The Association will hold its annual conference once a year. ✚ The association will provide additional training as approved by the executive. 	<ul style="list-style-type: none"> ✚ High quality, useful, and appropriate training provided.

GOAL 7

Allow municipalities to showcase their enhanced services.

<u>Objectives</u>	<u>Action Plans</u>	<u>Performance Indicators</u>
Provide municipalities a place to showcase their achievements.	<ul style="list-style-type: none">Recognition through leadership & excellence in municipal enforcement awards.Mention on the social media and forum.	<ul style="list-style-type: none">Nominations for awards.Recognition on social media.
Have municipalities share their programs and knowledge.	<ul style="list-style-type: none">Ask municipalities to showcase their programs.	<ul style="list-style-type: none">Time allotted for these presentations or showcases at conference.



GOAL 8

Provide high quality training to enhance our member's ability to do their jobs effectively and to the best of their ability.



<u>Objectives</u>	<u>Action Plans</u>	<u>Performance Indicators</u>
Provide high quality training.	<ul style="list-style-type: none"> <li data-bbox="626 197 1040 260">✚ Host annual conference and training. <li data-bbox="626 266 1040 394">✚ Provide training identified as a need from previous conference feedback forms, website polls, and Executive discussion. 	<ul style="list-style-type: none"> <li data-bbox="1130 197 1544 260">✚ Gauged by feedback forms and website forum comments. <li data-bbox="1130 266 1544 329">✚ Executive discussion and anecdotes. <li data-bbox="1130 336 1544 394">✚ Attendance at training.

ANMMEA

Implementation and Evaluation

The Executive Committee is largely responsible to ensure timely implementation of this business plan. This will be completed throughout the year with regular business meetings, and the spring conference, as well as ongoing website monitoring and updates. The committee will also foster strong relationships between members and with government agencies.

This plan will be evaluated regularly by the Executive Committee at regular business meetings. Members will have the opportunity to evaluate the plan at the Annual General Meeting for general membership discussion.