

DECISION/DIRECTION NOTE

Title: Sponsorship of the 2025 Atlantic Canada Water and Wastewater Association Conference.

Date Prepared: May 1, 2025

Report To: Regular Meeting of Council

Councillor and Role: Mayor Danny Breen, Governance & Strategic Priorities

Ward: N/A

Decision/Direction Required:

Seeking Council approval to sponsor the 2025 Atlantic Canada Water and Wastewater Association Conference.

Discussion – Background and Current Status:

The [Atlantic Canada Water and Wastewater Association \(ACWWA\) Conference](#) is being held in St. John's October 5-7, 2025 at the St. John's Convention Centre. ACWWA is dedicated to promoting excellence in the stewardship, management, and operation of all water systems. The conference is expected to host 400 participants, among them 4-6 City of St. John's employees. This is an annual conference consisting of technical sessions (learning opportunities) and a tradeshow demonstrating new products in the industry. The conference attracts municipal operators, technical staff, municipal leaders/managers, consultants and vendors related to the treatment and distribution of drinking water, collection and treatment of wastewater, and storm water management. The conference provides attendees with the opportunity to interact with colleagues, learn about new trends, regulations, etc., and to meet vendors and review products, equipment, and technology.

It is recommended the City apply for a [Bronze Sponsorship Level](#) at a cost of \$1500, which would include:

- a banner ad on the Conference website
- a small logo in the Conference program
- one presentation slide at the meet and greet
- a logo on the Sponsor Boards

Key Considerations/Implications:

1. Budget/Financial Implications: Sponsorship cost of \$1500.00, which will come from the Civic Events and Receptions – Public Receptions budget (1115-52394).
2. Partners or Other Stakeholders: Atlantic Canada Water and Wastewater Association

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3. Is this a New Plan or Strategy: No

If yes, are there recommendations or actions that require progress reporting?

If yes, how will progress be reported? (e.g.: through the strategic plan, through Cascade, annual update to Council, etc.)

4. Alignment with Strategic Directions:

An Effective City: Work with our employees to improve organizational performance through effective processes and policies.

An Effective City: Achieve service excellence through collaboration, innovation and modernization grounded in client needs.

5. Alignment with Adopted Plans: N/A

6. Accessibility and Inclusion: N/A

7. Legal or Policy Implications: N/A

8. Privacy Implications: N/A

9. Engagement and Communications Considerations: N/A

10. Human Resource Implications: N/A

11. Procurement Implications: N/A

12. Information Technology Implications: N/A

13. Other Implications: N/A

Recommendation:

That Council approve sponsorship of the 2025 Atlantic Canada Water and Wastewater Association Conference.

Prepared by: Theresa Walsh, City Clerk

Approved by: Kevin Breen, City Manager