



The collective voice can impact Regina

For many people, the concept of collective voice is unfamiliar and that's something Regina Mayor Sandra Masters would like to see change in the world of municipal politics.

The definition of collective voice is simple: engaged individuals with a shared purpose empowering communication to support an idea, project or policy.

For Masters and Regina's City Council, their decisions are made after collecting and examining as much evidence as possible regarding a particular issue at hand.



Referring to the adage that more information is better than less information, Masters believes Regina residents can assist the City in making more informed decisions by becoming part of the collective voice and participating in the process ... together.

"I would love to see more people participating, whether that's through engagement surveys, or being part of a collective voice through the Chamber of Commerce, rotary club, or a professional or community association," said Masters. "We have quite a number of delegates that come to Council right now and we also know that the volume of feedback into the Mayor's Office is up from previous years. So there's the idea that folks are sharing input and feedback, which is fabulous but this isn't reflected in Regina's voter turnout."

"I believe voter turnout in 2020 was at 21 per cent, which I think is quite low. Going out and voting in the 2024 election would be a huge indication of people's engagement within their city. Some people think their vote doesn't matter and that's simply not true. If the collective voice can inspire a larger turnout at the polls, those votes will have an impact."

Masters believes that all feedback is good as it involves residents in the municipal process. She is also aware of the current atmosphere in society when it comes to sharing thoughts and opinions on social media. More often than not, it's an ugly world filled with anger and hatred. Masters feels that City Council meetings should provide a safe space for delegates.

"It's the biggest irony to me that in a social media world where everyone can post their opinion and thoughts on any given topic we have such low voter turnout; only 1 in 5 of us voted in the last election. Many people regularly engage with others online but during an election, those same people may not vote," said Masters. "There's a significant gap between posting opinions on social media and being in front of decision

makers.”

“When someone comes to Council to speak on behalf of an issue, Councillors do their best to make sure that the interaction between the dissenting group is honest and respectful. We can agree to disagree. We can take that information and opinion into consideration and at the same time make sure the debate, questions, and interaction is respectful.”

Collective voice allows residents to work with other like-minded people in the community on important issues. It enables people to contribute collectively to decisions and issues that affect their lives and the lives of those living in our city.

Having spent the last two years dealing with the pandemic, the benefits of a collective voice are more necessary than ever before.

“It is important, especially coming out of these last couple of years. There’s been such isolation and disconnection that it is on us as elected officials to build relationships with other levels of government and residents. It is our responsibility as leaders to connect with our community and hear about the things that are working well, the challenges faced, and the ideas people have for our city,” said Masters. “All of this becomes part of the recipe for good policy design, future initiatives, and advocacy. This makes for a better city that more people can see themselves in and are reflected in decisions.”

“I want to thank the Regina and District Chamber of Commerce for being part of this collective voice and ensuring its member’s voices are heard.”

UPCOMING REGINA CHAMBER EVENTS

THURSDAY, SEPTEMBER 22

MEET CARLA BECK

Join us for an evening with Carla Beck

First elected female leader of the Saskatchewan NDP
The Studio @ The Cornwall Centre
5 p.m. -- 7 p.m.



Saskatchewan
Building Trades



WEDNESDAY, SEPTEMBER 28

2022 LUNCHEON SERIES

"Is Your Business Ready?"

A presentation on cybersecurity by Shannon Parker & Tina Beaudry-Mellor
Deloitte Canada
Sponsored by TD
Conexus Arts Centre theatre lobby
11:30 a.m. -- 2 p.m.

A promotional poster for a luncheon series. At the top left is the TD logo. At the top right is the Regina & District Chamber of Commerce logo with the tagline 'LEAD EMPOWER CONNECT'. The main text reads 'A RANSOMWARE ATTACK HAPPENS EVERY 11 SECONDS.' Below this, it asks 'IS YOUR BUSINESS READY?' and features two women, Shannon Parker and Tina Beaudry-Mellor, smiling. At the bottom, their names and titles are listed: Shannon Parker, Risk Advisory/Cyber & Strategic Risk, Deloitte; and Tina Beaudry-Mellor, Partner - Cyber Strategy & Risk Advisory, Deloitte.

For more information or to register for this outstanding Chamber event click [HERE](#)

"We acknowledge, with respect and truth, that we work and support the business community in Treaty 4 Territory and the traditional lands of the nêhiyawak (Cree), Anihšīnāpēk (Saulteaux), Dakota, Lakota, Nakoda, and on the homeland of the Métis Nation."

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